

# RETAIL AND COMMERCIAL LEISURE STUDY

ON BEHALF OF MILTON KEYNES CITY COUNCIL

March 2024

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## Executive Summary

This Retail and Leisure Study has been commissioned by Milton Keynes City Council, and has been prepared by Nexus Planning. The purpose of this Study is to inform the preparation of the Milton Keynes New City Plan, a new Local Plan for the development of Milton Keynes up to 2050. The Study aims to provide the Council with an up-to-date, objective assessment of retail and leisure development needs in the Council area and considers possible strategic policy responses to any prevalent or emerging issues.

The Study begins with an overview of key national and local policies relating to retail and leisure, and of current and future retail trends.

The Study then goes on to review existing market shares across the Study Area, as informed by the telephone Household Survey which comprised 1,409 interviews split between the 14 Zones. Overall, the Study summarises the key findings on internet shopping patterns, as well as a survey-derived market share analysis for convenience and comparison goods spending at 'bricks and mortar' locations. We also examine the level of take-up for various leisure activities and examine any locally identified deficiencies in provision.

Our analysis shows that although there is negative capacity for convenience floorspace, there is considerable capacity for additional comparison floorspace by 2050. In terms of leisure capacity, it was found that in most categories current provision would support future populations, although a deficit is projected in the provision of restaurants and bars.

The Study also provides an assessment of hotel supply in the City, which assesses the current supply of hotel rooms against future projections in a low-growth and high-growth scenario. In the low-growth scenario, current provision appears to be sufficient, but under a high-growth scenario additional provision is required.

The Study also provides detailed health check assessments for Central Milton Keynes and for all Town and District Centres. Health checks are recognised as important planning 'tools' for appraising and monitoring the changes in the overall vitality and viability of town centres and informing both plan-making and decision-taking at the local level. For each centre, the Study recommends place-specific interventions.

In recognising the role that town centres can play in supporting mental and physical health, the Study also assesses each defined centre against a 'Healthy Centre Checklist' which identifies particular deficiencies in each centre, and forms recommendations for how centres, both individually and cumulatively, can greater promote health.

The Study then carries out a benchmarking exercise wherein the performance of Milton Keynes is compared and contrasted against other comparator and aspirational cities to identify particular strengths and weaknesses relative to other similar centres.

The Study also provides an analysis of the existing provision of key services in the City, in terms of their location and accessibility. This exercise identifies areas of poor provision, and from this recommendations are made regarding where future provision should be directed to ensure that all residents benefit from easy access to everyday services.

The Study concludes by providing guidance to inform the emerging New City Plan on the following matters: retail and leisure capacity and strategy; hotels; the hierarchy of centres; the spatial extent of centres; policies mapping; retail connected with greenfield development; local centre development and recommended planning policy approach.

# 1. Introduction

## Overview

- 1.1 This Retail and Leisure Study has been commissioned by Milton Keynes City Council (“the Council”). The preparation of the Study has been led and co-ordinated by Nexus Planning (“Nexus”), with specialist input from NEMS Market Research on the empirical survey work, and Experian on data production.
- 1.2 The purpose of the Study is to inform the preparation of the Milton Keynes New City Plan, a new Local Plan for the development of Milton Keynes up to 2050. When adopted the New City Plan (NCP) will replace the current Local Plan, Plan:MK 2016-2031, adopted in March 2019. The Study aims to provide the Council with an up-to-date, objective assessment of retail and leisure development needs in the Council area and considers possible strategic policy responses to any prevalent or emerging issues.
- 1.3 The Study has been prepared to reflect the requirements of the Town Centres and Retail Planning Practice Guidance (‘the Town Centres PPG’), and the National Planning Policy Framework (NPPF).

## Structure of the Study

- 1.4 This report is structured as follows:
  - a. Section 2 provides a summary of the key national and local retail policy context relevant to the Study.
  - b. Section 3 summarises key current and future retail trends and, in doing so, provides the overarching context for this Study and how it can be used to guide plan-making.
  - c. Section 4 defines the Study Area and describes the Household Survey undertaken to inform this Study. It summarises the key findings on internet shopping patterns, and the survey-derived market-share analysis for convenience and comparison goods retailing at ‘bricks and mortar’ locations, as well as comments on the existing leisure trends. The results of the quantitative capacity assessment for new retail (comparison and convenience goods) and leisure floorspace in the Council area are described in detail.
  - d. Section 5 investigates existing hotel provision in the Milton Keynes City Council area, and forecasts future hotel supply and demand.
  - e. Section 6 describes our health-check methodology that has been used to assess the vitality and viability of Central Milton Keynes, and the Town and District centres.
  - f. Sections 7 to 15 set out our health-check assessments for Central Milton Keynes, and all Town and District Centres.
  - g. Section 16 outlines the health of each centre against a ‘Healthy Centre Checklist’ to assess how the centres support the mental and physical health of their local communities.
  - h. Section 17 sets out a benchmarking exercise.
  - i. Section 18 provides guidance to inform the emerging Local Development Plan on the following matters: the hierarchy of centres; the spatial extent of centres; hotel provision; the location of retail and service provision across the Council area and recommended planning policy approach.

## 2. Policy and Legislative Context

2.1 In order to shape the direction of this Study, it is helpful to understand relevant retail and Town Centre planning policy at a national and local level. As such, we first summarise national planning policy of relevance before considering retail and Town Centre development plan policy as set out in the current Local Plan for Milton Keynes, Plan:MK. We also consider changes to the Use Classes Order and the application of permitted development rights to Town Centre uses.

### Revised National Planning Policy Framework

2.2 The most recent iteration of the National Planning Policy Framework (NPPF) was published in December 2023. The NPPF reflects the fact that the traditional role of Town Centres has been somewhat undermined by structural changes in the retail sector, and that there may be a need to plan for a more diverse range of uses going forward. As such, the NPPF advocates a more flexible policy framework to support the future vitality and viability of Town Centres.

2.3 NPPF policies are considered on a thematic basis below.

#### Plan-Making

2.4 Paragraph 20 of the NPPF indicates that development plans should set out an overall strategy for the pattern, scale and quality of development, including policies to deliver retail, leisure and other commercial development. Paragraph 31 states that the preparation and review of all policies should be underpinned by relevant and up-to-date evidence. This should be proportionate and take into account relevant market signals.

#### Building a Strong, Competitive Economy

2.5 Paragraph 85 of the NPPF indicates 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.

#### Ensuring the Vitality of Town Centres

2.6 Paragraph 90 specifically relates to planning for Town Centres. It states that:

‘Planning policies should:

- a. define a network and hierarchy of Town Centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;
- b. define the extent of Town Centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;
- c. retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
- d. allocate a range of suitable sites in Town Centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main Town Centre uses over this period should not be compromised by limited site availability, so Town Centre boundaries should be kept under review where necessary;

- e. where suitable and viable Town Centre sites are not available for main Town Centre uses, allocate appropriate edge of centre sites that are well connected to the Town Centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the Town Centre; and
- f. recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites’.

2.7 The requirement to plan to meet needs across a minimum ten-year period represents a change from the previous NPPF which required Town Centre needs to be met in full across the entire plan period.

2.8 In addition, it is notable that the NPPF Annex 2 Glossary fails to make any reference to the designation of primary and secondary frontages. Page 32 of the Government Response to the Draft Revised National Planning Policy Framework Consultation indicates that, whilst the revised NPPF has removed the expectation in national planning policy that such frontages must be defined, this does not necessarily preclude authorities from doing so where their use can be justified. However, it is evident that the general intention is to provide for more flexibility through a less prescriptive approach to land use.

2.9 Paragraph 94 of the NPPF states that it is appropriate to identify thresholds for the scale of edge of centre and out of centre retail and leisure development (i.e. outside a Primary Shopping Area) that should be the subject of an impact assessment. Any such threshold policy applies only to the impact test. All planning applications for main Town Centre uses that are not in an existing centre and not in accordance with an up-to-date development plan will generally be the subject of the sequential test.

### Promoting Healthy and Safe Communities

2.10 Paragraph 97 seeks to support the social, recreational and cultural facilities and services communities need. The guidance states that planning policies and decisions should:

- a. plan positively for the provision and use of shared spaced, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship), and other local services to enhance the sustainability of communities and residential environments;
- b. take into account and support the delivery of local strategies to improve health, social and cultural well-being for all sections of the community;
- c. guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community’s ability to meet its day-to-day needs;
- d. ensure that established shops, facilities and services are able to develop and modernise, and are retained for the benefit of the community; and
- e. ensure an integrated approach to considering the location of housing, economic uses and community facilities and services.

### Ensuring the Vitality of Town Centres and Retail Planning Practice Guidance

2.11 The Town Centres and Retail Planning Practice Guidance (‘the Town Centres and Retail PPG’) was published in July 2019 and thereafter updated in September 2020. It provides additional direction in respect of how retail and Town Centre planning policy should be applied in respect of plan-making and decision-taking. The Town Centres PPG affirms the

Government's aspiration to support Town Centres in order to generate employment, promote beneficial competition and create attractive, diverse places where people want to live, work and visit.

2.12 Paragraph 004 of the Town Centres PPG indicates that a local planning authority's strategy for their Town Centres should include:

1. The realistic role, function and hierarchy of Town Centres over the plan period. Given the uncertainty in forecasting long-term retail trends and consumer behaviour, this assessment may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed.
2. The vision for the future of each Town Centre, including the most appropriate mix of uses to enhance overall vitality and viability.
3. The ability of the Town Centre to accommodate the scale of assessed need for main Town Centre uses, and associated need for expansion, consolidation, restructuring or to enable new development or the redevelopment of under-utilised space...
4. How existing land can be used more effectively – for example, the scope to group particular uses such as retail, restaurant and leisure activities into hubs or for converting airspace above shops.
5. Opportunities for improvements to the accessibility and wider quality of Town Centre locations, including improvements to transport links in and around Town Centres, and enhancement of the public realm, including spaces such as public squares, parks and gardens.
6. What complementary strategies are necessary or appropriate to enhance the Town Centre and help deliver the vision for its future, and how these can be planned and delivered. For example, this may include consideration of how parking charges and enforcement can be made proportionate.
7. The role that different stakeholders can play in delivering the vision. If appropriate, it can help establish the level of cross-boundary/strategic working or information sharing required between both public and private sector groups.
8. Appropriate policies to address environmental issues facing Town Centres, including opportunities to conserve and enhance the historic environment.

2.13 This particular Study seeks to provide a high-level authority-wide retail and leisure strategy, which will provide an overall context to the determination of planning applications for such uses and will support the Council's future development plan policy. The Study will also help underpin any future Town Centre-specific strategies or masterplans.

2.14 Paragraph 006 of the Town Centres PPG identifies a series of key indicators of relevance in assessing the health of a centre over time. The indicators allow the role, performance, and function of centres to be monitored and are considered in greater detail at Section 7 to 15 of this report (which specifically addresses the vitality and viability of the principal centres in the Milton Keynes City Council area).

### Use Classes Order

2.15 Significant changes to the Use Classes Order have been enacted through the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020, which came into force on 1 September 2020.



- 2.16 The amendments include the revocation of Parts A and D, and the introduction of three new Use Classes, these being Classes E, F1 and F2. The Government's objective is that the changes will support the revival of the high street and allow for greater flexibility in changing uses within Town Centres without the need for planning permission.
- 2.17 In addition to the three new Use Classes, the changes also results in some changes in respect of uses classified as sui generis. In practical terms, the changes comprise:
1. **Use Class E** – Commercial, business and service uses include: shops or retail; cafes or restaurants; financial services; professional services; any service appropriate to provide in a commercial, business or service locality; indoor sports, recreation or fitness; medical or health services; crèche, day nursery or day centre, offices, research & development, and (light) industrial processes.
  2. **Use Class F1** – Learning and non-residential institutions include any non-residential use for the: provision of education; display of works of art; museum; public library or public reading room; public hall or exhibition hall; for or in connection with public worship or religious instruction; or, as a law court.
  3. **Use Class F2** – Local community uses include: a shop selling mostly essential goods, including food, no larger than 280 sqm and where there is no other such facility within 1,000 metres radius of the shop's location. A hall or meeting place for the local community, an area or place for outdoor sport or recreation and an indoor or outdoor swimming pool or skating rink.
  4. **Sui Generis** – Use within this Class now include a public house, wine bar or drinking establishment; a drinking establishment with expanded food provision; as a hot food takeaway for the sale of hot food where consumption of that food is mostly undertaken off the premises; live music venue; cinema; concert hall; bingo hall; or, dance hall.
- 2.18 The introduction of Class E is significant and places a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class. Unless restrictive planning conditions extinguish the provisions of Class E, the ability to significant change the commercial use of premises without planning permission allows centres to evolve in a flexible manner.
- 2.19 However, the provisions of the Use Classes Order are not linked to any spatial considerations. As such, the expanded Use Class E applies equally to both Town Centres and out of centre locations, and there may be unintended consequences in providing for additional flexibility across Class E outside of Town Centres. Accordingly, it may be necessary for the Council to apply restrictive conditions to certain forms of development in order to restrict the authorised use to that which has been justified in the application submission. This will help ensure that unacceptable impacts do not arise from future Class E development.

### Town Centre Use Permitted Development Rights

- 2.20 An amendment was made to the General Permitted Development (England) Order 2015 (the 'GPDO') in March 2021. This allows for the change of use from Class E properties to residential from August 2021 (extending a right that had previously been restricted to office uses). This permitted development right is subject to maximum size requirements, the property having been in use as Class E for two years, and the property having been vacant for three months. In addition to this, 'prior approval' for the change of use must be sought from the planning authority. Restrictions on this right apply in conservation areas and for nurseries, as well as in areas that are covered by an Article 4 direction.

## Local Planning Policy Context

- 2.21 The statutory development plan for Milton Keynes comprises Plan:MK which was adopted in March 2019 and provides the strategic planning policies for development in the authority area from 2016 to 2031.
- 2.22 Plan:MK Policy DS3 relates to the Council's aim to grow and develop the Milton Keynes local economy and capitalise on the Borough's strategic location, halfway between London and Birmingham and in the middle of the Oxford-Cambridge region. The strategy for supporting the economic needs of the Borough will be delivered by:
1. The continued development and promotion of Central Milton Keynes, as a hub for business-related knowledge based activity;
  2. Retaining and developing existing employment sites;
  3. The allocation of new employment land at South Caldecotte and Milton Keynes East to provide a flexible supply of sites to cater for future employment needs;
  4. Some more flexibility will be permitted in the development of sites outside CMK for small scientific and technical office-led developments; and
  5. The supply of superfast broadband to all employment and residential premises will be promoted to increase the attractiveness of the Borough as a business location and to increase opportunities for home and flexible working.
- 2.23 In addition, the Council will:
1. Encourage training and skills development at all levels to enable local residents to access the job opportunities generated by employers;
  2. Attract new businesses, encourage business start-ups and assist businesses to grow;
  3. Support the land-use needs of further and higher education;
  4. Promote the provision of extended and enhanced further and higher education to provide lifelong learning and skills at all levels and support the allocation of land for a new central campus;
  5. Develop Central Milton Keynes (CMK) to become the primary focus for knowledge-based businesses within the Borough. To intensify and densify development in the city centre, the Council will seek to increase the amount of high quality office floorspace and the number of businesses;
  6. Encourage the redevelopment of existing office developments which are no longer 'fit for purpose' and their replacement by office developments which provide a greater amount of floorspace than the buildings they replace;
  7. Develop the area between the West Coast main railway line and V7 Saxon Street, H5 Portway and H6 Childs Way as a Central Business District (CBD) with major mixed-use office led development with active ground floor uses focused around Milton Keynes Central Railway station;
  8. Facilitate the development of CMK as a business centre and encourage alternative means of transport other than the car, to promote walking, cycling and public transport systems, which will be developed and prioritised to ensure safe and convenient travel to and from the city centre;

9. Support good public transport to enable access to other main employment areas; and
10. Encourage the growth and expansion of existing employment uses where it does not conflict with other policies in the plan.

2.24 Plan:MK Policy DS4 presents the retail and leisure development strategy for Milton Keynes. Over the plan period, the council will:

1. Seek to grow and develop the Borough's retail, leisure, entertainment and cultural offer with main town centre uses developed within town centres;
2. Develop the Primary shopping area of CMK as a regional shopping centre for comparison shopping;
3. Promote and support town centre development (including the night-time economy);
4. Promote the tourism and visitor economy particularly by encouraging the expansion of hotel and visitor accommodation in appropriate locations;
5. Plan for the provision of new shops, services and facilities in areas of new residential development; and
6. Take the lead role in organising international design/development competitions for major strategic development sites, to ensure that Central Milton Keynes 20th century legacy of world class innovative civic design is carried forward into the 21st century.

2.25 Further to this, in CMK the council will work with major investors and stakeholders to promote a CMK Renaissance and promote improvements to the public realm, especially in the Midsummer Boulevard East area. Demand for retail, leisure and cultural floorspace will be met either by the development of city centre sites already in the development pipeline, or by the development of vacant sites and the redevelopment of existing buildings.

2.26 In Bletchley, the council will prepare a Central Bletchley Prospectus to facilitate and promote mixed-use development around Bletchley Railway Station and the intensification of development in sustainable locations with good access to public transport hubs, building on the opportunities created by the development of east-west rail and the work undertaken in the Bletchley 'Fixing the Links' project.

2.27 Finally, development in other town and district centres will be supported in line with relevant policies in their 'made' neighbourhood plans.

2.28 Plan:MK Policy SD2 highlights the Role and Function of CMK. It states that CMK will continue to be promoted as the focus for retail, office, residential, cultural and leisure activity within the context of the wider aspiration to provide a high quality environment and visitor experience. New development should make a positive contribution to improving the vitality of the city centre and should aim to improve the overall mix of uses. The retail core of CMK is the Primary Shopping Area defined on the Policies Map as the area between Silbury Boulevard, Avebury Boulevard, Saxon Gate and Marlborough Gate. Improvements to the quality of the environment, public realm, including the natural environment and green spaces, and the shopping, leisure and cultural experience of this area will be sought.

2.29 Small scale convenience retail and Use Class A3/A4 food and drink uses will continue to be supported in CMK as part of mixed-use developments throughout CMK. New leisure uses will be promoted within the retail core to support the diversification of Milton Keynes' offer as a visitor destination. The Council will seek the development of community uses within CMK to cater for its growing residential population. The role of the City Centre as a major hub for financial,

professional and business services will continue to be supported. The main location for additional office development will be the area between Saxon Gate, the Railway, Childs Way and Portway. Residential development will continue to be supported in CMK where it provides a range of well-designed good quality living environments.

2.30 Policy SD2 is followed by Policy SD3 which reflects on the growth and areas of change in CMK. In order for CMK to maintain and develop its position as a regional centre and the driver of the Borough's economy, significant new levels of growth will need to be accommodated. The Council will therefore seek to accommodate the following in CMK over the plan period between 2016 to 2031:

1. 3,535 additional new homes;
2. 110,000 sqm of office floorspace;
3. Up to 33,490 sqm of new comparison retail floorspace in the Primary Shopping Area of CMK;
4. The site requirements of existing and potential further and higher education institutions, which may include an element of student accommodation;
5. Additional food and drink and hotel floorspace;
6. Support services for people with specific needs;
7. Green infrastructure for the wellbeing of CMK residents and the attractiveness of CMK for visitors in line with Policy NE4; and
8. Conserve biodiversity and provide for the natural environment in line with Policies NE2 and NE3.

2.31 This new growth will be accommodated using a combination of the redevelopment of vacant, underdeveloped and under-performing sites.

2.32 Plan:MK Policy ER9 reflects the character and function of the shopping hierarchy. Planning permission will be granted for additional retail development within the Primary Shopping Areas of existing 'town centres' as defined in national policy, and for other main town centre uses appropriate within town centres such as leisure and entertainment and in accordance with the Council's defined retail hierarchy, to deliver the following objectives:

1. The Primary Shopping Area within CMK will function and develop as a regional shopping centre for comparison shopping. CMK will also act as a centre catering for the daily and weekly convenience needs of its growing workforce and residential population;
2. The Town Centres of Kingston, Westcroft, Bletchley and Wolverton will cater for the daily and weekly convenience and comparison shopping and service needs of their catchment populations;
3. The District Centres of Newport Pagnell, Olney, Stony Stratford and Woburn Sands will function primarily as local shopping destinations catering for the shopping and service needs of their local catchment populations and in recognition of the constraints placed on their development by conservation and allied considerations; and
4. Local centres: Existing local centres, as shown on the Policies Map, will provide convenience shopping and service facilities in order to reduce car dependency and to ensure ready access by non-car owning households and other people with limited or impaired mobility.

- 2.33 Planning permission will be granted for retail and service uses to serve new areas of residential development. The scale of retail and service provision provided within new areas of residential development will be determined in development frameworks for those areas to cater for the day to day shopping needs of the resident population and not to draw trade from a wider area.
- 2.34 Policy ER11 seeks to protect local shops, post offices, banks and public houses by refusing change of use planning applications unless all means of retaining the use has been exploited and the Council is satisfied that the existing use is no longer commercially viable.
- 2.35 Policy ER13 reflects on non-retail uses in Local centres within the city, and states that planning permission will be granted for non-retail uses in Local centres within the city if at least one general convenience store will remain in the centre and the proposed use would not adversely affect the amenity of neighbouring properties of the surrounding area.
- 2.36 Policy ER15 relates to proposals for car related retail uses. Proposals for car showrooms, servicing, and other car-related retail uses will be permitted in the Town centres of Kingston and Westcroft and in employment areas. Demonstration showrooms will be acceptable within CMK. Small-scale car-servicing (but not showrooms or body shops) will be permitted in Local centres in residential areas, providing there is good access for towed vehicles and delivery of parts and the site is located to minimise 'bad neighbour' problems from noise or smell.

### Emerging Policy

- 2.37 Public consultation on the New City Plan has already started with the Ambition and Objectives and Sustainability Appraisal Scoping Report consultations held from 31 January to 16 March 2023.. The New City Plan will take forward Milton Keynes City Council's strategy for 2050 which sets a bold and ambitious vision for MK over the next 28 years, including equal opportunities for all, 'lifelong' homes that suit people at all stages of their life, and a pioneering mass rapid transit system. Following on from the consultation, Milton Keynes City Council is now considering the submissions it received.

### Neighbourhood Plans

- 2.38 Within Milton Keynes, there are a number of 'made' Neighbourhood Development Plans, along with further plans currently in preparation. Central Milton Keynes Business Neighbourhood, Newport Pagnell, Olney, Stony Stratford, Woburn Sands and Wolverton currently have 'made' plans. Following a Neighbourhood Planning Officer decision on 1 May 2020, the area put forward by Bletchley and Fenny Stratford Town Council in its Neighbourhood Plan Area Application has now been approved as a Neighbourhood Plan Area.
- 2.39 In respect of Town Centre proposals, we have summarised below the key policies of relevance in respect of 'made' Neighbourhood Plans that relate to the main Town and District Centres in Milton Keynes.

#### Central Milton Keynes Business Neighbourhood Plan

- 2.40 The CMK Alliance Plan 2026 was made in June 2015, and covers the whole of the CMK Town Council area, which is bounded on the north and south by the H5 Portway and H6 Childs Way grid roads and on the east and west by the Grand Union Canal and the railway. In respect of retail, Policy CMKAP G7 calls for active frontages facing the public realm, with active frontages including shops and retail showcases, and cafes and restaurants. Policy CMKAP SS2 relates specifically to the Primary Shopping Area. It states that:
- When retail development over 1,000m<sup>2</sup> cannot be realised in the Primary Shopping Area, sites in the Edge of Centre area may be considered, followed by sites adjacent to Boulevards and Gates elsewhere;

- Major new retail developments (more than 2,500m<sup>2</sup>) shall encourage the provision of small shop units (up to 500m<sup>2</sup>). Where small shop units have been provided under this policy, the amalgamation of individual units will not be permitted without justification;
- Development of Block D3 with a Market Hall, as shown in the Proposals Plan, is encouraged with permanent stalls for independent retailers and market traders;
- Improvements to the existing outdoor market in Market Square will be encouraged to provide not only attractive lockable and serviced small stall units and a number of mobile traders, but also to provide the flexibility of demountable stalls for single day 'set up/take down' traders;
- To improve the visitor experience and services, a mix of leisure, cultural and community uses within the Primary Shopping Area is to be provided as part of any new major retail development; and
- The pasting over or infilling of permitted shop frontages to Boulevards, Gates and Streets shall not be permitted and shall be reversed where possible.

#### Newport Pagnell

- 2.41 The Newport Pagnell Neighbourhood Plan was made in June 2021. However, there are no policies that reflect on town centre development. Paragraphs 5.4.1 to 5.4.4 provide a rationale behind there being no specific policies, regarding the impact of Covid-19 and other economic factors on the town's businesses, causing many to close. Former employment land, such as Interchange Industrial Park, have been identified as not being highly desirable employment land, and subsequently being demolished for housing. Traffic along the main High Street was also identified to be slow-flowing, causing blockages, however there is no scope for widening the road after the centre has previously been made more pedestrian friendly.

#### Olney

- 2.42 The Olney Neighbourhood Plan was made in July 2017. In respect of retail proposals, Policy ONP13 states that planning permission will be granted only for development on Site R, bound by Lavendon Road to the south and Warrington Road to the west, for a food store and possibly a petrol filling station, if it can be demonstrated that it will not have a significant adverse impact on the vitality and viability of the town centre. Since the neighbourhood plan was made, a Sainsbury's supermarket has been built on the site, however the area flagged for the filling station has been developed by a retirement housing provider.

#### Stony Stratford

- 2.43 The Stony Stratford Neighbourhood Plan was made in May 2018. Policy 1 relates to sustaining and enhancing the main shopping/ commercial/ employment area, and seeks to maintain the function of the town centre by avoiding change of use in the primary shopping area and assessing any applications in respect to the health and vitality of the shopping and commercial/ employment area. Policy 2 is specific to Cofferridge Close, and states that any redevelopment of the parts of Cofferridge Close within the Primary Shopping Area shall be a mix of A1 and A2, A3, A4, A5, B1, C1, C2 and D1 uses.
- 2.44 Policy 3 regards Market Square and states that there is a presumption against the further loss of ground floor commercial or retail uses. Policy 5 specifies that any proposed changes to shopfronts or signage shall be undertaken to a high standard of design as set out in the Design Guide. Any alterations to shop fronts in the town centre should contribute positively to the character of the conservation area and to the quality of the building and street-scene.

### Woburn Sands

- 2.45 The Woburn Sands Neighbourhood Plan was made in July 2014. Relating specifically to town centre uses, Policy WS9 states that within the town centre, developments and changes of use which promote the vitality and viability of the High Street will be supported. Retail development outside the town centre which impinges on the health of the High Street will not be permitted.

### Wolverton

- 2.46 The Wolverton Neighbourhood Plan was made in September 2015. Relating specifically to town centre uses, Policy W4 covers town centre diversity, specifically ground floor uses. Proposals which protect, enhance and promote a diverse range of uses will be supported, to secure the success of Wolverton town centre. The plan seeks to retain shops and shop floorspace within primary and secondary frontages at ground floor level and limit non-retail uses. Policy W5 seeks to support a site for a street market through public realm improvements and policy W6 seeks to support and promote small, local trade by providing small units of up to 50 square metres.
- 2.47 Shopfront design is reflected in Policy W7, which states that the design of a shopfront will take into account the wider relationship with the surrounding built environment, by being appropriate in design which seeks to enhance the buildings character and complement adjacent shop fronts which are already of good design.

### Summary

- 2.48 This section has considered the prevailing policies in respect of the retail and town centre uses at the national and local level. We examine a range of empirical evidence in the remaining sections of this Study before returning to policy matters in the final section where we will draw on those findings and recommend any additions or alterations to the emerging policies of the new Plan.

## 3. Current National Retail and Leisure Trends

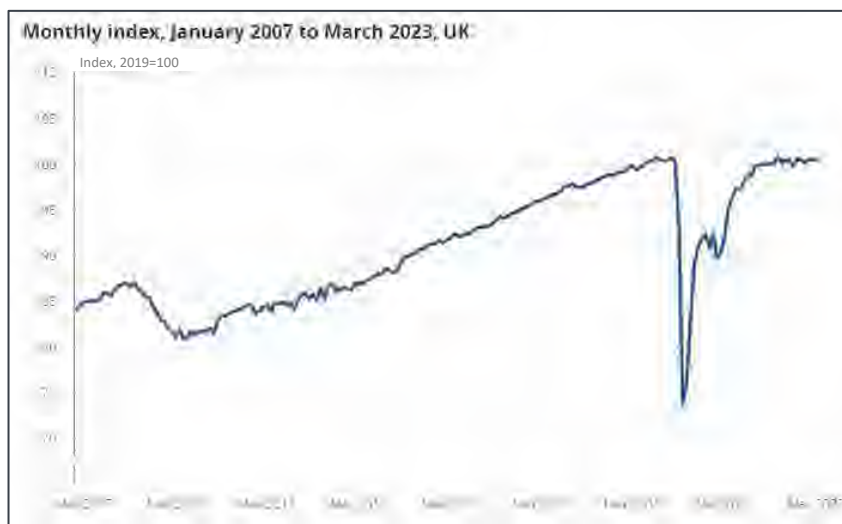
### Introduction

- 3.1 We provide an overview of current retail and leisure trends below. The retail and leisure sectors are dynamic, and new retail and leisure formats continue to evolve to meet our everyday needs. The below commentary should therefore be taken as a 'snapshot' at the current time.

### The Current State of the UK Economy

- 3.2 In recent years the UK economy has been greatly affected by commercial circumstances arising from the Covid-19 pandemic ('lockdowns' in 2020 and 2021), Brexit (January 2020) and the conflict in Ukraine (which started in February 2022). As a result, National Statistics ('ONS') figures indicate that UK GDP has seen dramatic changes whereby GDP index fell from 100.2 in February 2020 to 73.7 in April 2020, and eventually rising back in March to a pre-pandemic level of 100.3.<sup>1</sup> This is shown in the image below.

Figure 3.2.1 UK GDP is estimated to have shown no growth in March 2023



- 3.3 However, a deteriorating economic outlook – a combination of instability within UK government, soaring inflation reaching 10.1% in March 2023<sup>2</sup> (which is comfortably outpacing average earnings growth), tax rises, weak businesses investment, and the implications of the war in Ukraine - continues to prevail and the growth outlook for the UK continues to be volatile. In September 2022 it was predicted that the next two years would be characterised by slow, or even negative GDP growth, with the UK potentially entering a recession<sup>3</sup>. However, in April 2023, predictions indicate that the UK economy is starting to turn a corner, albeit slowly - the improved outlook is largely thanks to better-than-expected GDP in Q4 2022 and the expected rapid easing of inflationary pressures.<sup>4</sup>

<sup>1</sup> ONS, GDP monthly estimate, UK: March 2023

<sup>2</sup> Banks of England, 23 March 2023

<sup>3</sup> PWC, UK Economic Outlook September 2022

<sup>4</sup> EY Press Release 17 April 2023



- 3.4 However, looking at UK regions, it is expected that in 2023 all twelve regions of the UK will contract. By the end of 2023 it is expected that there will be only two regions where economic activity exceeds pre-pandemic levels: London and Northern Ireland<sup>5</sup>.

### The Retail and Leisure Economy

- 3.5 The retail sector has endured a particularly difficult pandemic, with multiple lockdowns and online competition leading to the permanent closure of many shops and businesses. UK high streets have already been in continuous decline since the 2007 recession<sup>6</sup>, with consumer habits moving away from the traditional high street experience. The pandemic, however, accelerated these pre-existing challenges, including creating an unprecedented rise in online shopping.

- 3.6 The industry leader in commercial real estate and analytics, CoStar's Retail National Report UK 2023 comments<sup>7</sup> are as follows:

1. The retail sector is in recovery mode after a difficult pandemic, when multiple lockdowns and online competition caused the permanent closure of many shops and businesses. Net absorption of retail space turned sharply negative as a result, with shopping centres and less affluent towns most severely impacted. Supermarkets and discount retailers were among the few pockets of resilience from a demand perspective.
2. The lifting of pandemic restrictions has boosted both footfall and retail sales over the past year or so. This has supported a revival in leasing, with some notable deals by fashion and food and beverage retailers in recent quarters, with experiential retailers expanding too. The national retail vacancy rate has stabilised accordingly.
3. Recent positivity comes with some caveats, however. High inflation and a burgeoning cost-of-living crisis have dented consumer confidence in recent months, as GfK's confidence index fell in July for the first time this year.
4. Retail leasing has declined as many retailers have struggled with rising costs and falling margins. Further losses are likely in the near term, although retail centres with a grocery anchor are well placed to outperform given recent demand trends, as could high streets in more affluent towns and suburbs that are geared more to leisure.
5. On the supply side, little new retail space is likely to be built in the next few years, which should offer some support to the vacancy rate. The trend of owners converting retail space to other uses is also likely to accelerate. It must also be noted, that in July 2023, the Government announced further permitted development rights to convert shops, takeaways and betting shops into homes<sup>8</sup>.
6. UK retail investment had been recovering until Spring 2022, when falling prices and shopping centre redevelopment opportunities were luring more investors back to the sector. Momentum has eased in the past few months, however, amid concerns over rising inflation and interest rates and faltering retail sales. Rising interest rates, high inflation and declining retail sales have made retail property less attractive and made financing more difficult to obtain.

- 3.7 Unsurprisingly, the latest research<sup>9</sup> shows that the hospitality sector saw the biggest economic decline of all sectors during the pandemic. Periods of public health restrictions saw large falls in output. The peak of the economic downturn was in April 2020, where economic output in the food and accommodation sector was 90% below pre-pandemic levels

<sup>5</sup> [UK Economic Outlook 2023: Predictions for the year ahead, PWC](#)

<sup>6</sup> In 2011, the Portas Review summarised the challenges for high street retailers as follows: "The phenomenal growth of online retailing, the rise of mobile retailing, the speed and sophistication of the major national and international retailers, the epic and immersive experiences offered by today's new breed of shopping mall, combined with a crippling recession, have all conspired to change today's retail landscape".

<sup>7</sup> CoStar's Retail National Report UK 2023, November 2023

<sup>8</sup> [Gove to Relax Rules in England to Allow More Shops to be Converted into Homes, July 2023](#)

<sup>9</sup> [House of Commons Library – Research Briefing - Hospitality industry and Covid 19, 11 May 2022](#)

(February 2020). Overall, hospitality economic output over 2020 was 42% lower than 2019; and in 2021, hospitality output was 21% lower than 2019. The hospitality industry's share of the UK economy fell from 3% in 2019 to 2% in 2020 and 2021. However, as all coronavirus restrictions were lifted from early 2022, the hospitality sector continues its recovery, particularly as international tourists return. It is forecast that the hospitality and leisure sectors are expected to be the fastest growing parts of the economy over the next five years. This in part reflects the large ground to be recovered following the pandemic.

## Consumer Spending

- 3.8 Experian Retail Planner Briefing Note 20 (February 2023) makes a number of comments regarding consumer spending, taking into account the conflict in Ukraine and its wider economic impacts on the UK.
- 3.9 Squeezed household budgets due to double digit inflation and rising interest rates are underpinning a continued weakness in consumer and business confidence. Real personal disposable income is expected to decline by at least 2% in 2023 and 2024. Looking ahead this sees consumer spending falter, and there is a trend of reduced spending on non-essential items across the UK.
- 3.10 Convenience spending is likely to experience an ongoing wind down from the increased levels seen through the pandemic period, where substitute spending in restaurants was either not possible, or not demanded to the same extent given Covid-19 related fears. As per Figure 3.12.1, growth on a per head basis increased by 10.2% in 2020 and is now forecast to settle at 0.2% per annum over the longer-term, which is lower than that projected in previous Experian forecasts. Even once inflation subsides, the rebound on convenience goods spending is therefore expected to be relatively modest in scale, not least due to the increase in availability of, and preference for, discount food shopping.
- 3.11 In terms of comparison goods, consumer confidence has been hovering around all-time lows and bulky goods sales in particular are likely to suffer as consumers put off major purchases, such as the replacement of white goods. As projected recovery gains momentum by 2025 in the long-term growth per head is expected to average around 3%.
- 3.12 Leisure spending fell markedly in 2020 given Covid-19 related lockdowns (-37.9%), recovering some of the lost ground in 2021 as restrictions eased (30.5%). The latest data shows that the recovery gained momentum in the first three quarters of 2022 and for the year as a whole, sales are estimated to have come in 5% above the pre-pandemic 2019 level.

Figure 3.12.1 - Experian's Identified UK retail spending (including non-store) and leisure spending<sup>10</sup>

Volume Growth Per Head (%)	2020	2021	2022-31	2031-40	2022-41
<b>Annual averages</b>					
Retail Spend	-0.4	3.3	0.7	2.1	1.4
Convenience goods	10.2	-1.4	-0.9	0.2	-0.4
Comparison goods	-6.8	6.7	1.7	3.0	2.3
of which bulky	6.4	4.8	1.9	3.7	2.7
Non-bulky	-12.1	7.6	1.6	2.7	2.1
Leisure	-37.9	30.5	2.7	0.8	1.8
Consumer spending	-10.9	5.6	1.3	1.4	1.4

Source: Figures 1b and 2 of Experian Retail Planner Briefing Note 20

<sup>10</sup> Experian, Retail Planner Briefing Note 20, February 2023

## Online Shopping

- 3.13 The rise in internet retailing has been at the forefront of retail evolution for a number of years. Covid-19 has accelerated this trend.
- 3.14 Generally, Experian shows that growth in non-store retail is expected to be maintained, particularly through the wider adoption of commonplace technology such as mobile phones and tablets combined with 5G and fibre networks, faster delivery times and easier returns processes to make internet shopping even more convenient. Experian expects that market share will continue to grow strongly in the mid-term, whereby in 2026, 32.0% of retail expenditure would be spent online. The pace of e-commerce growth is anticipated to moderate over the longer term, reaching 38.2% of total retail sales by 2040<sup>11</sup>.

Figure 3.14.1 Experian's Identified and Forecast Market Share of Non-Retail Sales<sup>12</sup>

Volume Growth Per Head (%)	2023	2026	2030	2035	2040
Total	29.0	32.0	34.6	36.7	38.2
Convenience goods	18.6	21.3	23.4	24.9	25.9
Comparison goods	35.4	38.2	40.4	42.1	43.1

Source: Figure 5 of Experian Retail Planner Briefing Note 20

## Omni-Channel Retail

- 3.15 The ongoing popularity of internet shopping continues to have clear implications in respect of the viability of some 'bricks and mortar' retailers. However, this does not mean that physical retail is to become obsolete.
- 3.16 Omni-channel retail (or omni-channel commerce) is increasingly becoming the norm across the industry. This is a multichannel approach to sales that focuses on providing a seamless customer experience whether the client is shopping online or in a brick-and-mortar store. For example, many stores sell online but fulfil orders from regular stores rather than warehouses<sup>13</sup>. Such purchases, therefore, help to sustain tangible retail floorspace.
- 3.17 A report by Barclays Corporate Banking, indicates that click and collect shopping was worth £42.4bn in the UK, comprising 8.4% of the UK's total retail spending in 2022<sup>14</sup>. In essence, goods that are bought online but picked up from a physical store now account for 40% of sales for retailers who offer the service. This report therefore shows how online and retail sales channels are becoming more intertwined.
- 3.18 The acceleration in consumer behaviour change in 2020 has made an omni-channel strategy more important than ever. In research conducted by BigCommerce and Retail Dive in 2020, 46% of retail executives said they planned to increase their investment in omni-channel retailing moving forward, a move away from their plans prior to COVID-19<sup>15</sup>.
- 3.19 When it comes to shopping in physical stores, 2021 research by Klarna<sup>16</sup> (an online shopping platform) highlights that physical retail is still an important channel even for digital-savvy shoppers. Shoppers are nearly twice as likely to value

<sup>11</sup> Experian, Retail Planner Briefing Note 20, February 2023

<sup>12</sup> Experian, Retail Planner Briefing Note 20, February 2023

<sup>13</sup> This is particularly the case with food shopping and speciality comparison goods purchases, where retailers often try to tap into a wider market through an online presence.

<sup>14</sup> Barclays, Click-and-collect economy worth over £42bn as 'hybrid' shopping grows, 2022

<sup>15</sup> [bigcommerce.co.uk](https://bigcommerce.co.uk)

<sup>16</sup> [Internet Retailing, 13 October 2021](#)

seeing and feeling items they are buying in real life (88% of Klarna shoppers); meanwhile, half (49%) of shoppers value being able to visit showrooms and see items in store but pay online.

## Conclusion

- 3.20 The retail market has experienced significant changes in recent years and the prevailing retail environment continues to be somewhat unstable. In response to this unpredictability, those operating in the market are forced to adapt quickly or otherwise face falling profits.
- 3.21 In a market disrupted by continued changes in consumer behaviour, investing in the consumer experience is anticipated to be the key to success in securing resiliency in retail stores moving forward. Planning policy can play an important role in helping to future-proof city, town and village centres against the ongoing uncertainty.

## 4. Market Shares and Capacity Assessment

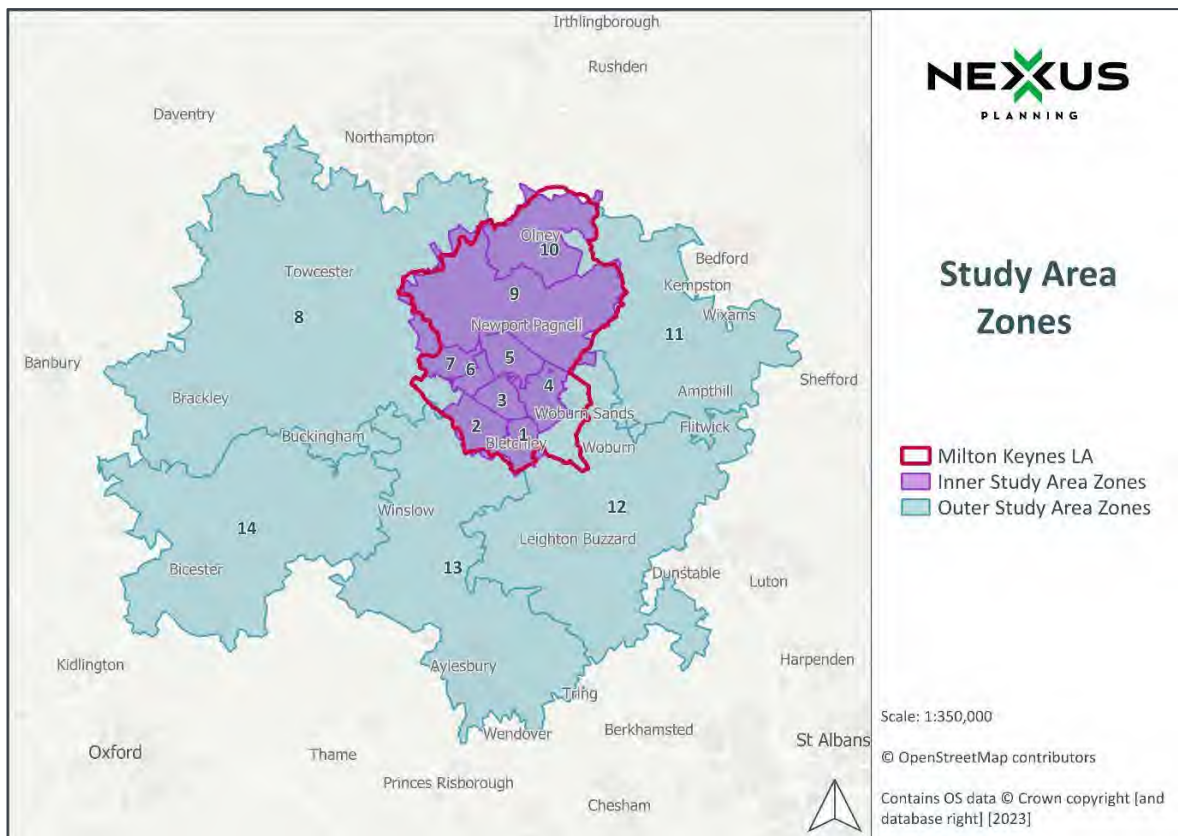
### Introduction

- 4.1 This section defines the Study Area and describes the Household Survey undertaken to inform this Study. It summarises the key findings on internet shopping patterns, as well as a survey-derived market share analysis for convenience and comparison goods spending at ‘bricks and mortar’ locations. We also examine the level of take-up for various leisure activities and examine any locally identified deficiencies in provision.
- 4.2 As part of this analysis, we set out the results of our quantitative capacity assessment for new retail (comparison and convenience goods) and leisure floorspace in the Council area, covering the period from 2023 to 2050.

### Study Area & Household Telephone Surveys

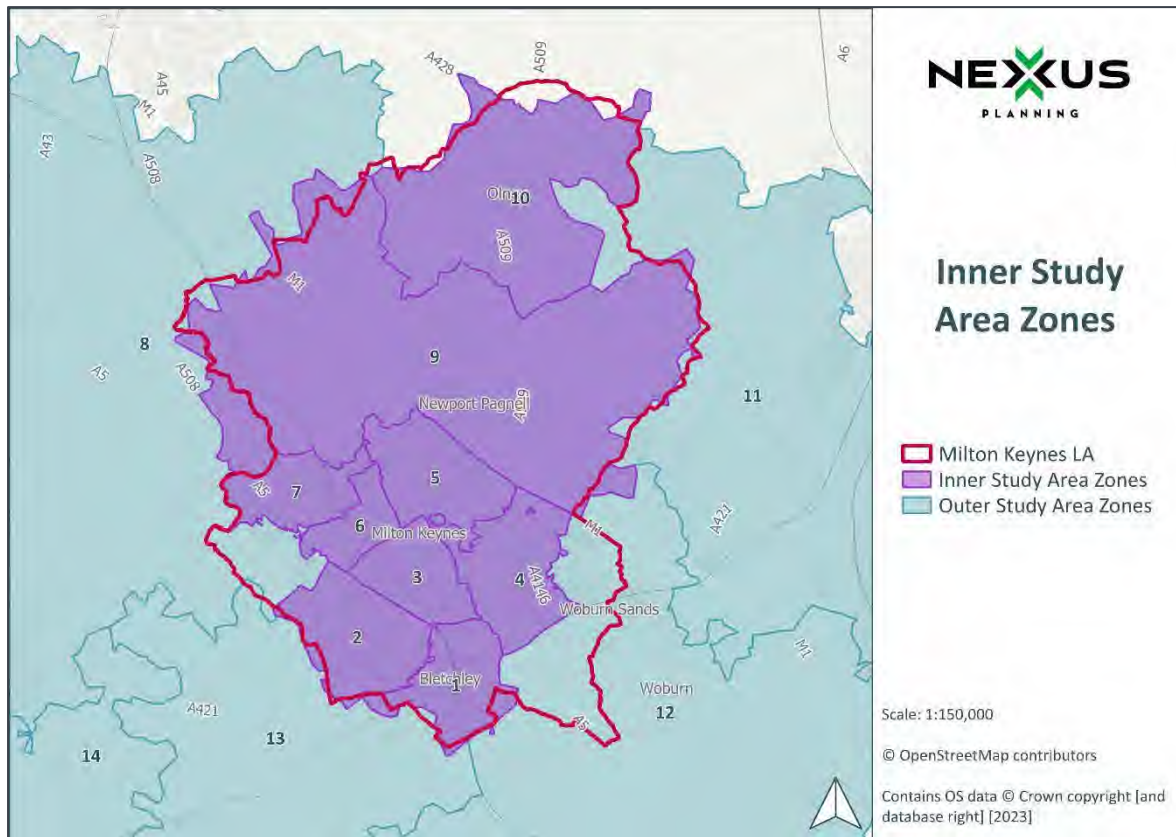
- 4.3 It is important to identify a Study Area that covers the key area of interest. It is usually the area within which you would expect the resident population of the Council area to carry out the majority of its retail spending. The Study Area is shown on the plan in the figure below, and at **Appendix A**. The Study Area consists of fourteen Zones. This is in keeping with the Council’s previous Retail Study, and thereby allows for direct comparisons over time. The Study Area and its zones are defined by postal sector geography. For the purposes of the Study, Zones 1-7, Zone 9 and Zone 10 are referred to as the ‘Inner Study Area’, and broadly reflect the Council area boundary. The Inner Study Area is also depicted on a small-scale Plan, also at Appendix A.

Figure 4.3.1 Study Area Map



Source: Appendix A

Figure 4.3.2 Inner Study Area Map



Source: Appendix A

- 4.4 The Study Area is the subject of a household telephone survey undertaken by NEMS Market Research. Household surveys are widely recognised across the retail and leisure industry, and within the Town Centres PPG, as an excellent means of understanding where people within a specified area carry out their retail and leisure expenditure. The purpose of the Study Area Household Survey is to inform our quantitative analysis of the turnover of specific retailers, towns and other destinations, as well as its qualitative findings on attitudes and perceptions of different centres.
- 4.5 The Study Area Household Survey comprised 1,409 interviews split between the fourteen Zones and was based on population ratios in order to obtain accurate samples. The surveys were carried out between 9<sup>th</sup> March and 14<sup>th</sup> March 2023.
- 4.6 As per the survey’s requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. Despite societal change, the main shopper / person responsible for most of the food shopping in the household the profile is typically biased towards females and older people. However, a number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household. A full description of the research methodology, sampling size, weightings and sample profiles is contained at the beginning of the NEMS report in **Appendix B**. In line with market research norms, NEMS quote their work as being within a +/- 2.6% range of the 95% confidence range. For example, if 50% of a sample of 1,409 people answers “yes” to a question, then we can be 95% sure that between 47.4% and 52.6% of the population would hold the same opinion (i.e. +/- 2.6%).
- 4.7 In order to obtain a representative sample, NEMS incorporated a number of measures, summarised as follows:

1. Samples are generated using Random Digit Dialling (RDD), with business numbers excluded, meaning all numbers in the areas have a same and equal chance of being dialled. This means that the sample provided is in no way preselected.
2. Mobile numbers were included in order to further increase the inclusivity of the survey, given the increase in the number of mobile-only households.
3. Approximately two-thirds of call were made outside normal working hours, and where calls were not answered, those numbers were called-back at a later date. This helps minimise any over-representation of people who are at home the most.
4. To correct small differences between sample profile and population profile, NEMS has weighted the data. This is applied to age bands, as well as geography. Please see Section 1.4 at Appendix B for full details of the exercise NEMS undertook. The result is that the sample is overall representative of the population.

4.8 The figure below sets out the postcode sectors which comprise each Zone and enable the fine-grain geographical sampling.

Figure 4.8.1 Study Area Postal Sectors and Number of Interviews

Zone	Postal Sectors	Household Survey Interviews
1	MK1 1, MK2 2, MK2 3, MK3 5, MK3 6	103
2	MK3 7, MK4 1, MK4 2, MK4 3, MK4 4, MK5 6, MK5 7, MK8 0	101
3	MK5 8, MK6 1, MK6 2, MK6 4, MK6 5, MK9 1, MK9 2, MK9 3	100
4	MK6 3, MK7 6, MK7 7, MK7 8, MK10 0, MK10 7, MK10 9	100
5	MK9 4, MK14 5, MK14 6, MK14 7, MK15 0, MK15 8, MK15 9	100
6	MK8 8, MK8 9, MK13 7, MK13 8, MK13 9	100
7	MK11 1, MK11 2, MK11 3, MK12 5, MK12 6, MK13 0	100
8	MK8 1, MK11 4, MK18 1, MK18 5, MK18 6, MK18 7, MK19 6, NN7 2, NN7 3, NN12 6, NN12 7, NN12 8, NN13 5, NN13 6, NN13 7	104
9	MK16 0, MK16 8, MK16 9, MK19 7	101
10	MK46 4, MK46 5	100
11	MK43 0, MK43 1, MK43.2, MK43 8, MK43 9, MK45 1, MK45 2, MK45 3	100
12	LU5 6, LU6 2, LU7 0, LU7 1, LU7 2, LU7 3, LU7 4, LU7 9, MK17 7, MK17 8, MK17 9, MK45 5	100
13	HP19 0, HP19 7, HP19 8, HP19 9, HP20 1, HP20 2, HP21 7, HP21 8, HP21 9, HP22 0, HP22 4, HP22 5, HP22 7, HP23 4, MK17 0, MK18 3	100
14	MK18 2, MK18 4, OX25 1, OX25 2, OX25 3, OX26 1, OX26 2, OX26 3, OX26 4, OX26 5, OX26 6, OX27 0, OX27 7, OX27 8, OX27 9	100
<b>Study Area Total</b>		<b>1,409</b>

Source: Appendix B

## Study Area Population

4.9 In our capacity modelling we operate under two scenarios, based on different population scenarios as set out in the draft Milton Keynes City Council ('MKCC') Housing and Economic Development Needs Assessment (HEDNA).

- 4.10 Scenario A is based on Scenario 2b of the draft HEDNA, which proposes an average annual housing growth of 1,902 dwellings over the period 2022-2050, with a 2050 population of 384,000.
- 4.11 Scenario B is based on Scenario 3 of the draft HEDNA, which proposes an average annual housing of 2,265 dwellings over the period 2022-2050, with a 2050 population of 410,000.
- 4.12 For the Inner Study Area Zones (Zone 1-7, and 9-10), we have sourced 2023 population projections using Experian App Library Micromarketer data (2021 report). Using the population growth as outlined in Scenarios 2b and 3, we have attributed population growth to each of the Zones based on the current population split between each Zone in the Inner Study Area. The population of each Zone has then been projected until 2050.
- 4.13 For the Outer Study Area Zones (Zone 8, and 11-14), we have reverted to Experian population projections up to 2040, where projections end. For the period 2040-2050, we have assumed population growth based on demographic trends in the previous 10-year period.
- 4.14 The resulting population figures for both Scenarios A and B can be seen in the figures below.

Figure 4.14.1 Population Projections – Scenario A

Zone	Population						Population Growth
	2023	2026	2030	2035	2040	2050	2023-2050
Zone 1	32,754	34,414	36,628	39,395	42,161	47,695	45.6%
Zone 2	51,976	54,610	58,123	62,514	66,904	75,685	45.6%
Zone 3	30,076	31,600	33,633	36,174	38,714	43,796	45.6%
Zone 4	44,890	47,165	50,199	53,991	57,783	65,367	45.6%
Zone 5	28,665	30,118	32,055	34,477	36,898	41,741	45.6%
Zone 6	21,012	22,077	23,497	25,272	27,047	30,597	45.6%
Zone 7	26,766	28,123	29,931	32,193	34,454	38,976	45.6%
Zone 8	99,753	102,290	104,975	107,683	110,263	116,287	16.6%
Zone 9	24,676	25,927	27,594	29,679	31,763	35,932	45.6%
Zone 10	9,373	9,848	10,481	11,273	12,065	13,649	45.6%
Zone 11	70,906	72,382	73,902	75,558	77,204	81,422	14.8%
Zone 12	100,104	102,233	104,476	106,635	108,554	114,484	14.4%
Zone 13	126,106	129,920	133,869	137,809	141,477	149,206	18.3%
Zone 14	64,231	65,709	67,337	69,139	70,982	74,860	16.5%
<b>Inner Study Area (Zones 1-7, 9-10)</b>	<b>270,188</b>	<b>283,882</b>	<b>302,142</b>	<b>324,966</b>	<b>347,790</b>	<b>393,438</b>	<b>45.6%</b>
<b>Total Study Area</b>	<b>731,288</b>	<b>756,416</b>	<b>786,701</b>	<b>821,790</b>	<b>856,270</b>	<b>929,697</b>	<b>27.1%</b>

Source: Table 1a, Appendix C



Figure 4.14.2 Population Projections – Scenario B

Zone	Population						Population Growth
	2023	2026	2030	2035	2040	2050	2023-2050
Zone 1	32,754	34,731	37,367	40,662	43,957	50,547	54.3%
Zone 2	51,976	55,113	59,296	64,525	69,753	80,210	54.3%
Zone 3	30,076	31,891	34,312	37,337	40,363	46,414	54.3%
Zone 4	44,890	47,599	51,212	55,728	60,244	69,275	54.3%
Zone 5	28,665	30,395	32,702	35,586	38,469	44,236	54.3%
Zone 6	21,012	22,280	23,971	26,085	28,199	32,426	54.3%
Zone 7	26,766	28,382	30,536	33,228	35,921	41,306	54.3%
Zone 8	99,753	102,290	104,975	107,683	110,263	116,287	16.6%
Zone 9	24,676	26,165	28,151	30,634	33,116	38,081	54.3%
Zone 10	9,373	9,939	10,693	11,636	12,579	14,465	54.3%
Zone 11	70,906	72,382	73,902	75,558	77,204	81,422	14.8%
Zone 12	100,104	102,233	104,476	106,635	108,554	114,484	14.4%
Zone 13	126,106	129,920	133,869	137,809	141,477	149,206	18.3%
Zone 14	64,231	65,709	67,337	69,139	70,982	74,860	16.5%
<b>Inner Study Area (Zones 1-7, 9-10)</b>	<b>270,188</b>	<b>286,496</b>	<b>308,240</b>	<b>335,420</b>	<b>362,600</b>	<b>416,960</b>	<b>54.3%</b>
<b>Total Study Area</b>	<b>731,288</b>	<b>759,030</b>	<b>792,799</b>	<b>832,244</b>	<b>871,080</b>	<b>953,219</b>	<b>30.3%</b>

Source: Table 1a, Appendix D

## Non-Store Retailing or Special Forms of Trading

4.15 Special forms of trading (SFT) are defined by Experian as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies. For the reasons we have set out in Section 4, it is vital to take account of the proportion of spending which is carried out in these sectors, as it has a significant impact on the capacity for existing and proposed 'bricks and mortar' floorspace.

### Convenience Goods Online Shopping

4.16 The household survey asked residents of the Study Area where they normally undertake their main food and grocery shopping.

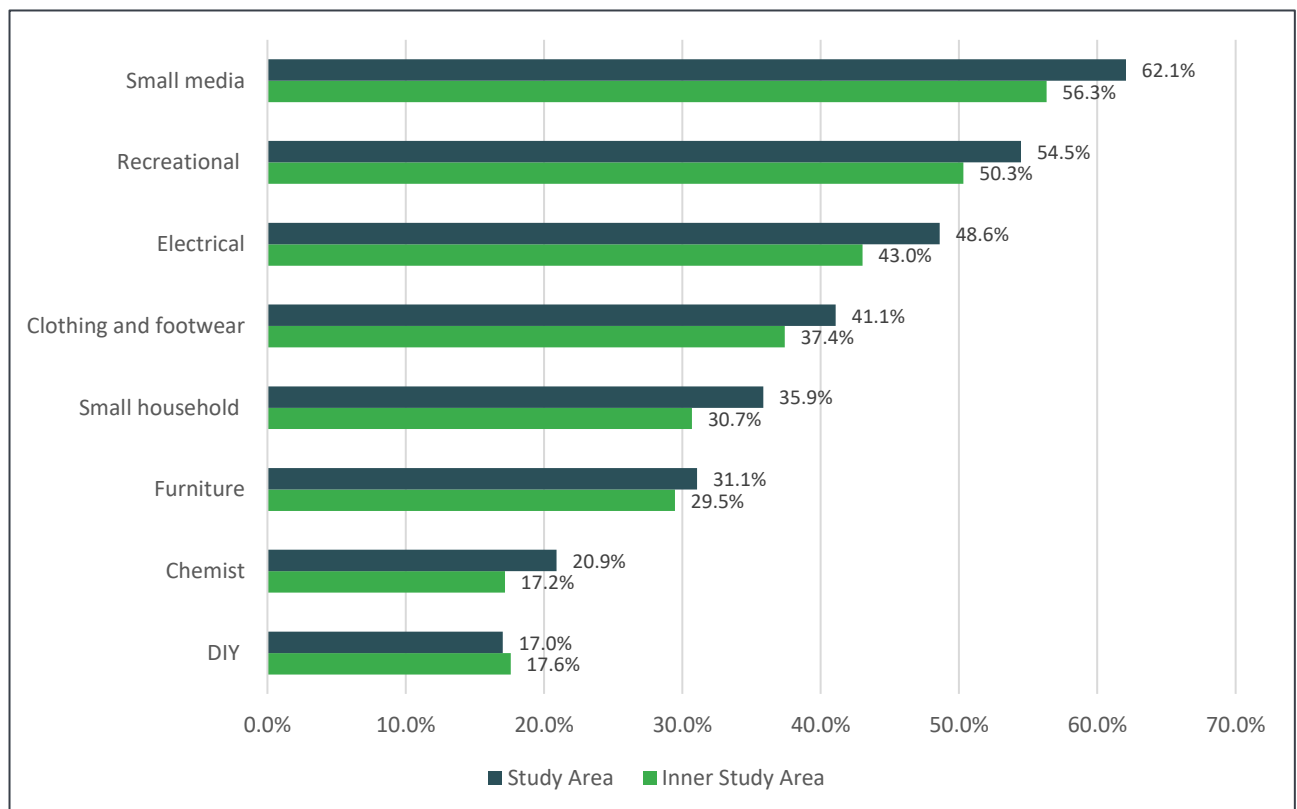
4.17 Across the whole Study Area, 19.5% of respondents usually shop online for their main food shop (Question 1 of the Household Survey). Looking at the Inner Study Area (Zones 1 to 7, 9 and 10), the average figure is circa 14.8%. This is likely to be a result of the greater volume of facilities within walking distance, as opposed to more rural areas, where home delivery would be more prevalent. As set out in Section 4, the UK average for online convenience shopping in 2023 is 18.6%. As such, the take-up of online convenience shopping in the Study Area is broadly similar to the national average, although within the Inner Study Area is slightly lower than national averages.

4.18 Question 2 of the Household Survey shows that online convenience goods trade carried out across the Study Area is dominated by Tesco (41.7%), followed by Ocado (12.9%), Asda (12.5%) and Sainsbury's (10.1%), albeit the preferences on a zone-by-zone bases vary across the Inner Study Area.

### Comparison Goods Online Shopping

4.19 The household survey also asked where respondents usually shop for different types of comparison goods. The findings presented in the figure below show that the take-up for online shopping varies across the categories. On average, within the Study Area, 38.9% of respondents shop online for comparison goods, which is slightly higher than the UK average of 35.4%. There is therefore a higher propensity to shop for comparison goods online in the Study Area, than across the UK as a whole. However, on average, within the Inner Study Area, only 34.9% of respondents shop online for comparison goods, which is more in keeping with the UK average of 35.4%.

Figure 4.19.1 Online Comparison Goods Spending in the Study Area



Source: Appendices C and D

### Retail Expenditure Forecasts

4.20 Retail expenditure data has been sourced from our in-house Experian App Library MicroMarketer system. We obtain separate data for convenience and comparison goods, which in turn is broken down into multiple goods categories, as set out in our full statistical assessment in **Appendices C and D**.

4.21 The data takes account of the socio-economic characteristics of the local population to provide local consumer expenditure calculations. Experian is a robust source of population and expenditure data that is widely used for calculating retail capacity across the industry.

4.22 Expenditure data from Experian is provided per capita in 2020 prices, as is every subsequent monetary value. Using the growth rates presented in Table 6 of Experian Retail Planner Briefing Note 20 (February 2023), which are reproduced in

the table below, the per capita expenditure is then projected forward to the base year (2023) and the relevant assessment years. Adjustments are made at every step to account for the growth in special forms of trading (SFT).

4.23 There are two elements that should be noted here:

- a. Experian notes that long-term forecasts should be treated with caution, and that they should be subject to regular reviews given the wide range of factors that can influence the broader national economy. Experian produces annual updates to reflect this, and as we go on to discuss in our recommendations later in the report, we would advise that some of the expenditure data inputs to this report be re-visited in another 12 -24 months in recognition of the exceptionally turbulent economic times surrounding both Covid-19 and Brexit, the full implications of which have yet to be realised at the time of writing.
- b. Experian Retail Planner Briefing Note 20 (February 2023) provides estimated year-on-year forecasts of internet and other SFT, which allows us to 'strip out' any expenditure that is, either now or in the future, diverted to SFT. This ensures that the increasing propensity to shop by SFT is accounted for in our modelling. These increasing deductions for SFT have the effect of off-setting some of the growth in expenditure in the Study Area derived from population increases. Furthermore, many brands offer online sales, but source the goods from their own stores' shelves. This is often the case for foodstores where employees will pick online orders from stores' shelves before, during or after opening hours. These orders are then delivered by dedicated vans from each store and as such, the online expenditure is attributed to tangible stores. Experian provides 'adjusted' figures to account for this.

Figure 4.23.1 'Adjusted' Special Forms of Trading Market Share Forecasts

Year	Convenience Goods	Convenience Goods 'Adjusted SFT'	Comparison Goods	Comparison Goods 'Adjusted SFT'
2023	-2.4	-2.2	-1.6	-1.0
2024	-0.4	-0.7	0.3	-0.8
2025	0.0	-0.3	1.3	0.3
2026	0.1	-0.2	2.5	1.6
2027	0.1	-0.1	3.0	2.2
2028	0.1	-0.1	3.0	2.4
2029	0.1	0	3.0	2.5
2030	0.1	0	3.0	2.6
2031	0.1	0	3.0	2.6
2032	0.1	0	3.0	2.7
2033	0.2	0.1	3.0	2.7
2034	0.2	0.1	3.1	2.7
2035	0.2	0.1	3.0	2.8
2036	0.2	0.1	3.0	2.8
2037	0.2	0.1	3.0	2.8
2038	0.2	0.1	3.0	2.8
2039	0.2	0.1	3.0	2.8
2040	0.2	0.1	3.0	2.8

Source: Figure 6, Experian Retail Planner Briefing Note 20, February 2023

4.24 As seen in the table above, Experian forecasts only go up to 2040. Given that both convenience and comparison growth rates over the period 2035-2040 are consistent (at 0.1% and 2.8%, respectively), we have assumed that convenience and comparison will continue to grow at these rates over the period 2040-2050.

4.25 The expenditure per capita figures are then multiplied by the population of each zone at each of the assessment years. The figure below sets out the resultant outcome of the total 'brick and mortar' comparison and convenience expenditure in the Study Area at the base and assessment years.

Figure 4.25.1 Retail Expenditure Forecasts in the Study Area (£m) – Scenario A

	2023	2026	2030	2035	2040	2050	Growth 2023-2050
<b>Convenience</b>	£1,796.1	£1,835.0	£1,903.7	£1,993.4	£2,086.2	£2,285.8	<b>27.3%</b>
<b>Comparison</b>	£3,285.3	£3,433.1	£3,926.3	£4,680.7	£5,593.3	£7,991.5	<b>143.3%</b>

Source: Tables 1b & 8b, Appendix C

Figure 4.25.2 Retail Expenditure Forecasts in the Study Area (£m) – Scenario B

	2023	2026	2030	2035	2040	2050	Growth 2023-2050
<b>Convenience</b>	£1,796.1	£1,841.1	£1,918.0	£2,017.9	£2,121.1	£2,341.8	<b>30.4%</b>
<b>Comparison</b>	£3,285.3	£3,444.3	£3,955.0	£4,736.8	£5,684.6	£8,182.5	<b>149.1%</b>

Source: Tables 1b & 8b, Appendix D

## Convenience Goods Findings

### Market Shares

4.26 Before considering the capacity for new convenience goods floorspace, we firstly examine the overall convenience goods spending by residents of the Study Area. Figure 4.32.1 shows where Study Area residents are spending their money.

4.27 The results show that destinations in the Council area account for 45.3% (£813.8m) of convenience spending by residents in the Study Area. The remaining 54.7% (£982.3m) of spending is carried out at destinations outside of the Council area. As per the table below, the centres receiving most of the trade outside the Study Area include Aylesbury, Leighton Buzzard and Bicester.

4.28 Generally speaking, the market share of a centre for convenience goods is highly dictated by the presence or otherwise of a major foodstore. This explains the larger market shares in Central Milton Keynes (6.6% or £117.8m), Wolverton town centre (5.6% or £100.3m), Kingston town centre (3.0% or £61.3m) and Westcroft town centre (2.9% or £52.3m). Those centres which do not have a large foodstore naturally attract lower proportions of market share; Woburn Sands district centre (0.6% or £10.9m), Olney district centre (0.4% or £7.8m), Newport Pagnell district centre (0.2% or £4.0m), Bletchley town centre (0.1% or £2.5m) and Stony Stratford district centre (0.1% or £0.9m).

4.29 Looking specifically at spending in the Inner Study Area Zones, we can see that the retention rate of convenience spending is higher. The vast majority of spending (94.3%, or £604.8m) is spent within the Council area, while only a small amount (5.7%, or £36.2m) is leaked to destinations outside of the Council area. This includes Northampton (0.9%, £5.4m), Bedford (0.6%, £3.8m) and Aylesbury (0.5%, £3.2m)

- 4.30 61.9% of total spend by residents of the Inner Study Area is carried out in designated centres, while a further 32.4% of spending is carried out in out of centre locations. Central Milton Keynes itself attracts 15.0% of spending by residents of the Inner Study Area.
- 4.31 Based on the Inner Study Area market shares, the most popular standalone food stores are as follows: the Tesco Superstore in Wolverton town centre (12.3%), the Tesco Extra in Bletchley (out-of-centre) (9.6%), the Sainsbury's Superstore in Central Milton Keynes (8.5%), the Asda in Bletchley (out-of-centre) (8.8%) and the Morrisons at Westcroft town centre (6.8%)
- 4.32 Overall, the market share assessment indicates that the Council area provides well for its own residential population in terms of convenience goods spending. A retention figure of 94.3% is a very healthy indicator. Furthermore, it appears that there is a healthy retention rate of in-centre spending (61.9%).

Figure 4.32.1 Convenience Goods Market Share by Destination

Destination	Inner Study Area (Zone 1-7, 9-10) (%)	Inner Study Area (Zone 1-7, 9-10) (£m)	Total Convenience (%)	Total Convenience (£m)
Milton Keynes CC	94.3%	£604.8	45.3%	£813.8
In Centre	61.9%	£396.8	28.9%	£519.6
Central Milton Keynes	15.0%	£95.9	6.6%	£117.8
Aldi, The Place Retail Park, Milton Keynes	1.8%	£11.7	0.8%	£15.2
Morrisons Superstore, Elder Gate, Westcroft	3.8%	£24.4	1.5%	£27.1
Sainsbury's Superstore, Witan Gate, Milton Keynes	8.5%	£54.3	3.6%	£65.4
Central Milton Keynes - Other in Centre	0.9%	£5.5	0.6%	£10.1
Bletchley TC	0.4%	£2.5	0.1%	£2.5
Farmfoods, The Brunel Centre	0.2%	£1.5	0.1%	£1.5
Bletchley TC - Other in Centre	0.2%	£1.0	0.1%	£1.0
Kingston TC	5.5%	£35.5	3.4%	£61.3
Aldi, Winchester Circle, Kingston	0.4%	£2.4	0.3%	£5.9
Tesco Extra, Winchester Circle, Kingston	5.1%	£32.8	3.0%	£54.6
Kingston TC - Other in Centre	0.0%	£0.3	0.0%	£0.7
Westcroft TC	7.1%	£45.7	2.9%	£52.3
Aldi, Barnsdale Drive, Westcroft	0.3%	£1.8	0.1%	£1.8
Morrisons Superstore, Barnsdale Drive, Westcroft	6.8%	£43.8	2.8%	£50.4
Wolverton TC	12.8%	£81.9	5.6%	£100.3
Tesco Superstore, McConnell Drive, Wolverton	12.3%	£78.7	5.4%	£97.2
Wolverton TC - Other in Centre	0.5%	£3.2	0.2%	£3.2
Newport Pagnell DC	0.6%	£4.0	0.2%	£4.0
Co-Op Food, High Street, Newport Pagnell	0.6%	£3.8	0.2%	£3.8
Newport Pagnell DC - Other in Centre	0.0%	£0.3	0.0%	£0.3
Olney DC	1.2%	£7.8	0.4%	£7.8
Co-Op Food, Stanley Court	1.0%	£6.1	0.3%	£6.1
Olney DC - Other in Centre	0.3%	£1.7	0.1%	£1.7
Stony Stratford DC	0.0%	£0.1	0.1%	£0.9

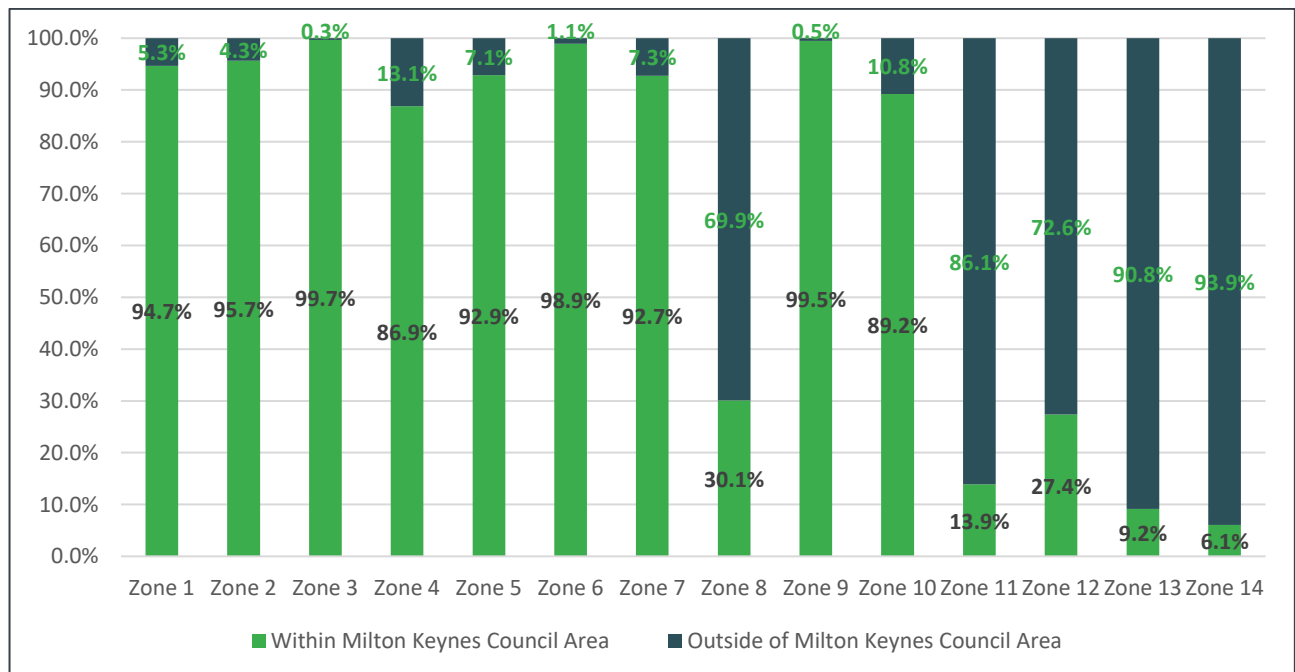
Destination	Inner Study Area (Zone 1-7, 9-10) (%)	Inner Study Area (Zone 1-7, 9-10) (£m)	Total Convenience (%)	Total Convenience (£m)
Tesco Express, Cofferridge Close, Stony Stratford	0.0%	£0.0	0.0%	£0.9
Stony Stratford DC - Other in Centre	0.0%	£0.1	0.0%	£0.1
<b>Woburn Sands DC</b>	<b>0.2%</b>	<b>£1.2</b>	<b>0.6%</b>	<b>£10.9</b>
Woburn Sands DC - Other in Centre	0.2%	£1.2	0.6%	£10.9
<b>Local Centres</b>	<b>19.1%</b>	<b>£122.2</b>	<b>9.0%</b>	<b>£161.9</b>
Stantonbury LC - Aldi	4.6%	£29.2	2.0%	£36.7
Willen LC - Sainsbury's Local, Granville Square	1.4%	£8.9	0.5%	£8.9
Shenley Church End LC - Sainsbury's Superstore, Engaine Drive	2.5%	£16.3	1.3%	£23.8
Greenleys LC - Tesco Express, Ardwell Lane	0.7%	£4.2	0.4%	£7.7
Oakgrove LC - Waitrose, Babbage Gate	3.7%	£23.9	1.6%	£28.7
Oldbrook LC	1.1%	£7.0	0.4%	£7.0
Other Local Centres	5.1%	£32.8	2.7%	£49.1
<b>Out of Centre</b>	<b>32.4%</b>	<b>£208.0</b>	<b>16.4%</b>	<b>£294.2</b>
OoC - Zone 1 - Aldi, Watling Street, Bletchley	2.5%	£15.8	1.2%	£20.8
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	8.8%	£56.6	5.1%	£92.5
OoC - Zone 1 - Lidl, Princes Way, Bletchley	1.6%	£10.5	0.7%	£11.7
OoC - Zone 1 - Tesco Express, Buckingham Road, Bletchley	0.4%	£2.6	0.2%	£3.5
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	9.6%	£61.3	4.9%	£87.8
OoC - Zone 1 - Co-Op Food, Newton Road, Bletchley	0.2%	£1.6	0.1%	£1.6
OoC - Zone 1 - Other	1.5%	£9.5	0.6%	£10.8
OoC - Zone 2	0.1%	£0.5	0.0%	£0.5
OoC - Zone 4	1.4%	£9.2	0.8%	£14.6
OoC - Zone 5	2.5%	£16.1	0.9%	£16.1
OoC - Zone 7 - Lidl, Stratford Road, Wolverton	1.8%	£11.6	1.1%	£20.1
OoC - Zone 7 - Other	0.0%	£0.1	0.0%	£0.1
OoC - Zone 9	0.3%	£1.9	0.1%	£1.9
OoC - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	1.6%	£10.6	0.7%	£12.1
OoC - Zone 10 - Other	0.0%	£0.1	0.0%	£0.1
<b>Outside of MKCC</b>	<b>5.7%</b>	<b>£36.2</b>	<b>54.7%</b>	<b>£982.3</b>
Aylesbury	0.5%	£3.2	14.4%	£259.1
Leighton Buzzard	0.3%	£1.7	6.6%	£118.9
Bicester	0.1%	£0.8	6.2%	£111.7
Brackley	0.0%	£0.0	3.1%	£54.9
Flitwick	0.0%	£0.0	0.3%	£6.1
Buckingham	0.3%	£1.6	3.1%	£55.4
Towcester	0.0%	£0.3	2.0%	£35.7
Bedford	0.6%	£3.8	2.8%	£49.9
Northampton	0.9%	£5.4	3.3%	£59.6

Destination	Inner Study Area (Zone 1-7, 9-10) (%)	Inner Study Area (Zone 1-7, 9-10) (£m)	Total Convenience (%)	Total Convenience (£m)
Dunstable	0.6%	£3.6	0.9%	£16.4
Outside of MKCC - Other	2.5%	£15.8	11.9%	£214.6
<b>TOTAL</b>	<b>100.0%</b>	<b>£641.0</b>	<b>100.0%</b>	<b>£1,796.1</b>

Source: Appendices C and D

- 4.33 Importantly, we can also examine the destination of convenience goods spend within each Zone of the Study Area. Figure 4.35.1 assesses the amount of convenience goods spending carried out in the Council area by residents of each Zone. Although there is some variation in retention rates across the Inner Study Area Zones, generally speaking retention levels are healthy. Zones 1 to 7 and 9 to 10 all have retention rates of at least 85%, with Zone 3 achieving a particularly high retention rate of 99.7%.
- 4.34 In the Outer Study Area Zones, conversely, there is relatively little 'inflow' of spending within the Council area, with the majority of spending taking place at locations closer to home, in large towns such as Aylesbury, Northampton and Bedford.
- 4.35 Notwithstanding it is notable that 30.1% of convenience spending in Zone 8 (the areas around Buckingham and Towcester) and 27.4% of spending in Zone 12 (the western parts of Central Bedfordshire) flows into the Milton Keynes City Council area.

Figure 4.35.1 Convenience Goods Market Share by Zone



Source: Appendices C and D

- 4.36 We have then looked to the most recent retail study, published in 2018<sup>17</sup>, to understand how retention rates have changed over the last five years. The results of this can be seen in Figure 4.36.1. Although retention rates are still high,

<sup>17</sup> Carter Jonas, Milton Keynes Retail Capacity & Leisure Study - 2018

we can see that they have declined somewhat. The retention of spending by residents in the Inner Study Area has decreased from 97.6% to 94.3%. The decline in retention of the Study Area as a whole is less pronounced, with a very slight decrease from 45.8% to 45.3%. In comparison to 2018, it does not appear that any one destination outside of the Council area has attracted a significant proportion more spending. Rather, it appears that spending has leaked to a combination of destinations.

Figure 4.36.1 Convenience Market Shares, 2018 and 2023

Destination (Area)	Market Share of Inner Study Area Residents (%)		Market Share of Study Area Residents (%)	
	2018	2023	2018	2023
Milton Keynes City Council Area	97.6%	94.3%	45.8%	45.3%
Leakage (Beyond Milton Keynes City Council Area)	2.4%	5.7%	54.2%	54.7%

Source: Tables 9-16, Appendices C and D; Milton Keynes Retail Capacity & Leisure Study – 2018

4.37 Turning to individual retail destinations, where national company averages are available for benchmarking purposes, we are able to compare local turnover to the turnover of an average store of that size in order to identify where facilities may be trading above or below business expectations. This is summarised in the table below, and includes assumptions for a small inflow of trade from residents beyond the Study Area (e.g. such as day visitors or tourists).

Figure 4.37.1 Convenience Benchmarking

Destination	Benchmark Turnover (£m)	Survey Turnover (With 1% Inflow from Beyond Study Area (£m))	Trading Position against Benchmark (£m)	Trading Position against Benchmark (%)
<b>Within Milton Keynes City Council Area</b>	£725.2	£821.9	£96.7	13.3%
<b>In-Centre</b>	£491.2	£524.8	£33.7	6.9%
<b>Out of Centre</b>	£234.0	£297.1	£63.1	26.9%

Source: Table 5, Appendix C and Appendix D

4.38 The results show that the convenience floorspace in the Council area is, on average, performing above benchmark when considered cumulatively. Facilities in the Council area are trading at an average of 13.3% above benchmark. In-centre shops are trading at an average of 6.9% above benchmark. Out of centre destinations are performing particularly well, at an average of 26.9% above benchmark.

4.39 Figure 4.39.1 sets out the best and worst-performing standalone stores. As seen, three out of five of the best performing stores are located out of centre. Conversely, all of the top five worst performing stores are located within designated centres.



Figure 4.39.1 Best and Worst Performance Benchmarking – Convenience Goods

Destination	Benchmark Turnover (£m)	Survey Turnover (With 1% Inflow from Beyond Study Area (£m))	Trading Position against Benchmark (£m)
<b>Best Performing</b>			
Tesco Superstore, McConnell Drive (Wolverton Town Centre)	£37.2	£98.1	£60.9
Tesco Extra, Watling Street, Bletchley (Out of Centre)	£56.0	£88.6	£32.6
Aldi, Stantonbury (Local Centre)	£11.4	£37.1	£25.7
Aldi, Watling Street, Bletchley (Out of Centre)	£11.4	£21.0	£9.6
Lidl, Stratford Road, Wolverton (Out of Centre)	£11.4	£20.1	£8.8
<b>Worst Performing</b>			
Tesco Extra, Winchester Circle (Kingston Town Centre)	£88.9	£55.2	-£33.7
Morrisons Superstore, Elder Gate (Central Milton Keynes)	£39.4	£27.3	-£12.1
Aldi, Barnsdale Drive (Westcroft Town Centre)	£9.2	£1.9	-£7.4
Sainsbury's Superstore, Witan Gate (Central Milton Keynes)	£73.0	£66.1	-£6.9
Tesco Express, Cofferidge Close (Stony Stratford District Centre)	£5.7	£0.9	-£4.9

Source: Table 5, Appendix C and Appendix D

### Convenience Goods Capacity

- 4.40 One of the key aims of this Study is to provide recommendations on the capacity for new retail floorspace over the plan period to 2050. The use of long-term projections should be treated with caution and reviewed regularly in order to test the accuracy of the forecasts against emerging datasets. External, national and international factors can influence the wider performance of the economy, which can have trickle-down effects on local shopping patterns. As discussed in Section 4, one such example has been the economic implications of the United Kingdom leaving the European Union and the social distancing and lockdown measures necessitated by the current Covid-19 pandemic, as well the war in Ukraine.
- 4.41 Importantly, we also note that any quantitative retail capacity that we may identify across the Study Area does not necessarily equate to justification for new retail floorspace in itself (especially in out-of-centre locations), and any such development would be required to be assessed in line with Town Centres PPG policy in terms of impacts on the vitality and viability of town centres, the potential to prejudice emerging town centre developments, and the 'town centre first' sequential approach to site selection. Equally, the converse also applies and a lack of identified capacity should not specifically rule out retail developments, where other material factors support such development.
- 4.42 Detailed quantitative retail capacity tables are enclosed at **Appendices C and D**.
- 4.43 Retail capacity modelling follows a consistent, robust methodology which incorporates a number of datasets and informed assumptions which we describe further below, but broadly speaking:

$$\text{Available Expenditure (£m)} - \text{Turnover of Existing \& Proposed (£m)} = \text{Surplus or Deficit (£m)}$$

- 4.44 Experian App Library Micromarketer census software is used to provide localised expenditure per capita per annum for various forms of retail spending. These figures are then projected forwards based on population growth, changes in expenditure over time and Special Forms of Trading (SFT), such as internet shopping.
- 4.45 The turnover of existing retailers across the Study Area is calculated based on average sales densities, or turnover, per square metre. Various retail planning sources provide average (or benchmark) sales densities for all national multiple retailers.
- 4.46 The surplus or deficit equates to the difference between the available retail expenditure across the Study Area and the turnover of existing facilities within the Study Area. If the total turnover is greater than the available expenditure, then the model would identify an oversupply of existing retail floorspace, whilst a surplus of expenditure would suggest capacity for additional retail floorspace.
- 4.47 Once the surplus or deficit of expenditure is calculated, it is then presented in floorspace figures (using average sales density assumptions) in order to demonstrate the findings within a 'real world' context. Often, surplus figures are presented under a number of different scenarios representing various retailers. For example, discount retailers (such as Aldi and Lidl amongst others) continue to operate at a lower sales density than the 'big 4' (Sainsbury's, Tesco, Asda, and Morrisons). Given the same available 'pot of expenditure', a higher sales density would result in a lower floorspace capacity than a lower sales density, which would result in a higher floorspace capacity.
- 4.48 We have carried out this capacity exercise, both for the Council area as a whole, and for CMK specifically. As detailed in Figure 4.32.1 above, the household survey results show that facilities within the Council have a 45.3% convenience goods market share of all spending carried out by residents of the Study Area, while facilities within CMK have a 6.6% share.
- 4.49 In keeping with standard retail study methodology, when assessing the capacity for new convenience retail floorspace, we adopt a constant market share, in line with findings of the latest household survey (i.e. that stores within the Council area will continue to draw 45.3% of all convenience goods spending from the Study Area, and that stores within CMK will continue to draw 6.6% of spending). We consider that maintaining a constant market share provides a sensible basis for analysis given the relative lack of planned developments across the Study Area. In coming to this view, we have analysed the level of commitments within the local authority area, identified through correspondence with Council officers.
- 4.50 Based on a constant market share, we then allow for growth in retail expenditure over the period to 2050, as well as utilising data provided within the latest Experian Retail Planner Briefing Note 20, in order to take account of forecast growth in retail efficiencies (for example, through the adoption of new technologies and more efficient use of available floorspace). Floorspace efficiencies are estimated to have a greater impact on comparison retailers than convenience retailers over the plan period as the rise of food discounting and disruptions to logistics continue to subdue projected efficiencies in turnover of existing convenience retail floorspace.
- 4.51 We go on to make a number of statistical assumptions through the quantitative capacity exercise in order to account for the following variables. These are contained at Tables 6a-6c of **Appendix C** and **Appendix D** and can be summarised as:
- a. Utilising a 'goods based' approach, we strip out expenditure for non-food comparison goods such as clothing, household goods, CDs, DVDs and other media that are now commonly sold at major foodstores so that only the convenience goods floorspace is being considered (i.e. on a like-for-like basis with available convenience expenditure). These deductions are made in line with floorspace figures sourced from publicly available databases or, where data is not available, Nexus' professional judgement based on site visits.
  - b. We also make assumptions as to the gross to net convenience goods sales floorspace of each store, again utilising online planning records where available, national rates databases or Nexus' professional judgement.

- c. Finally, we consider whether foodstores are likely to attract any additional 'inflow' from outside of the Study Area. In this instance, we have included an assumption that all stores in the Council area will experience a 1% inflow from beyond the Study Area, based on the results of the NEMS survey and our professional judgement.

- 4.52 We then go on to calculate the anticipated turnover of all major convenience goods operators based on the published company sales data, referred to as 'benchmark' turnover. 'Benchmark' turnover is calculated from national average 'sales densities' (turnover per square metre). By comparing the turnover estimates derived from the findings of the household survey (total available expenditure distributed on the basis of each destinations market share) to the benchmark turnovers, we are able to establish where stores are trading above (overtrading) or below (under-trading) company averages.
- 4.53 Based on the household survey, the Council area's convenience retailers' turnover is estimated to be £821.9m at 2023. Under Scenario A, this is projected to increase to £1,046.0m by 2050, representing an increase of 27.2%. In Scenario B, turnover is projected to increase to £1,071.7m by 2050, for an increase of 30.4%. This is a fairly significant increase in both cases, primarily due to the significant population increase projected in the Study Area across the Plan period.
- 4.54 Similar increases are also projected for turnover within CMK. At 2023, turnover is estimated to be £119.0m. This is expected to increase to £151.4m by 2050 under Scenario A, and to £155.1m under Scenario B.
- 4.55 Set against these expenditure forecasts, we deduct for extant convenience goods commitments. These are set out at Table 6d of Appendices C and D. This includes any developments that have not been built, are currently under construction, or have opened but would not have been operating at the time of the household survey. We do not take into account proposed allocations for retail floorspace, but consider development proposals for which a formal planning application has been approved.
- 4.56 Across the Council area as a whole, these committed developments equate to a net 10,007 sqm of convenience goods floorspace and an estimated turnover of £80.1m in 2023. In CMK, there is 1,489 sqm of convenience floorspace included in the commitments, with an estimated turnover of £11.9m in 2023. These commitments are then projected forwards and deducted from the gross surplus expenditure.
- 4.57 Having deducted for extant commitments, we then contrast the pots of available convenience goods expenditure with the benchmark performance of existing facilities at each date. The figures below set out the resultant available convenience goods expenditure at each assessment date.

Figure 4.57.1 Gross Convenience Goods Surplus Expenditure in the Council area – Scenario A

Year	Survey Derived Turnover (with Inflow) (£m):	Total Forecast "Benchmark" Turnover (£m)	(Gross) Available Expenditure before commitments (£m)	Turnover of all committed floorspace (£m)	(Net) Surplus Expenditure (£m)
2023	£821.9	£725.2	-	-	-
2026	£839.8	£772.4	£67.3	£85.3	-£17.9
2030	£871.2	£774.7	£96.5	£85.5	£11.0
2035	£912.3	£774.7	£137.5	£85.5	£52.0
2040	£954.7	£774.7	£180.0	£85.5	£94.5
2050	£1,046.0	£774.7	£271.3	£85.5	£185.8

Source: Table 7a, Appendix C

Figure 4.57.2 Gross Convenience Goods Surplus Expenditure in CMK – Scenario A

Year	Survey Derived Turnover (with Inflow) (£m):	Total Forecast "Benchmark" Turnover (£m)	(Gross) Available Expenditure before commitments (£m)	Turnover of all committed floorspace (£m)	(Net) Surplus Expenditure (£m)
2023	£119.0	£135.0	-	-	-
2026	£121.6	£143.8	-£22.2	£12.7	-£34.9
2030	£126.1	£144.2	-£18.1	£12.7	-£30.8
2035	£132.1	£144.2	-£12.1	£12.7	-£24.9
2040	£138.2	£144.2	-£6.0	£12.7	-£18.7
2050	£151.4	£144.2	£7.2	£12.7	-£5.5

Source: Table 7b, Appendix C

Figure 4.57.3 Gross Convenience Goods Surplus Expenditure in the Council area – Scenario B

Year	Survey Derived Turnover (with Inflow) (£m):	Total Forecast "Benchmark" Turnover (£m)	(Gross) Available Expenditure before commitments (£m)	Turnover of all committed floorspace (£m)	(Net) Surplus Expenditure (£m)
2023	£821.9	£725.2	-	-	-
2026	£842.6	£772.4	£70.2	£85.2	-£15.0
2030	£877.8	£774.7	£103.0	£85.3	£17.7
2035	£923.5	£774.7	£148.7	£85.5	£63.2
2040	£970.7	£774.7	£196.0	£85.5	£110.5
2050	£1,071.7	£774.7	£297.0	£85.5	£211.4

Source: Table 7a, Appendix D

Figure 4.57.4 Gross Convenience Goods Surplus Expenditure in CMK – Scenario B

Year	Survey Derived Turnover (with Inflow) (£m):	Total Forecast "Benchmark" Turnover (£m)	(Gross) Available Expenditure before commitments (£m)	Turnover of all committed floorspace (£m)	(Net) Surplus Expenditure (£m)
2023	£119.0	£135.0	-	-	-
2026	£122.0	£143.8	-£21.8	£12.7	-£34.5
2030	£127.1	£144.2	-£17.1	£12.7	-£29.9
2035	£133.7	£144.2	-£10.5	£12.7	-£23.2
2040	£140.5	£144.2	-£3.7	£12.7	-£16.4
2050	£155.1	£144.2	£10.9	£12.7	-£1.8

Source: Table 7b, Appendix D

4.58 Using average sales densities to calculate a minimum floorspace scenario (a large supermarket operator) and a maximum floorspace scenario (a combination of discount foodstores operators), we go on to calculate the net additional convenience goods capacity for the Council area and for CMK – see the figures below.

4.59 In both Scenario A and Scenario B, there is capacity for convenience floorspace in the Council area. In Scenario A, there is capacity for between 13,602 and 18,620 sqm of convenience floorspace at 2050. In Scenario B, this is slightly higher, with a capacity for between 15,479 and 21,190 sqm.

4.60 On a CMK basis, however, we have identified negative capacity in both Scenario A and B. In Scenario A there is a projected negative capacity of between 403 and 552 sqm, whereas in Scenario B there is a slightly smaller negative capacity of between 131 and 180 sqm.

4.61 The implications of these capacity findings will be discussed in Section 19.

Figure 4.61.1 Net quantitative 'capacity' for new convenience goods in the Council area – Scenario A

Year	Surplus Expenditure (£m)	Total Capacity in the Council (sqm net)		
2026	-£17.9	-1,316	to	-1,801
2030	£11.0	803	to	1,100
2035	£52.0	3,807	to	5,211
2040	£94.5	6,916	to	9,468
2050	£185.8	13,602	to	18,620

Source: Table 7a, Appendix C

Figure 4.61.2 Net quantitative 'capacity' for new convenience goods in CMK – Scenario A

Year	Surplus Expenditure (£m)	Total Capacity in CMK (sqm net)		
2026	-£34.9	-2,562	to	-3,508
2030	-£30.8	-2,256	to	-3,088
2035	-£24.2	-1,821	to	-2,493
2040	-£18.7	-1,371	to	-1,876
2050	-£5.5	-403	to	-552

Source: Table 7b, Appendix C

Figure 4.61.3 Net quantitative 'capacity' for new convenience goods in the Council area – Scenario B

Year	Surplus Expenditure (£m)	Total Capacity in the Council area(sq m net)		
2026	-£15.0	-1,104	to	-1,511
2030	£17.7	1,298	to	1,777
2035	£63.2	4,629	to	6,337
2040	£110.6	8,086	to	11,070
2050	£211.5	15,479	to	21,190

Source: Table 7a, Appendix D

Figure 4.61.4 Net quantitative 'capacity' for new convenience goods in CMK – Scenario B

Year	Surplus Expenditure (£m)	Total Capacity in CMK (sq m net)		
2026	-£34.5	-2,532	to	-3,466
2030	-£29.9	-2,186	to	-2,992
2035	-£23.2	-1,02	to	-2,330
2040	-£16.4	-1,201	to	-1,645
2050	-£1.8	-131	to	-180

Source: Table 7b, Appendix D

## Comparison Goods Findings

### Market Shares

- 4.62 Turning to consider comparison goods, we examine market shares across the range of categories defined by Experian. These eight categories cover all ranges of bulky and non-bulky items. The full results of our market shares analysis are set out in Tables 8-18 of Appendix C and Appendix D.
- 4.63 Looking first at comparison goods spending of residents across the Study Area, we can see that the Council area attracts 58.9% (£1,934.0m) of total spend, with the remaining 41.1% (£1,351.3m) of spend being leaked outside of the Council area. Aylesbury and Bedford are the two destinations outside of the Council area which attract the most comparison spend.
- 4.64 In the Inner Study Area specifically, we can see that there is a much higher retention of comparison spend. 90.6% (£1,033.8m) of spend is directed to destinations inside the Council area, with the remaining 9.4% (£107.2m) leaking to destinations outside of the Council area. 51.2% (584.4m) of comparison spending is directed to in centre locations, with another 39.4% (£449.4m) being spent in out of centre locations. With 36.9% (£421.4m) of total comparison spending, Central Milton Keynes is by far the most popular comparison shopping destination for residents of the Inner Study Area.

Figure 4.64.1 - Comparison Goods Market Share, by Destination

	Inner Study Area (£m)	Inner Study Area (%)	Total Study Area (£m)	Total Study Area (%)
<b>Milton Keynes CC</b>	<b>£1,033.8</b>	<b>90.6%</b>	<b>£1,934.0</b>	<b>58.9%</b>
<b>In Centre</b>	<b>£584.4</b>	<b>51.2%</b>	<b>£1,138.5</b>	<b>34.7%</b>
Central Milton Keynes	£421.4	36.9%	£868.8	26.4%
Bletchley TC	£29.3	2.6%	£36.2	1.1%
Kingston TC	£27.9	2.4%	£62.3	1.9%
Westcroft TC	£20.0	1.8%	£30.2	0.9%
Wolverton TC	£25.4	2.2%	£44.6	1.4%
Newport Pagnell DC	£12.1	1.1%	£12.1	0.4%
Olney DC	£13.8	1.2%	£16.0	0.5%
Stony Stratford DC	£5.9	0.5%	£13.0	0.4%
Woburn Sands DC	£3.1	0.3%	£9.2	0.3%
Local Centres	£25.5	2.2%	£46.2	1.4%
<b>Out of Centre</b>	<b>£449.4</b>	<b>39.4%</b>	<b>£795.4</b>	<b>24.2%</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	£33.2	2.9%	£58.0	1.8%
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	£50.8	4.5%	£77.7	2.4%
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£74.3	6.5%	£155.1	4.7%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£16.0	1.4%	£22.9	0.7%
OoC - Zone 2	£33.5	2.9%	£74.1	2.3%
OoC - Zone 3 - Routeco Retail Park	£0.1	0.0%	£0.1	0.0%
OoC - Zone 3 - Other	£96.2	8.4%	£144.6	4.4%
OoC - Zone 3	£10.6	0.9%	£22.1	0.7%
OoC - Zone 4	£7.2	0.6%	£13.1	0.4%
OoC - Zone 5	£2.6	0.2%	£3.4	0.1%
OoC - Zone 6 - Central Retail Park, Rooksley	£111.2	9.7%	£202.0	6.1%
OoC - Zone 6 - Other	£1.3	0.1%	£1.3	0.0%
OoC - Zone 7	£2.0	0.2%	£2.4	0.1%
OoC - Zone 8	£0.0	0.0%	£0.0	0.0%
OoC - Zone 9	£0.6	0.1%	£0.6	0.0%
OoC - Zone 10	£1.8	0.2%	£2.6	0.1%
OoC - Zone 11	£0.0	0.0%	£0.0	0.0%
OoC - Zone 12	£7.9	0.7%	£15.4	0.5%
<b>Outside of MKCC</b>	<b>£107.2</b>	<b>9.4%</b>	<b>£1,351.3</b>	<b>41.1%</b>
Aylesbury	£18.7	1.6%	£384.4	11.7%
Banbury	£0.8	0.1%	£93.5	2.8%
Bedford	£10.8	0.9%	£159.1	4.8%
Bicester	£0.0	0.0%	£125.5	3.8%
Buckingham	£0.1	0.0%	£34.3	1.0%

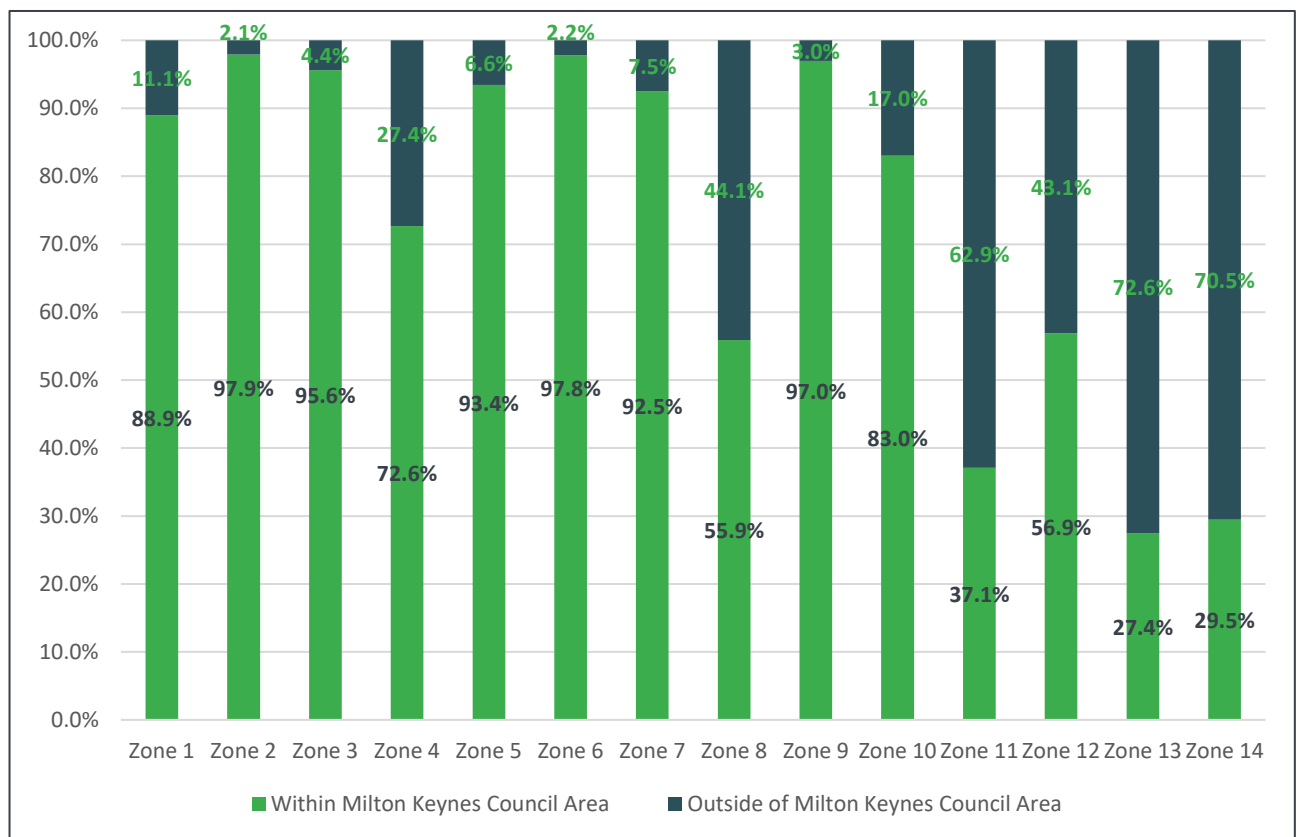


	Inner Study Area (£m)	Inner Study Area (%)	Total Study Area (£m)	Total Study Area (%)
Leighton Buzzard	£3.8	0.3%	£94.4	2.9%
London	£3.1	0.3%	£27.0	0.8%
Northampton	£5.9	0.5%	£69.9	2.1%
Towcester	£0.0	0.0%	£15.0	0.5%
Outside of MKCC - Other	£64.0	5.6%	£348.3	10.6%
<b>TOTAL</b>	<b>£1,141.0</b>	<b>100.0%</b>	<b>£3,285.3</b>	<b>100.0%</b>

Source: Table 17, Appendix C and D

4.65 We are also able to examine the location of comparison goods spending within each Zone. The figure below examines the amount of comparison goods spending carried out inside and outside the Milton Keynes City Council area. As with convenience spending, the Zones in the Inner Study Area have generally high retention rates, ranging from 72.6% in Zone 4 to 97.9% in Zone 2. Leakage of comparison spending is higher in the Outer Study Area Zones; again, this is likely due to the geographical position of these Zones, and their proximity to other large towns and cities.

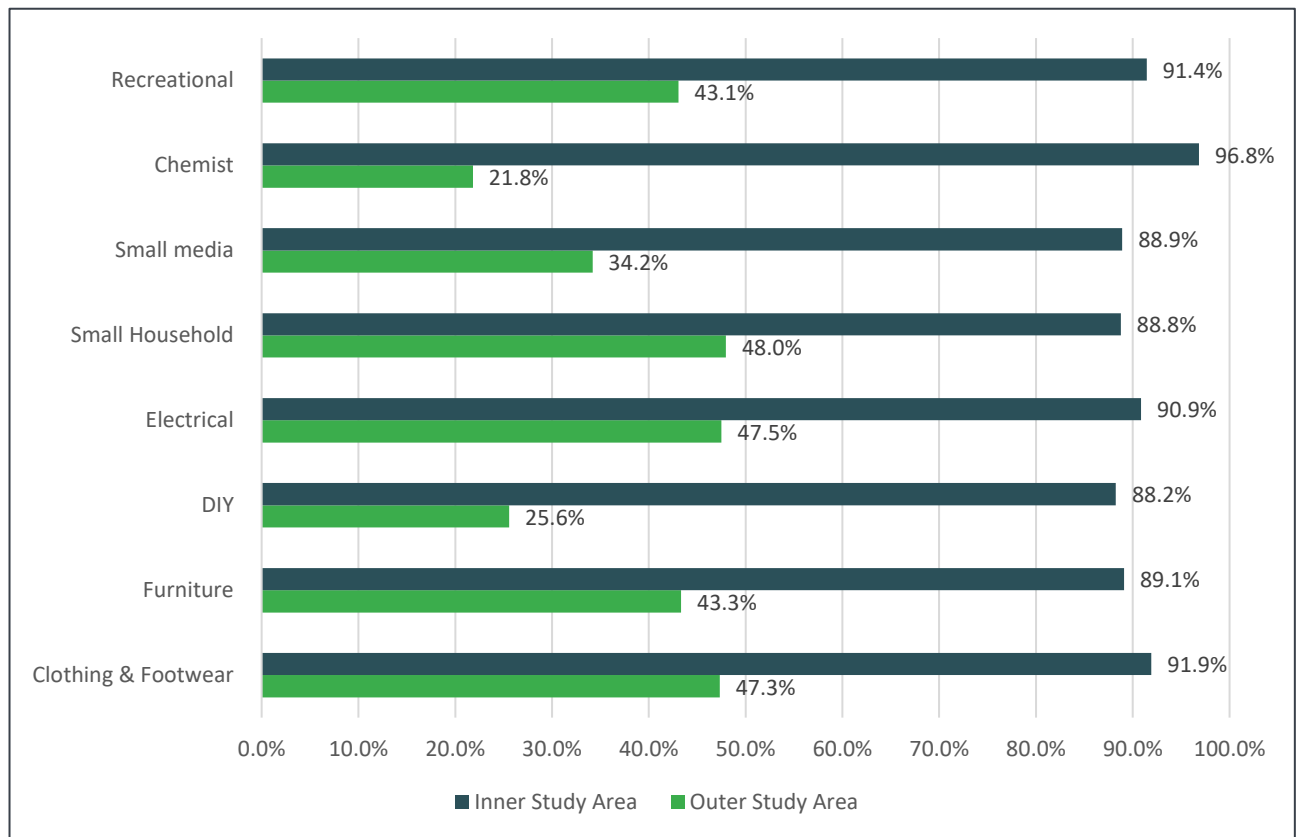
Figure 4.65.1 Comparison Goods Market Share by Zone



Source: Table 17, Appendix C and D

4.66 In the graph below, we analyse the market share of different types of comparison goods, considering which items are purchased from stores and centres inside the Council area, and what the propensity is to travel further afield for certain items.

Figure 4.66.1 Comparison Goods Spending within the MKCC Area, by Goods Category



Source: Tables 9-16, Appendices C and D

- 4.67 The survey results show that there is some variance between spending on different goods categories, as well as between the Outer Study Area and the Inner Study Area. For the Inner Study Area, the amount of spending within the Council area is generally high, ranging from 88.2% of spending on DIY goods and 96.8% of spending on chemist goods. It should be noted that despite the variance across different categories, in comparison to other areas of the UK, retention levels across the board are very high. In terms of spending by residents of the Outer Study Area, again there is variance across different comparison categories. Spending within the MKCC area was highest in the small household, electrical, clothing and footwear, furniture and recreational categories, but lower in chemist, DIY and small media goods.
- 4.68 Looking at the market shares of the Inner Study area, the table below sets out the top destinations to shop for each good category. Central Milton Keynes is the most popular destination across most comparison goods categories, although for DIY, furniture and recreational goods, out of centre retail parks are more popular.

Figure 4.68.1 Top Comparison Destinations in the Council area (for residents of the Inner Study Area)

Type of Goods	Top Comparison Destination
Chemist	Central Milton Keynes (23.5%)
Clothing & Footwear	Central Milton Keynes (45.8%)
DIY	Central Retail Park, Rooksley (40.2%)
Electrical	Central Milton Keynes (70.5%)
Furniture	Routeco Retail Park Winterhill (19.6%)
Recreational	Central Retail Park, Rooksley (24.1%)
Small Household	Central Milton Keynes (28.9%)
Small Media (Books/ CDs/ DVDs)	Central Milton Keynes (24.1%)

Source: Tables 9-16, Appendices C and D

4.69 Retention rates are generally healthy, although in comparison to rates from the 2018 retail study, we can see that they have declined somewhat. The table below details the market shares from our household survey to the results of the 2018 retail study.

Figure 4.69.1 Comparison Market Shares, 2018 and 2023

Destination (Area)	Market Share of Inner Study Area Residents (%)		Market Share of Study Area Residents (%)	
	2018	2023	2018	2023
Milton Keynes City Council Area	98.3%	90.6%	65.4%	58.9%
Leakage (Beyond Milton Keynes City Council Area)	1.7%	9.4%	34.6%	41.1%

Source: Tables 9-16, Appendices C and D; Milton Keynes Retail Capacity & Leisure Study – 2018

4.70 The retention of spending by residents of the Inner Study Area within the Council area has declined markedly from 98.3% to 90.6%. Similarly, retention of spending by residents of the Study Area has decreased from 65.4% to 58.9%. Looking at destinations outside of the Council area (see Figure 4.64.1), it does not appear that there are any particular destinations that have attracted a significantly higher proportion of spending, but rather spending has leaked to a combination of destinations.

### Comparison Goods Capacity

4.71 The methodology for calculating capacity for comparison goods floorspace differs from that used to model capacity for convenience goods floorspace. The principal reason for this is that there are no robust, industry standard, benchmark sales densities for calculating the turnover of smaller independent retailers that typically make up the majority of the comparison provision of town centres (although it is noted that sales densities are published for national multiple comparison retailers). Moreover, the trading levels of comparison retailers can fluctuate significantly depending on a number of localised variables, most notably the location of the retailer relative to similar providers (as customers are more likely to link multiple comparison goods trips to retailers in close proximity to each other).

4.72 As such, we adopt the approach that comparison goods retailers across the Study Area are trading ‘at equilibrium’ at 2023, meaning we adopt the survey derived turnover of each facility and examine capacity by measuring the growth in

available expenditure to 2050<sup>18</sup>. For the purposes of our assessment, we have assumed that the Council area’s attraction to Study Area residents will remain constant at 58.9% of all spending proportionate to population growth, while CMK’s attraction will remain constant at 26.4% (Table 18a of Appendices C and D). Based on the reasonably limited scale of planned developments inside and nearby the Local Authorities, we consider this a robust basis for analysis. The survey turnover is then adjusted to account for inflow from outside of the Study Area, per Nexus professional judgment (at 2%). The difference between the survey derived turnover figure and the benchmark turnover is the gross comparison goods available expenditure.

4.73 We then consider committed and extant planning permissions for new comparison retail floorspace across the Council Area that are likely to come forward over the plan period, again informed by our discussions with Council officers. This includes any developments that are currently under construction, or would not have been operating at the time of the household survey. Across the Council Area, these committed developments equate to a net 7,399 sqm of comparison goods floorspace and an estimated turnover of £35.5m at 2023 (see Table 18c at Appendices C and D). In CMK, these commitments include 1,489 sqm of comparison floorspace, with an estimated turnover of £7.1m at 2023. The commitments are then projected forwards and deducted from the gross surplus expenditure.

4.74 The figures below sets out the resultant net comparison goods capacity forecasts over time, for both the Council area as a whole, and CMK specifically. In the Council area, there will be £858.7 of comparison expenditure capacity by 2050 under Scenario A; in Scenario B, it is expected that there will be £973.4 expenditure capacity. For CMK, we project £403.0 expenditure capacity by 2050 in Scenario A, and £454.5m capacity in Scenario B.

Figure 4.74.1 Gross Comparison Goods Surplus in the Council area – Scenario A

Year	Survey Derived Turnover (with Inflow) (£m):	Benchmark Turnover (£m)	(Gross) Available Expenditure before commitments (£m)	Turnover of all committed floorspace (£m)	(Net) Surplus Expenditure (£m)
2023	£1,972.6	£1,972.6	-	-	-
2026	£2,061.4	£2,042.1	£19.4	£36.8	-£17.4
2030	£2,357.6	£2,227.7	£129.8	£38.1	£91.7
2035	£2,810.5	£2,557.6	£252.9	£46.0	£206.9
2040	£3,358.5	£2,936.3	£422.2	£52.9	£369.4
2050	£4,798.5	£3,870.1	£928.3	£69.7	£858.7

Source: Table 19a, Appendix C

<sup>18</sup> As per our earlier comments on convenience goods capacity, caution should be applied to forecasting beyond a 10-year date.

Figure 4.74.2 Gross Comparison Goods Surplus in CMK – Scenario A

Year	Survey Derived Turnover (with Inflow) (£m):	Benchmark Turnover (£m)	(Gross) Available Expenditure before commitments (£m)	Turnover of all committed floorspace (£m)	(Net) Surplus Expenditure (£m)
2023	£886.2	£886.2	-	-	-
2026	£926.0	£917.3	£8.7	£7.4	£1.3
2030	£1,059.1	£1,000.8	£58.3	£8.1	£50.3
2035	£1,262.6	£1,148.9	£113.6	£9.3	£104.4
2040	£1,508.7	£1,319.0	£189.7	£10.6	£179.0
2050	£2,155.6	£1,738.6	£417.0	£14.0	£403.0

Source: Table 19b, Appendix C

Figure 4.74.3 Gross Comparison Goods Surplus in the Council area – Scenario B

Year	Survey Derived Turnover (with Inflow) (£m):	Benchmark Turnover (£m)	(Gross) Available Expenditure before commitments (£m)	Turnover of all committed floorspace (£m)	(Net) Surplus Expenditure (£m)
2023	£1,972.6	£1,972.6	-	-	-
2026	£2,068.1	£2,042.1	£26.1	£36.8	-£10.7
2030	£2,374.8	£2,227.7	£147.0	£38.1	£108.9
2035	£2,844.2	£2,557.6	£286.6	£46.0	£240.6
2040	£3,413.3	£2,936.3	£477.0	£52.9	£424.2
2050	£4,913.2	£3,870.1	£1,043.1	£69.7	£973.4

Source: Table 19a, Appendix D

Figure 4.74.4 Gross Comparison Goods Surplus in CMK – Scenario B

Year	Survey Derived Turnover (with Inflow) (£m):	Benchmark Turnover (£m)	(Gross) Available Expenditure before commitments (£m)	Turnover of all committed floorspace (£m)	(Net) Surplus Expenditure (£m)
2023	£886.2	£886.2	-	-	-
2026	£929.1	£917.3	£11.7	£7.4	£4.3
2030	£1,066.8	£1,000.8	£66.1	£8.1	£58.0
2035	£1,277.7	£1,148.9	£128.8	£9.3	£119.5
2040	£1,533.3	£1,319.0	£214.3	£10.6	£203.7
2050	£2,207.1	£1,738.6	£468.6	£14.0	£454.5

Source: Table 19b, Appendix D

- 4.75 We are then able to calculate the net comparison goods capacity floorspace for the Council area and for CMK, as shown in the figures below. In Scenario A, we estimate that within the Council area there will be significant comparison floorspace capacity in 2050, of between 79,575 sqm and 125,047 sqm. Significant capacity is also identified for CMK, as we project there will be between 37,348 and 58,690 sqm comparison floorspace capacity in 2050.
- 4.76 In Scenario B we expect these capacity figures to be even higher, of between 90,207 sqm and 141,754 sqm in the Council area. In CMK, capacity is projected to be between 42,125 and 66,196 sqm.
- 4.77 The policy implications of this significant capacity will be explored in Section 19.

Figure 4.77.1 Net quantitative 'capacity' for new comparison goods in the Council area – Scenario A

Year	Surplus Expenditure (£m)	Total Capacity in the Council area (sqm net)		
2026	-£17.4	-3,057	to	-4,804
2030	£91.7	14,768	to	23,207
2035	£206.9	29,011	to	45,589
2040	£369.4	45,119	to	70,901
2050	£858.7	79,575	to	125,047

Source: Table 19a, Appendix C

Figure 4.77.2 Net quantitative 'capacity' for new comparison goods in CMK – Scenario A

Year	Surplus Expenditure (£m)	Total Capacity in CMK (sqm net)		
2026	£1.3	228	to	358
2030	£50.3	8,090	to	12,713
2035	£104.4	14,634	to	22,996
2040	£179.0	21,870	to	34,367
2050	£403.0	37,348	to	58,690

Source: Table 19b, Appendix C

Figure 4.77.3 Net quantitative 'capacity' for new comparison goods in the Council area – Scenario B

Year	Surplus Expenditure (£m)	Total Capacity in the Council area (sqm net)		
2026	-£10.7	-1,881	to	-2,955
2030	£108.9	17,538	to	27,560
2035	£240.6	33,737	to	53,015
2040	£424.2	51,813	to	81,421
2050	£973.4	90,207	to	141,754

Source: Table 19a, Appendix D

Figure 4.77.4 Net quantitative 'capacity' for new comparison goods in CMK – Scenario B

Year	Surplus Expenditure (£m)	Total Capacity in CMK (sqm net)		
2026	£4.3	756	to	1,189
2030	£58.0	9,335	to	14,669
2035	£119.5	16,757	to	26,332
2040	£203.7	24,877	to	39,092
2050	£454.5	42,125	to	66,196

Source: Table 19b, Appendix D

## Leisure Goods Findings

- 4.78 The results of the NEMS Household Telephone Survey offer an indication of locations/facilities where residents of the Study Area satisfy their leisure (namely Indoor Health & Fitness, Cinema, Restaurant, Pubs/Bars/Nightclubs, Ten pin bowling, Casino and cultural needs). As such, the survey enables us to analyse patterns of travel and potential deficiencies (those that are qualitative in nature) within the Council area.
- 4.79 The modelling of future commercial leisure needs cannot necessarily be based upon the same quantitative model used to estimate retail need. This is because leisure spending is not undertaken regularly and is often influenced by cultural shifts and technological advances.
- 4.80 Nevertheless, we appraise the existing provision of leisure facilities across the Council area and compare this against recognised sector 'standards' or 'benchmarks'. The completion of this 'benchmarking exercise' allows us to establish deficits and where gaps in the provision of existing facilities may be.

## Existing Market Shares

- 4.81 The NEMS Household Survey asked respondents to describe their leisure and cultural activities and habits. The responses to these questions (Questions 35-42) inform our understanding of leisure trends and needs. The breakdown of the answers to these questions is set out in full at **Appendix B** and we extrapolate the key results here.
- 4.82 In the first instance, it is important to have an understanding of the participation rates and general popularity of leisure activities across the Study Area. In Question 35 of the Household Survey, NEMS asked respondents to identify all of the leisure activities in which they participated (respondents were allowed to identify as many options as they wished). We summarise the results the Inner Study Area Zones in the figure below.

Figure 4.82.1 Participation in Leisure Activities (%)

Leisure Activity	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 9	Zone 10	Inner Study Area
Indoor Health & Fitness	29.7%	27.1%	24.4%	28.8%	25.6%	24.9%	27.9%	14.6%	14.6%	<b>24.2%</b>
Cinema	29.4%	38.5%	51.1%	54.2%	50.7%	44.7%	48.0%	46.8%	46.0%	<b>45.5%</b>
Restaurant	51.2%	67.0%	67.1%	65.5%	69.2%	68.7%	68.9%	65.8%	77.6%	<b>66.8%</b>
Pubs/Bars/Nightclubs	34.5%	38.7%	39.1%	42.3%	45.6%	42.2%	42.4%	42.6%	62.3%	<b>43.3%</b>
Ten pin bowling	15.3%	7.2%	16.6%	20.5%	14.5%	12.1%	21.1%	3.1%	10.7%	<b>13.5%</b>
Casino	4.3%	3.9%	7.1%	3.1%	6.5%	5.4%	8.8%	0.0%	0.0%	<b>4.3%</b>
Cultural <sup>19</sup> Activities	37.8%	45.9%	31.2%	31.0%	47.6%	47.2%	41.9%	59.0%	59.3%	<b>44.5%</b>

Source: Appendix B. Question 35 of NEMS Household Survey

- 4.83 As evident in the figure above, the most popular leisure activity across the Council area is to go to a restaurant, which 66.8% of residents indicated they do on at least an occasional basis. The second most popular activity is visiting the cinema (45.5%), closely followed by visits to cultural facilities such as theatres/museums/art galleries (44.5%). Visiting casinos (4.3%) is the least often undertaken activity, followed by ten-pin bowling (13.5%).

<sup>19</sup> Defined as theatre, concert halls, museums and galleries.



- 4.84 Generally speaking, leisure participation rates are around average when compared to our studies across the UK as a whole. Visits to restaurants and pubs/bars/nightclubs are slightly below our observed norm elsewhere, whereas participation in ten pin bowling and casinos is slightly higher.
- 4.85 Overall participation rates are broadly similar across each Zone, but there is some variety in the proportion of residents participating in each individual activity. Residents of Zones 9 and 10 to the north of the city, for example, are far less likely to participate in indoor sports or casinos, but more likely to participate in cultural activities.
- 4.86 NEMS also asked a series of questions to understand where residents usually undertake their chosen leisure activity. We examine the most popular destinations for residents of the Council area in the figure below. Again, we only consider here the results for the Zones in the Inner Study Area.

Figure 4.86.1 Most Popular Leisure Destinations – Residents of Inner Study Area Zones (%)

Leisure Activity	First Choice	Second Choice	Third Choice
Indoor Health & Fitness	Pure Gym, Winterhill (12.4%)	Bletchley Leisure Centre (9.1%)	Wolverton Swimming and Fitness Centre (7.8%)
Cinema	Odeon, MK1 Shopping and Leisure Park, Bletchley (44.8%)	Cineworld, Xscape, Milton Keynes (37.8%)	Cineworld, Aspects Leisure Park, Bedford (4.3%)
Restaurant	Milton Keynes City Centre (28.3%)	Bletchley Town Centre (5.9%)	MK1 Shopping Park, Bletchley (5.3%)
Pubs/Bars/Nightclubs	Milton Keynes City Centre (21.9%)	Bletchley Town Centre (8.1%)	Newport Pagnell Town Centre (5.7%)
Ten pin bowling	Hollywood Bowl, Xscape, Milton Keynes (81.6%)	Numerous venues (2.3% each)	
Casino	The Casino MK, Xscape, Milton Keynes (63.4%)	Aspers Casino, Northampton (12.3%)	Bletchley Town Centre (8.6%)
Cultural Activities	Milton Keynes City Centre (56.6%)	Central London/West End (19.8%)	Milton Keynes Museum, Wolverton (4.1%)

Source: Appendix B. Questions 35-41 of NEMS Household Survey

- 4.87 The results suggest that generally, the Council area meets the leisure needs of its residents, as the majority of the most popular leisure destinations are found within the local authority area. The City centre is the most popular destination, though MK1 Shopping and Leisure Park also appears to be quite popular. Only in the categories of casinos and cultural activities does it appear that there is a particular draw outside of the Council area.

### Need for Additional Leisure Facilities

- 4.88 Question 46 of the Household Survey found that over half of all respondents across the Council area (57.5%) did not identify any leisure facilities which they wished to see more. This suggests that residents are largely happy with the provision of facilities. Such a response is slightly higher than our survey average across the UK.
- 4.89 In the figure below, we isolate the responses for each Zone of the Inner Study Area in order to identify what the main requests for new leisure facilities were from residents in each area, and whether there are any easily identifiable gaps in provision. More than one suggestion was allowed.

Figure 4.89.1 Leisure activities residents want to see more of (%)

Leisure Activity	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 9	Zone 10	Inner Study Area
Swimming Pool	5.7%	16.4%	18.2%	11.9%	9.4%	14.9%	2.8%	10.4%	29.0%	7.4%
Bars/pubs	7.4%	3.0%	13.4%	27.4%	10.7%	5.0%	12.9%	0.0%	0.0%	6.2%
Better shopping facilities	16.1%	11.5%	6.5%	14.1%	14.4%	3.0%	6.5%	0.0%	0.0%	5.7%
More children facilities/activities	12.6%	2.7%	12.9%	14.3%	7.2%	6.7%	11.6%	7.4%	0.0%	5.3%

Source: Appendix B. Question 46 of NEMS Household Survey

4.90 The results show that there is no particularly notable request for any one item in any of the Zones, although the most requested leisure facility was a new swimming pool, with this desire particularly pronounced in Zone 10 (the area around Olney).

4.91 Despite residents being broadly content with their leisure provision, this does not mean that qualitative or quantitative improvements might not be welcome in all areas of the City. We examine below the scale of capacity which might arise by the end of the Plan period in 2050.

### Capacity for Additional Leisure Facilities

4.92 Having identified existing market shares and examined the demand for new facilities from the City’s residents, we consider here the potential supply-side issues for the provision of new leisure facilities. The purpose of this assessment is to examine the realism and viability of actually providing for new facilities through the Plan process in particular.

4.93 The findings of the NEMS Household Survey allow us to assess market shares within the City for a variety of leisure sectors. As such, we have undertaken a ‘benchmarking’ exercise by referencing the estimated increases in the City area population. The results of the ‘benchmarking’ exercise have been used to inform our conclusions with regards to the prospective future need for additional commercial leisure facilities.

### Health and Fitness Capacity

4.94 The Leisure Database Company<sup>20</sup> (May 2019) identifies that the level of health and fitness clubs in the UK is higher than it has ever been before, with more clubs and more members. In terms of membership rates across the whole of the UK, the Leisure Data Base Company outlines that 15.6% of the UK’s population are registered members at private health and fitness clubs meaning that 1 in every 7 people is a member of a gym. In 2019, there were in the region of 7,239 health and fitness clubs operating across the UK (up from 7,038 in 2018). The biggest area of growth has come from low-cost gyms, which account for over 35% of memberships in the private sector.

4.95 In 2016, Statista reported that the average size of mainstream gym, health-club and leisure centre membership in the UK was approximately 5,250 members per club. Building on this, our household survey results showed that approximately 25.5% of residents in the Inner Study Area participate in health and fitness activities (Q35). Of those, the survey results suggest that around 97.9% of residents currently carry out their health & fitness activities within the Council area itself

<sup>20</sup> State of the UK Fitness Industry 2019, Leisure Database Company, May 2019

(Q36). We term this the ‘Council area retention rate’, and use it as a benchmark (assumed to be constant) to underpin our assessment of the number of additional facilities that can be supported in the Council area over time.

4.96 In the figure below, we identify that in Scenario A, the population of the Inner Study Area is set to increase from 270,188 in 2023 to 393,438 in 2050. Based on the current participation rates, attraction rates, and average club size membership identified above, we calculate that residents of the Inner Study Area would support around 19 large indoor health and fitness centres over the Plan period.

Figure 4.96.1 Health & Fitness Centre Capacity – Scenario A

Year	Inner Study Area Population	Regular Participants @ 25.5%	Citywide Retention Rate @ 97.9%	Average Membership	No. of Clubs Supported in the City
2023	270,188	68,898	67,451	5,250	13
2026	283,882	72,390	70,870	5,250	13
2030	302,142	77,046	75,428	5,250	14
2035	324,966	82,866	81,126	5,251	15
2040	347,790	88,686	86,824	5,250	17
2050	393,438	100,327	98,220	5,250	19

Source: Nexus analysis

4.97 In the figure below, we identify that in Scenario B, the population of the Inner Study Area is set to increase from 270,188 in 2023 to 416,960 in 2050. Based on these figures, we calculate that residents of the Inner Study Area would support around 20 large indoor health and fitness centres over the Plan period.

Figure 4.97.1 Health & Fitness Centre Capacity – Scenario B

Year	Inner Study Area Population	Regular Participants @ 25.5%	Citywide Retention Rate @ 97.9%	Average Membership	No. of Clubs Supported in the City
2023	270,188	68,898	67,451	5,250	13
2026	286,496	73,056	71,522	5,250	14
2030	308,240	78,601	76,951	5,250	15
2035	335,420	85,532	83,736	5,251	16
2040	362,600	92,463	90,521	5,250	17
2050	416,960	106,325	104,092	5,250	20

Source: Nexus analysis

- 4.98 Comparing capacity to supply, the results to Question 36 of the household survey showed that there are nearly 40 recognised indoor health and fitness facilities within the Council area. Whilst some of those will be smaller entities, a significant number are either nationally recognised chains (13 facilities) or Council-operated leisure centres (9 facilities). Therefore, the supply of 22 larger indoor health and fitness facilities, plus a number of other smaller facilities is observed to be plentiful choice for the residents of the Council area under both Scenarios A and B.
- 4.99 The qualitative results of our survey (Question 46) show that although 4.2% of Inner Study Area residents asked for another leisure centre and 3.2% asked for more sports facilities, generally it appears that residents are content with the current provision of sports and leisure facilities.
- 4.100 We therefore recommend that the Council remains welcoming of commercial competition in general, not least because of the health and well-being benefits for residents, but that there is unlikely to be a requirement to allocate any specific site for this purpose.

#### Cinema Capacity

- 4.101 The Council area has two large mainstream cinemas, the Odeon at MK1 Shopping and Leisure Park (11 screens), and the Cineworld at Xscape (14 screens), which combined have a total of 25 cinema screens. Additionally, the MK Gallery, at 900 Midsummer Boulevard in the city centre screens films in its single screen Sky Room cinema. The Open University Film Society also screens films from around the world in the Hub Theatre on the Open University campus at Walton Hall.
- 4.102 The NEMS Household Survey outlines that these two cinemas attract 82.5% of all cinema trips made by residents of the Inner Study Area (Question 37).
- 4.103 In 2019 (before the impact of Covid-19 on the cinema industry), the UK Cinema Association identified that total UK cinema admissions were 176.1 million, equating to 2.7 trips per person. They also identified 840 cinema facilities with 4,564 screens in the UK, equating to 937,161 cinema seats in the UK. Based on this data, the UK yearly average was 38,585 cinema trips per screen.
- 4.104 As shown in the figure below, in order to gauge the number of cinema screens that can be supported in the Council area over the Plan period, we have calculated the anticipated cinema attendance (based on the national average of 2.7 trips per person). We also account for the Council area's current cinema trip attraction rate and assume that this will persist over the Plan period.

Figure 4.104.1 Cinema Screen Capacity – Scenario A

Year	Inner Study Area Population	Cinema Visits per Person	Total Cinema Attendance	Citywide Retention Rate @ 82.5%	Trips per Screen	Cinema Screens Supported
2023	270,188	2.7	729,508	601,844	38,585	16
2026	283,882	2.7	766,482	632,348	38,585	16
2030	302,142	2.7	815,782	673,020	38,585	17
2035	324,966	2.7	877,407	723,861	38,585	19
2040	347,790	2.7	939,032	774,701	38,585	20
2050	393,438	2.7	1,062,282	876,382	38,585	23

Source: Nexus analysis

Figure 4.104.2 Cinema Screen Capacity – Scenario B

Year	Inner Study Area Population	Cinema Visits per Person	Total Cinema Attendance	Citywide Retention Rate @ 82.5%	Trips per Screen	Cinema Screens Supported
2023	270,188	2.7	729,508	601,844	38,585	16
2026	286,496	2.7	773,539	638,170	38,585	17
2030	308,240	2.7	832,248	686,605	38,585	18
2035	335,420	2.7	905,634	747,148	38,585	19
2040	362,600	2.7	979,020	807,692	38,585	21
2050	416,960	2.7	1,125,792	928,778	38,585	24

Source: Nexus analysis

- 4.105 Our benchmarking exercise suggests that the current provision of 25 screens is more than sufficient to accommodate the needs of the resident population to the end of the Plan period, under both Scenarios A and B. We also note that our quantitative findings showed relatively little discontent with existing provision, with just 3.9% of respondents in the inner study area requesting additional cinema facilities (Question 46).

### Ten-Pin Bowling Capacity

- 4.106 Ten-pin bowling has generally experienced a decline over the last decade, with a gradual reduction in the number of facilities. In 2014, Mintel identified that there were 5,617 bowling lanes<sup>21</sup>, a decrease since 2011 where 5,773 bowling lanes were identified<sup>22</sup>. More recent data from 2021 suggests that this number has declined further to around 3,700 lanes across the UK<sup>23</sup>.
- 4.107 Taking into account the UK population at the time this latest data was produced (67.1 million<sup>24</sup>), this equates to one lane for every 18,135 persons.
- 4.108 There is only one bowling facility in the Council area, Hollywood Bowl in Xscape, which has 19 lanes. The Hollywood Bowl facility attracts 73.5% of all trips made by residents of the Council area.

Figure 4.108.1 Bowling Lane Capacity – Scenario A

Year	Inner Study Area Population	Population per Bowling Alley	Lanes Supported
2023	270,188	18,563	15
2026	283,882	18,563	15
2030	302,142	18,563	16
2035	324,966	18,563	18
2040	347,790	18,563	19
2050	393,438	18,563	21

Source: Nexus analysis

<sup>21</sup> Ten-pin Bowling – UK’ Mintel, May 2014

<sup>22</sup> ‘Ten-pin Bowling – UK’, Mintel, November 2011

<sup>23</sup> [www.gotenpin.co.uk/about](http://www.gotenpin.co.uk/about)

<sup>24</sup> As identified by the Office for National Statistics’ Population Estimates for the UK

Figure 4.108.2 Bowling Lane Capacity – Scenario B

Year	Inner Study Area Population	Population per Bowling Alley	Lanes Supported
2023	270,188	18,563	15
2026	286,496	18,563	15
2030	308,240	18,563	17
2035	335,420	18,563	18
2040	362,600	18,563	20
2050	416,960	18,563	22

Source: Nexus analysis

4.109 The figure above indicates that, based on the assumed benchmark, the Council area’s population supports upwards of 20 lanes over the Plan period. This suggests that the current supply of 19 lanes may not be enough to cater for the needs of residents in the Inner Study Area. However, there are two extant permission for new ten-pin facilities in Milton Keynes, which if they are both implemented, would absorb this capacity and beyond. These are the permitted facilities at Midsummer Place, Central Milton Keynes (LPA ref: 22/-03140/COU) and at Grafton Gate, also in Central Milton Keynes (LPA ref: 22/02614/FUL). The Midsummer Place operation is not yet constructed and has an unspecified number of lanes, whilst the Grafton Gate facility opened in July 2023 and has 16 lanes.

#### Restaurants, Pubs, Bars and Café Capacity

4.110 We have undertaken an assessment of the potential capacity for additional food and beverage floorspace across the Council area, utilising current market shares as identified through the Household Survey, population and spending growth rates and benchmarking against current levels of provision.

4.111 This exercise identifies the future spending available to support additional food and beverage floorspace (in the form of restaurants, pubs, bars, café etc.) over the Plan period to 2050. This approach is not prescriptive, but instead provides an indication of the scope for future development to be supported, in addition to the findings of the assessments of the key centres.

4.112 Experian provides localised data on spending on restaurants and cafés per capita, which includes spending on alcoholic drinks (away from home) and take-away meals. In 2023, this spending was projected to be £1,040 per person per annum for residents in the Inner Study Area (2020 prices).

4.113 Taking into account the population growth, and anticipated leisure spending growth rates (Experian Retail Planner 20, Figure 1a), we calculate, in the figures below, the projected total spend across the Plan period in both Scenarios A and B. Under Scenario A, total spend is projected to grow from £272.5m in 2023 to £502.3m in 2050. Under Scenario B, total spend is projected to grow from £272.5m in 2023 to £532.4m in 2050.

Figure 4.113.1 Restaurant, Pubs, Bars and Café Spending – Scenario A

Year	Inner Study Area Population	Spend Per Capita	Total Spend (£m)	Council Area Retention Rate @ 93.6%	Benchmark Growth (£m)	Residual Spending (£m)
2023	270,188	£1,008.5	£272.5	£255.1	£255.1	
2026	283,882	£1,026.7	£291.5	£272.9	£255.3	£17.5
2030	302,142	£1,067.3	£322.5	£301.9	£258.9	£43.0
2035	324,966	£1,116.2	£362.7	£339.6	£261.5	£78.1
2040	347,790	£1,167.3	£406.0	£380.1	£264.2	£115.9
2050	393,438	£1,276.8	£502.3	£470.3	£269.5	£200.8

Source: Nexus analysis

Figure 4.113.2 Restaurant, Pubs, Bars and Café Spending – Scenario B

Year	Inner Study Area Population	Spend Per Capita	Total Spend (£m)	Council Area Retention Rate @ 93.6%	Benchmark Growth (£m)	Residual Spending (£m)
2023	270,188	£1,008.5	£272.5	£255.1	£255.1	-
2026	286,496	£1,026.7	£294.1	£275.4	£255.3	£20.0
2030	308,240	£1,067.3	£329.0	£308.0	£258.9	£49.1
2035	335,420	£1,116.2	£374.4	£350.5	£261.5	£76.6
2040	362,600	£1,167.3	£423.3	£396.3	£264.2	£132.1
2050	416,960	£1,276.8	£532.4	£498.4	£269.5	£228.9

Source: Nexus analysis

- 4.114 This spending is then attributed to the restaurant, café and bar facilities across the Council area. The household survey results (Q37 and Q38) showed that restaurants, cafés, bars and pubs within the Council area ‘retained’ 93.6% of their own residents’ spending.
- 4.115 Growing the ‘benchmark’ turnover of facilities from current levels on the basis of changing leisure sales densities (as outlined Figure 2 of the RPBN 20) through extensions and trading efficiencies over the Plan period, we find a total food and beverage spending surplus across the Council area by 2050 of £200.8m (in Scenario A) and £228.9m (in Scenario B).
- 4.116 Adopting an average sales density of £5,000 per sqm at 2023 (again, projected to grow in line with changing leisure sales densities) we calculate the typical restaurant, pub, bar and café floorspace that could be supported by the identified surplus expenditure. This is shown as being up to 38,013 sqm in 2050 (in Scenario A) and 43,336 sqm (in Scenario B). This should be treated only as a rough guide.
- 4.117 We are highly cognisant of the fact that the recent pandemic will have resulted in the closure of a large amount of restaurant, bar and café floorspace across the Council area. In addition to the pandemic, there has also been significant increases to business costs including energy and transport. Whilst our figures show that there is likely to be a substantial pent-up consumer demand for additional spending this area, this does not mean that all of that demand should be met through new floorspace. The potential re-occupation of vacant floorspace should be accounted for in the first instance. The Council should also account for any existing committed leisure developments in this respect.



Figure 4.117.1 Restaurant, Pubs, Bars and Café Capacity – Scenario A

Year	Residual Spending	Sales Density	Floorspace (sqm)
2026	£17.5	£5,005	3,502
2030	£43.0	£5,075	8,467
2035	£78.1	£5,126	15,227
2040	£115.9	£5,178	22,391
2050	£200.8	£5,282	38,013

Source: Nexus analysis

Figure 4.117.2 Restaurant, Pubs, Bars and Café Capacity – Scenario B

Year	Residual Spending	Sales Density	Floorspace (sqm)
2026	£20.0	£5,005	4,003
2030	£49.1	£5,075	9,668
2035	£76.6	£5,126	14,951
2040	£132.1	£5,178	25,517
2050	£228.9	£5,282	43,336

Source: Nexus analysis

- 4.118 In qualitative terms, it appears there is some desire from residents of the Inner Study Area to improve the current offer of restaurants and bars. Question 46 of the household survey shows that 6.2% of respondents would like to see more bars and pubs, while 4.1% would like to see more restaurants.

### Other Leisure Uses

- 4.119 Turning to consider cultural uses (theatre/museum/art galleries), the household survey suggested that the majority of Inner Study Area residents carry out cultural activities within the MKCC area (71.7% of respondents). This includes prominent venues such as the Milton Keynes Theatre, Milton Keynes Museum (Wolverton), Stables Theatre (Wavendon), Stantonbury Theatre and Bletchley Park Museum.
- 4.120 However, there is some leakage, with 19.8% of respondents visiting Central London for their cultural activities. It appears there is some desire from Inner Study Area residents to see a greater cultural offering in the Council area; according to Question 46 of the household survey, 4.3% of respondents asked for more museums and art galleries, while 4.2% asked for more concert halls and venues. In this regard, it is noted that the Council’s Delivery plan 2023/2024 commits to progress a business case for a multi-use events arena in the City Centre, which is a positive step in potentially meeting this further demand.
- 4.121 As previously highlighted, the survey results did show some level of demand for the provision of further children’s facilities/activities, with 5.3% of Inner Study Area survey respondents asking for more of these. As such, this may be an area the Council should review in preparation for their emerging Plan.

### Sports Venues

- 4.122 Under Question 45 of the household telephone survey we also asked about a number of sports venues in the City in order to understand their local market shares. We asked if local residents ever visited the following venues:

Venue	Inner Study Area	All Study Area
Xscape, Milton Keynes	52.9%	46.1%
MK Dons Football @ Stadium MK	27.1%	28.4%
MK Lightning Ice Hockey @ Planet Ice	11.2%	7.0%
None of the above	37.0%	40.0%

4.123 The results showed that Xscape was the most visited venue in general, with MK Dons the second-most, and MK Lightning the least visited. Xscape and MK Lightning both drew their audiences primarily from the Inner Study Area, whereas the MK Dons were shown to draw their audience from a wider area.

4.124 37.0% of residents in the Inner Study Area visited none of the venues, with that figure increasing slightly to 40.0% across the wider Study Area.

### Leisure – Summary

4.125 The above findings present the quantitative and qualitative capacity for new leisure development in the MKCC area. As we noted earlier in this Study, leisure spending is not undertaken regularly and residents will often visit a variety of different facilities depending on a number of factors.

4.126 On the basis of current economic spending forecasts, our benchmarking assessment has identified potential quantitative shortfalls in the provision of two leisure activities: ten-pin bowling and restaurants and bars. When projecting to 2050, it does not appear that current provision of these facilities is adequate to meet the needs of the future population.

4.127 Responses to the household survey also indicate there is some level of dissatisfaction with the current provision of leisure facilities in the Council area. The policy implications of this are discussed in Section 18.

## 5. Hotel Capacity

- 5.1 This section aims to act as an update to the 2018 Milton Keynes Hotel Study<sup>25</sup>. In this section, we will carry out a review of relevant planning policy and trends in the hotel and tourism industry, before providing an analysis of current hotel supply and forecasting future demand and capacity for hotel rooms.

### Planning Policy

#### National Planning Policy Framework

- 5.2 The revised NPPF, published in 2021, sets out the Government's Planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced. The NPPF must be taken into account when preparing a local development plan, and is a material consideration in all planning decisions.
- 5.3 Consisting of just broad planning policies, the NPPF has no specific policies relating to planning for hotel development.

#### Local Plan: Plan:MK 2016-2031

- 5.4 Plan:MK sets out the Council's strategy for meeting the needs of Milton Keynes until 2031. The vision of the local plan is to shape Milton Keynes into a truly internationally leading city, which continues to offer its growing population the opportunities and qualities that have made it so attractive and unique to date. This is set to be achieved by following 17 strategic objectives which have been set to guide and monitor the delivery of the vision of Plan:MK.
- 5.5 Plan:MK has set out the following policies specifically relating to the development of hotels:
- a. **Policy DS4 Retail and Leisure Development Strategy** states that over the plan period, Milton Keynes City Council ('MKCC') will promote the tourism and visitor economy particularly by encouraging the expansion of hotel and visitor accommodation in appropriate locations.
  - b. **Policy ER8 Employment Uses and the Rural Economy** states that proposals which sustain and enhance the rural economy by creating or safeguarding jobs and businesses will be supported where they are of an appropriate scale for their location and respect the environmental quality and character of the open countryside. Small scale tourism proposals including visitor accommodation is considered to be an acceptable type of development, alongside others.
  - c. **Policy ER16 Hotel and Visitor Accommodation** suggests that planning permission will be granted for new hotel and other purpose built visitor accommodation in CMK, town and district centres, either as single use or as part of a mixed use development. It also indicates that the council will also support the provision of new hotels and visitor accommodation to serve visitor attractions within the city.
  - d. **Policy ER17 Tourism, Visitor and Cultural Destinations** states that planning permission will be granted for tourism, visitor and cultural development proposals within the city where the development is a use, form and scale which does not harm the quality of the natural, built or historic environment; and it benefits local communities; or it strengthens the overall tourism offer. Policy ER17 also highlights that Tourism, Visitor and Cultural Destinations

<sup>25</sup> Carter Jonas, Milton Keynes Hotel Study - 2018

should be located first within town centres, then on the edge of town centres, and then at other accessible out of centre locations.

- e. **Policy SD3 Central Milton Keynes – Growth and Areas of Change** highlights that the council will seek to accommodate additional food and drink and hotel floorspace, in order for CMK to maintain and develop its position as a regional centre and the driver of the Borough’s economy. Other provisions are sought to be accommodated such as 3,535 new homes, 110,000m<sup>2</sup> of office floorspace and up to 33,490m<sup>2</sup> of comparison retail floorspace in the primary shopping area of CMK to name a few.

## Hotel Trends

- 5.6 Since the last hotel study for Milton Keynes was published in 2018, the global Covid-19 pandemic and subsequent measures imposed to reduce transmission had a disproportionate effect on businesses that exist to support social interactions and tourism, such as hotels. Although the operation of these businesses is now back to normal, it has impacted the continuity of the publication of national hotel trends, and as such, some of the figures mentioned below reflect pre-Covid trends.
- 5.7 In recent years, the UK hotel market has been greatly affected by the Covid-19 pandemic (‘lockdowns’ in 2020 and 2021), Brexit (January 2020) and the conflict in Ukraine (which started in February 2022). There had been a stronger than expected recovery in 2022 to the UK hotel market, this recovery is set to stall in the face of continued volatility due to inflation, energy costs and rising interest rates, in addition to staffing shortages and continued supply chain distribution issues<sup>26</sup>.
- 5.8 In 2019, tourism contributed just below £74 billion to the UK economy, comprising 4% of total GVA in the UK<sup>27</sup>. At this point, the tourism sector provided 1.7 million jobs, and over 230,000 small and medium-sized enterprises<sup>28</sup>. All regions of England have their own unique markets for tourism such as historic attractions, vibrant cultures, world renowned sports stadia or being a tranquil holiday destination. The local demand for hospitality is therefore mostly shaped by local attractions and industries, and this is a major driving force for hotel demand in the MKCC area.
- 5.9 However, over the course of the pandemic, tourism-direct GVA for 2022 was down to just £27bn due to the imposition of necessary health-related travel restrictions for inbound travellers that were in place until March 2022<sup>29</sup>.
- 5.10 The Tourism Recovery Plan<sup>30</sup>, published in June 2021 by the UK Government in response to the major impact that the Covid-19 had on tourism in the UK<sup>31</sup>. The Tourism Recovery Plan outlined six objectives for short to medium term and medium to long term timeframes. These were:
  - 5.11 For the short to medium term, to:
    - a. Recover domestic overnight trip volume and spend to 2019 levels by the end of 2022, and inbound visitor numbers and spend by the end of 2023 – both at least a year faster than independent forecasts; and
  - 5.12 For the medium to long term, to:

<sup>26</sup> PWC, Hotels Forecast 2022 - 2023

<sup>27</sup> ONS, The UK Tourism Satellite Account 2019

<sup>28</sup> ONS, The UK Tourism Satellite Account 2019

<sup>29</sup> ONS, The UK Tourism Satellite Account 2023

<sup>30</sup> Department for Digital, Culture, Media & Sport, The Tourism Recovery Plan 2021

<sup>31</sup> Department for Digital, Culture, Media & Sport, Tourism recovery Plan Update on Delivery 2023

- a. Ensure that the sectors recovery benefits every nation and region, with visitors staying longer, growing accommodation occupancy rates in the off-season and high levels of investment in tourism products and transport infrastructure;
- b. Build back better with a more productive, innovative and resilient industry, maximising the potential for technology and data to enhance the visitor experience and employing more UK nationals in year-round quality jobs;
- c. Ensure the tourism industry contributes to the enhancement and conservation of the country's cultural, natural and historic heritage and minimises damage to the environment;
- d. Ensure the tourism industry provides an inclusive offer that is open to all, aiming for the UK to become the most accessible tourism destination in Europe by 2025; and
- e. Make the UK a leading European nation for hosting business events.

5.13 The recovery picture for tourism in the UK at the beginning of 2023 was mixed. Although domestic visitor numbers are almost on par with 2019 levels<sup>32</sup>, international visitor numbers and spending still remain well below 2019 levels. The recovery plan has now been reassessed given the continued challenges with international travel throughout 2021 and 2022, with a new aim to recover 2019 international visitor numbers by 2024.

5.14 Hotel development in 2022 was positive, with approximately 10,000 new rooms being built, equating to a 2% increase in supply nationally. Supply of rooms is still growing, with 27,000 rooms still under construction, most of which are expected to open in the next two years. Additionally, 97 new hotels were added to the market throughout 2022<sup>33</sup>. The growth in this sector is being dominated by the luxury end of the hotel market, making a change from the previous domination of budget and midscale hotels.

5.15 Despite the recent challenges faced, looking ahead there is still potential for the tourism sector to be a key driver of growth across the UK by generating inward investment, creating jobs and increasing spend in local and regional economies. It is vital that the sector is supported to enhance its resilience and innovation, ensuring the UK is in a strong position to tap into the ever-growing global travel markets, seeking to maximise the opportunity to utilise tourism to drive economic growth for the country<sup>34</sup>.

5.16 Below is an overview of the key development trends in the hotel sector by type of hotel.

### Budget and Midscale Hotel Sector

5.17 The budget and midscale hotel sector has been one of the most successful coming out of the pandemic, and the future outlook of this sector remains positive. Given the cost-of-living crisis, consumers who are still prioritising spend on services and experiences have meant that this hotel sector has continued to have an advantageous position in the market, as value-for-money is becoming an ever growing consideration when booking hotel stays<sup>35</sup>.

5.18 The sector's largest operators, Whitbread (owners of Premier Inn) and Travelodge, have both had a more than a positive recovery post Covid-19. Whitbread announced a 42% growth on accommodation sales for the final quarter of the Financial Year 2023 (4 March 2022 to 2 March 2023)<sup>36</sup>. Positive levels of forward bookings were also reported, whilst

<sup>32</sup> [Visit Britain, GB Overnight Tourism: Latest Results](#)

<sup>33</sup> [CoStar, Hospitality National Report 2023](#)

<sup>34</sup> [Department for Culture, Media & Sport, Tourism Recovery Plan Update on Delivery 2023](#)

<sup>35</sup> [CoStar, Economy and Midscale Hotels Hit New Revenue Records for January 2023](#)

<sup>36</sup> [Whitbread PLC, FY23 Preliminary Results, April 2023](#)

Travelodge reported that their revenue had grown by 22.7% compared to 2019 for their financial period that ended on 30 September 2022<sup>37</sup>.

- 5.19 The supply of budget and midscale hotels in the UK remains strong, with over 5,000 new rooms reported to be under construction at the start of 2023, representing 20% of the total new bedroom supply<sup>38</sup>.

### 3/4/5 Star Hotels

- 5.20 The star rating system is a widely recognised way to categorise a hotel's overall quality, defined by the available amenities, quality of bedrooms, cleanliness, and overall level of customer service. Providers of these hotels tend to target strategic locations such as large cities, near international airports, motorway locations, on golf courses or large coastal resorts.
- 5.21 At the start of 2023, over 11,000 hotel rooms of this nature were reportedly being built in the UK, making up 41% of the total construction of new hotel rooms<sup>39</sup>.

### Serviced Apartments

- 5.22 The serviced apartment or apart-hotel sector of the hotel market is ever growing, despite it suffering greatly through Covid-19. Since the beginning of 2020, over 3,200 new serviced apartment units have opened in the UK, with Staycity Group, edyn Group and Adagio aparthotels accounting for almost 60% of this new supply<sup>40</sup>.
- 5.23 At the end of 2022, 3,000 new units were reported to be under construction in the UK, with an additional 6,000 having secured final planning permission – a third of this figure being serviced apartments located in London<sup>41</sup>.
- 5.24 Serviced apartments tend to appeal to travellers who need to stay in a location for an extended period of time, offering a home away from home.

### Independent Hotels

- 5.25 In 2022, a 60:40 split between branded and independent hotel supply was reported. Despite the permanent closure of independent hotels in the UK throughout Covid-19 accounting for over half of the total hotel closures, and in turn exacerbating the shrinkage of the independent hotel sector, some independent hotels do continue to open, typically replacing obsolescent hotel stock<sup>42</sup>.

## Factors Affecting Hotel Development

### AirBnB

- 5.26 AirBnB offers a much different service compared to those that hotels offer, and as such is not a perfect replacement for the hotel service, therefore not impacting hotel development to detrimental effects.
- 5.27 In the case of business travel, employers are likely to be wary of booking a spare room or private rented apartment for their employees, as they seek to maintain a duty of care for their staff. This means that hotel providers are still hugely benefiting from business travel, even more so the budget hotel sector, as businesses seek to minimise expenditure.

<sup>37</sup> [Travelodge delivers record financial results and continued out-performance](#)

<sup>38</sup> CoStar, Hospitality National Report 2023

<sup>39</sup> CoStar, Hospitality National Report 2023

<sup>40</sup> [Knight Frank, A fragmented market continues in the UK Serviced Apartment sector, 2022](#)

<sup>41</sup> [Knight Frank, A fragmented market continues in the UK Serviced Apartment sector, 2022](#)

<sup>42</sup> [Knight Frank, UK Hotel Trading Performance Review 2022](#)

- 5.28 There are still a large proportion of travellers who do look to AirBnB as a way to save money, or if the AirBnB better caters to their needs, for example in terms of space, location, or privacy.
- 5.29 However, the Government recently completed consultation on introducing new planning rules to convert dwellings into short term lets. Currently short term lets fall under the C3 dwellinghouse class. However, under the proposals a new class of C5 Short Term Let is set to be introduced. If this new class is launched, existing properties will fall into this category if they meet the definition of a short-term let property<sup>43</sup>. The introduction of this new use class, and additional permitted development rights will inevitably have an impact on the growth of this sector as the rules are being introduced to increase the availability of affordable homes for local people.

### Online Travel Agencies

- 5.30 The growth of online travel agencies (OTA) has resulted in benefits to small and medium sized hotels through the generation of additional demand, along with the consumers benefiting from lower, and often competitive prices<sup>44</sup>. OTAs such as Booking.com and Hotels.com make it easier for consumers to find, compare and book hotels around the world, in turn creating greater transparency on costs, intensifying competition and driving down prices for consumers.
- 5.31 However, despite the additional demand, independent hotels are often forced into offering competitive rates as they lack the sophisticated revenue management tools that are used by major chains.
- 5.32 When a booking is made using an OTA, the hotelier has to pay a commission of up to 30%, a figure which neither the smaller chains, nor big chains like paying as it results in an overall loss to their profits. This has seen hotel chains deploy loyalty schemes as a means to encourage travellers to book directly to secure perks such as discounts and room upgrades. Although it is typically big chains who are able to deploy loyalty schemes, a Barcelona based company, Catalonia, has developed an online loyalty club for independent hotels around the world, that works on a cashback basis when travellers book through their website<sup>45</sup>.

### Outlook

- 5.33 Despite rapid growth to the hotel sector as travel restrictions were lifted post Covid-19, growth is set to stall in 2023 in the face of continued volatility of trading conditions and rising operational costs.
- 5.34 Fears of a recession in 2023 may see staffing levels cut, and hotels forced to close their doors to travellers.
- 5.35 The budget and midscale hotel sector is likely to boom in light of the cost of living crisis, as travellers look for cheaper stays on their travels.

## Tourism in Milton Keynes

### Connectivity

- 5.36 Milton Keynes is strategically located, with all forms of transport serving the city well. The M1 motorway runs east of the city, and provides direct road connections to Loughborough, Nottingham and Sheffield to the north, and Luton and London to the south. Other roads that run through Milton Keynes include the A5, A509, A421 and A422 which provide connections to locations such as Buckingham, Bedford, Wellingborough and Kettering.

<sup>43</sup> [GOV.uk, Open consultation: Introduction of a use class for short term lets and associated permitted development rights, April 2023](#)

<sup>44</sup> [Lower prices for consumers, more business for hotels— the economic impact of Online Travel Agencies in the European Union, 2020](#)

<sup>45</sup> [Catalonia Hotels & Resorts](#)

- 5.37 Milton Keynes Central Railway Station is located on the western boundary of the city and is served by Avanti West Coast and the London North West Railway services, which provide frequent services daily to London Euston, Birmingham New Street, Northampton, Crewe, Glasgow, Edinburgh, Manchester Piccadilly, Chester, Liverpool Lime Street and Wolverhampton.
- 5.38 A high number of bus routes run through Milton Keynes, serving the local area as well as routes to Oxford, Cambridge, Peterborough and Leicester.
- 5.39 The nearest airport to Milton Keynes is London Luton Airport, however it is not that accessible by public transport with journeys taking upwards of an hour.

### Employment

- 5.40 According to the latest ONS data, in the Milton Keynes Local Authority Area there are currently 153,000 economically active persons, representing 83.3% of the total working age population. This is above the averages of both the South-East and Great Britain. Unemployment levels are slightly lower than the South-East, and significantly below average rates in Great Britain.

Figure 5.40.1 Employment and Unemployment (Jan 2022-Dec 2022)<sup>46</sup>

Profile	Milton Keynes (numbers)	Milton Keynes (%)	South East (%)	Great Britain (%)
<b>Economically Active</b>	153,000	83.3%	80.7%	78.5%
<b>Unemployed</b>	4,500	2.9%	3.1%	3.6%

- 5.41 Economic growth in Milton Keynes continues to steadily increase, in line with the Council’s Economic Growth and Employment Land Study (2017), which forecasted employment growth of 17% over the 2016-2031 period. From 2019-2021, employment rates increased slightly by 1.4%, which is positive given the financial impacts of the Covid-19 pandemic. In this same timeframe, the average employment rate in the South-East decreased, suggesting a positive and resilient position for the Milton Keynes economy.
- 5.42 The 2021 Census found that 0.55% of residents in Milton Keynes worked in the Accommodation industry, which includes hotels.

### Major Employers

- 5.43 There is a substantial urban economy in the MKCC area, which in turn has developed a significant number of vital socio-economic assets, otherwise known as anchor institutions. Anchor institutions play an important role in growing the local economy, whilst also shaping the character of the towns or cities where they are situated. The combined influence of a strong local economy and high rate of employment growth, represents significant potential demand for future growth of both the business and leisure hotel markets in Milton Keynes.
- 5.44 Some key anchor institutions in Milton Keynes are detailed in O.

<sup>46</sup> [Labour Market Profile - Milton Keynes \(Jan 2022-Dec 2022\)](#)



Figure 5.44.1 Anchor Institutions in the MKCC area

<b>Notable Employers</b>	Open University
	Santander
	Network Rail
	Red Bull Racing and Technologies
	John Lewis (Magna Park distribution)
	Volkswagen Group/ Volkswagen Financial Services
<b>Key Visitor Attractions</b>	Stadium MK/ MK Dons/ MK DonsSET
	MK Theatre
	MK Gallery
	Bletchley Park
	Centre:MK/ Midsummer Place
	Xscape
	Parks Trust (management of the key parks around MK – Campbell Park, Willen Lake)
<b>Public Bodies</b>	Milton Keynes City Council
	NHS – Milton Keynes University Hospital/ Central & North West London NHS Foundation Trust
	Milton Keynes College
	Thames Valley Police

### Infrastructure Improvements and Development Projects

- 5.45 Major infrastructure improvements to the Oxford to Cambridge region are currently underway to transform it into one of the world’s premier growth corridors<sup>47</sup>. Milton Keynes is located centrally in the region, and is therefore benefitting from the infrastructure improvement works such as The East West Rail scheme which is seeking to re-establish a rail link between Cambridge and Oxford<sup>48</sup>. This train line is expected to be operated by Chiltern Railways when the route opens in early 2025. An Oxford to Cambridge expressway had been proposed by Highways England to improve road travel times between the locations, however the scheme was scrapped in 2021 as it was deemed the costs the project would deliver would outweigh the benefits<sup>49</sup>.
- 5.46 Policy SD3 of Plan:MK sets out the Councils growth strategy for CMK. This includes the development of 3,535 new homes, 110,000m<sup>2</sup> of office floorspace, up to 33,490m<sup>2</sup> of comparison retail floorspace in the primary shopping area, new further and higher education institutions, including student accommodation, food and drink and hotel floorspace and new green infrastructure, which will all add to the prosperity of the centre.

### Tourism and Leisure

- 5.47 Data published by Visit England<sup>50</sup> found that between 2017-2019, 562,000 trips were made to Milton Keynes, of which 131,000 of these were holiday trips. In total, 1,203,000 nights were spent in Milton Keynes, 229,000 of these being holiday nights, with visitors spending in total £90 million, of which £21 million of this total was spent by holiday makers.
- 5.48 Milton Keynes, and the surrounding area has a wide range of attractions for visitors, with an especially strong leisure offer. For example, Xscape offers a range of leisure activities including bowling (Hollywood Bowl), a cinema (Cineworld),

<sup>47</sup> [Government plan to transform Oxford-Cambridge Region into UK's fastest growing economic region](#)

<sup>48</sup> [How the East West Rail project will make travel across Britain easier](#)

<sup>49</sup> [Oxford to Cambridge expressway project cancelled as Transport Secretary looks to alternative plans for improving transport in the region](#)

<sup>50</sup> [Visit England, Destination Specific Research 2019](#)

indoor skydiving (iFLY), indoor skiing (Snozone) and a casino alongside a wide range of restaurants. Throughout the rest of CMK, there is a further diverse range of bars and restaurants catering to both local residents and acting as an attraction for visitors.

- 5.49 There is also a wide range of natural assets that attract visitors, including the canal network and its 21km of canal towpaths, over 5,000 acres of parkland and woodland, over 270km of cycle routes and over 150 public art sculptures. A number of cultural events also take place including the Milton Keynes International Festival. Some larger attractions are located in the surrounding area, including Woburn Safari Park, Grand Union Canal and Canal Museum, Silverstone Racing Circuit and Towcester Racecourse, making Milton Keynes an attractive and central location to these attractions.

## Hotel Supply

- 5.50 This section explores the current supply of hotel rooms in the MKCC area, in both quantitative and qualitative terms.
- 5.51 In identifying existing supply of hotel stock in the local authority area, we have used data from CoStar. This data identified 44 hotels, with a total of 3,988 bedrooms. A further two hotels were identified through the use of OTAs, such as Booking.com and Hotels.com. This brought the total number to 46 hotels, with 4,010 rooms. The current supply of hotels and rooms is detailed below.

Figure 5.51.1 List of hotels in the MKCC area

ID	Property Name	Type	Number of Rooms
1	Bull Hotel, Stony Stratford	Hotel	12
2	Campanile Milton Keynes Fenny Stratford	Hotel	80
3	Carrington Arms, Moulsoe	Hotel	16
4	Chicheley Hall	Hotel	48
5	Church House Hotel, Giffard Park	Hotel	10
6	City Stay Apartments - Centro	Serviced Apartment	13
7	City Stay Apartments - The Hub MK	Serviced Apartment	13
8	City Stay Apartments - Vizion	Serviced Apartment	15
9	Cotels Serviced Apartments 7Zero1	Serviced Apartment	12
10	Cotels Vizion Milton Keynes	Serviced Apartment	44
11	Delta Hotel, Kents Hill, Milton Keynes	Hotel	138
12	DoubleTree by Hilton Hotel Milton Keynes	Hotel	304
13	easyHotel Milton Keynes	Hotel	124
14	Harben House Hotel, Newport Pagnell	Hotel	140
15	Holiday Inn Express Milton Keynes	Hotel	192
16	Holiday Inn Milton Keynes Central	Hotel	166
17	Holiday Inn Milton Keynes East M1 Junction 14	Hotel	53
18	Hotel La Tour, CMK	Hotel	261
19	Kents Hill Park	Hotel	300
20	Leonardo Hotel Milton Keynes	Hotel	279
21	Mercure Milton Keynes, Two Mile Ash	Hotel	103
22	MOXY Hotel, CMK, Milton Keynes	Hotel	210
23	Novotel, Heelands, Milton Keynes	Hotel	124

ID	Property Name	Type	Number of Rooms
24	Old English Cock Hotel Stony Stratford	Hotel	30
25	Old George Inn, Stony Stratford	Hotel	11
26	Park Hotel, Bletchley	Hotel	12
27	Peartree Lodge, Peartree Bridge	Hotel	39
28	Premier Inn Milton Keynes Central	Hotel	38
29	Premier Inn Milton Keynes Central Avebury Boulevard	Hotel	180
30	Premier Inn Milton Keynes East (Willen Lake)	Hotel	120
31	Premier Inn Milton Keynes South	Hotel	61
32	Premier Inn Milton Keynes South West Furzton Lake	Hotel	115
33	Premier Inn Milton Keynes Theatre District	Hotel	130
34	Ramada Milton Keynes	Hotel	101
35	ShortStay Milton Keynes	Serviced Apartment	40
36	Shoulder of Mutton, Calverton	Hotel	6
37	Swan Hotel, Fenny Stratford	Hotel	11
38	Swan Revived Hotel, Newport Pagnell	Hotel	40
39	The Broughton, Broughton	Hotel	30
40	The Coach House at the Bull Inn, Newport Pagnell	Hotel	8
41	The Queen Hotel, Olney	Hotel	14
42	Travelodge Milton Keynes @ The Hub Hotel	Hotel	159
43	Travelodge Milton Keynes Central Hotel	Hotel	80
44	Travelodge Milton Keynes Shenley Church End	Hotel	59
45	White Hart, Sherington	Hotel	4
46	Your Apartment Milton Keynes	Serviced Apartment	65

Source: CoStar

5.52 By way of comparison, we have also looked at the quantitative supply of hotels in comparable towns and cities. Chapter 17 identifies eight comparable towns and cities to Milton Keynes for the purposes of benchmarking performance. These same towns and cities, and the supply of hotels and hotel rooms in each, are detailed in the table below. As seen, with the exception of Cardiff, Milton Keynes has the largest supply of hotels and hotel rooms.

Figure 5.52.1 Quantitative hotel supply in comparable towns and cities

	Oxford	Cambridge	Northampton	Norwich	Peterborough	Derby	Nottingham	Cardiff	Milton Keynes
Number of hotels	50	36	23	32	26	35	43	72	46
Number of hotel rooms	3,013	3,108	1,581	1,748	1,658	2,120	3,553	5,599	4,010

Source: CoStar

5.53 The 2018 hotel study found that there were 3,065 bedrooms across 34 hotels. As such, there has been an increase of 12 hotels, representing an increase of 35.2%, and an increase of 945 bedrooms, for an increase of 30.8%. This is a fairly significant increase, and can largely be attributed to the recent opening of several large hotels, including the Hotel La Tour (261 rooms), the Moxy (210 rooms) and the Premier Inn on Avebury Boulevard (180 rooms).

5.54 The vast majority of available rooms are within hotels; 39 of the facilities identified are hotels, with a total of 3,808 rooms. This represents 95.0% of the total stock. The remaining six facilities are serviced apartments, which hold a total of 202 rooms, or 5.0% of the total stock.

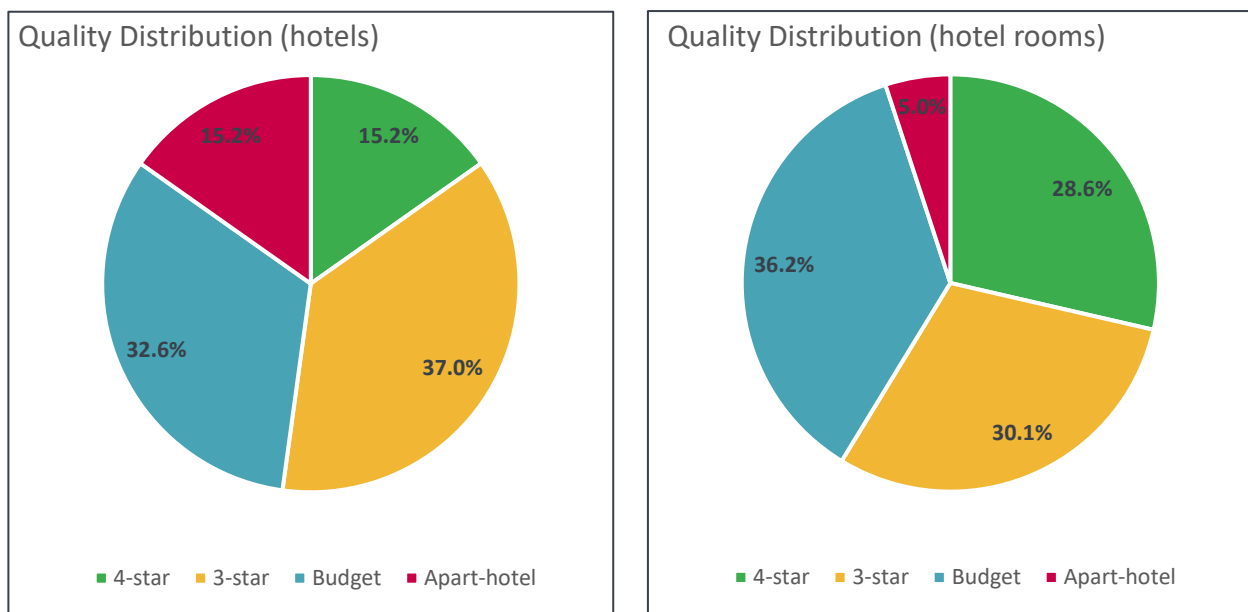
### Hotel Quality

5.55 In addition to the quantitative supply of hotel rooms across the MKCC area, it is also important to consider the quality of hotels available.

5.56 CoStar does not provide star ratings of hotels, but we have derived ratings for each hotel using OTA's under the following categories: 4-star, 3-star, budget and apart-hotels. There are no 5-star hotels in Milton Keynes.

5.57 The figures below illustrate the distribution of hotels across different ratings, in terms of hotel numbers and hotel rooms. In terms of hotels, the greatest proportion are 3-star hotels, followed by budget hotels. There are then smaller proportions of 4-star hotels and apart-hotels available. In terms of hotel rooms available, the greatest proportion of rooms available are in budget hotels, with large quantities also available in 3-star and 4-star hotels. The City has no 5-star hotels at present. This is perhaps not surprising as there are only six (AA-rated) 5-star hotels in the South East region outside London, each of which is situated in a rural location.

Figure 5.57.1 Quality ratings of Milton Keynes hotels



Source: Nexus analysis

5.58 We have also looked at the ownership of hotels present. Of the 46 hotels present, 21 hotels are independently-operated, representing nearly half of all hotels in the Council area. However, with 1,078 rooms, this represents only 27% of the total stock of 4,010 rooms. The remaining hotels are either franchised or under chain management. Premier Inn, Travelodge and Holiday Inn all have a significant presence in the Council area, with multiple hotels each.

## Geographic Analysis

- 5.59 We then turn to how hotels are geographically distributed across the local authority area. A map illustrating the location of each of the identified hotels can be found in **Appendix E**.
- 5.60 We have categorised the following four key areas where hotels are located:
- a. Central Milton Keynes: hotels which are located within the defined Central Milton Keynes centre boundary;
  - b. Town and district centres: hotels which are located within the defined Town and District centre boundaries;
  - c. 1-mile centre radius: hotels which are located within a 1-mile radius of all defined centre boundaries;
  - d. Out-of-centre locations: all other hotels which are not located within, or within a 1-mile radius of, all defined centre boundaries.
- 5.61 The table below summarises the distribution of hotels across each category in the MKCC area.
- 5.62 The highest number of hotel rooms available are located in Central Milton Keynes, with a total of 1,829 rooms. The hotels located here are principally larger, franchise hotels, such as Moxy, Premier Inn and Travelodge. Notably, of the six serviced apartment facilities in the MKCC area, all are located within the Central Milton Keynes centre boundary.
- 5.63 There are only four hotels located within the Town and District centre boundaries, with a total of 94 rooms. These are all smaller, independent hotels.
- 5.64 A significant proportion of the hotel room stock (1,652 rooms) is also located within a 1-mile radius of defined centres. The remaining stock of hotel rooms are located in out-of-centre locations (435 rooms).
- 5.65 As seen in **Appendix E**, some areas of the Council area are less served by existing hotels than other areas. The majority of hotels are clustered in the built-up area to the central and southern parts of the Council area. Conversely, the rural area to the north of the Council area has relatively few hotels.

Figure 5.65.1 Geographic distribution of hotels in the MKCC area

Key Area	Hotel Name	Number of Rooms	Number of Rooms (total)
Central Milton Keynes	City Stay Apartments - Centro	13	1,829
	City Stay Apartments - The Hub MK	13	
	City Stay Apartments - Vizion	15	
	Cotels Serviced Apartments 7Zero1	12	
	Cotels Vizion Milton Keynes	44	
	easyHotel Milton Keynes	124	
	Holiday Inn Milton Keynes Central	166	
	Hotel La Tour, Milton Keynes Central	261	
	Leonardo Hotel Milton Keynes	279	
	MOXY, Central Milton Keynes	210	
	Premier Inn Milton Keynes Central	38	
	Premier Inn Milton Keynes Central Avebury Boulevard	180	

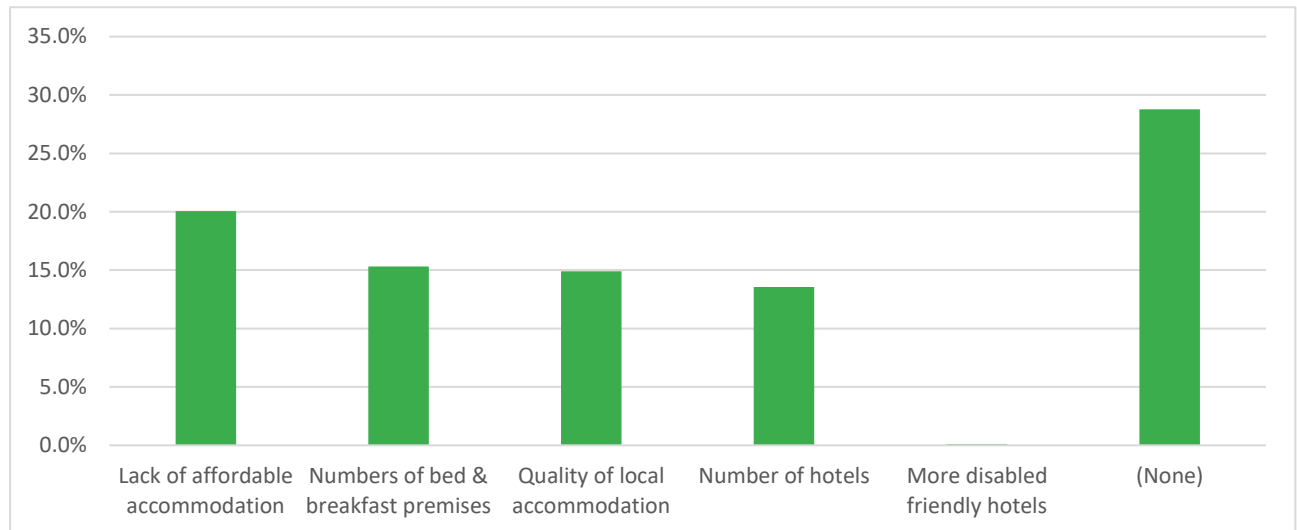
Key Area	Hotel Name	Number of Rooms	Number of Rooms (total)
	Premier Inn Milton Keynes Theatre District	130	
	ShortStay Milton Keynes	40	
	Travelodge Milton Keynes @ The Hub Hotel	159	
	Travelodge Milton Keynes Central Hotel	80	
	Your Apartment Milton Keynes	65	
<b>Town and district centres</b>	Bull Hotel, Stony Stratford	12	<b>94</b>
	Old English Cock Hotel Stony Stratford	30	
	Park Hotel, Bletchley	12	
	Swan Revived Hotel, Newport Pagnell	40	
<b>1-mile radius of centre</b>	Campanile Milton Keynes Fenny Stratford	80	<b>1,652</b>
	Delta Hotel, Kents Hill, Milton Keynes	138	
	DoubleTree by Hilton Hotel Milton Keynes	304	
	Harben House Hotel, Newport Pagnell	140	
	Holiday Inn Express Milton Keynes	192	
	Kents Hill Park	300	
	Novotel, Heelands, Milton Keynes	124	
	Old George Inn, Stony Stratford	11	
	Premier Inn Milton Keynes East (Willen Lake)	120	
	Premier Inn Milton Keynes South West Furzton Lake	115	
	Shoulder of Mutton, Calverton	6	
	Swan Hotel, Fenny Stratford	11	
	The Broughton	30	
	The Coach House at the Bull Inn, Newport Pagnell	8	
	The Queen Hotel	14	
	Travelodge Milton Keynes Shenley Church End	59	
	<b>Out-of-centre</b>	Carrington Arms, Moulsoe	
Chicheley Hall		48	
Church House Hotel, Giffard Park		10	
Holiday Inn Milton Keynes East M1 Junction 14		53	
Mercure, Two Mile Ash, Milton Keynes		103	
Peartree Lodge		39	
Premier Inn Milton Keynes South		61	
Ramada Milton Keynes		101	
White Hart, Sherington	4		

### Public Opinion

5.66 Q43 of the NEMS Household Survey (Appendix B) asked survey respondents which hotel in the Milton Keynes area they would recommend to visitors. Of those who named a hotel, the top named hotels are as follows: Double Tree by Hilton (10.4%), Premier Inn (Theatre District) (7.0%), Hotel La Tour (5.9%), Holiday Inn Express (Eastlake Park) (5.9%) and Leonardo Hotel (5.7%).

5.67 Q44 of the NEMS Household Survey (Appendix B) asked survey respondents to identify deficiencies in the current stock of hotel accommodation. The results of this question can be seen below. As seen, the most cited issue is a lack of affordable accommodation, suggesting that the existing supply could cater more towards lower budgets.

Figure 5.67.1 Deficiencies in hotel accommodation according to household survey respondents



Source: Appendix B

### Hotel Performance

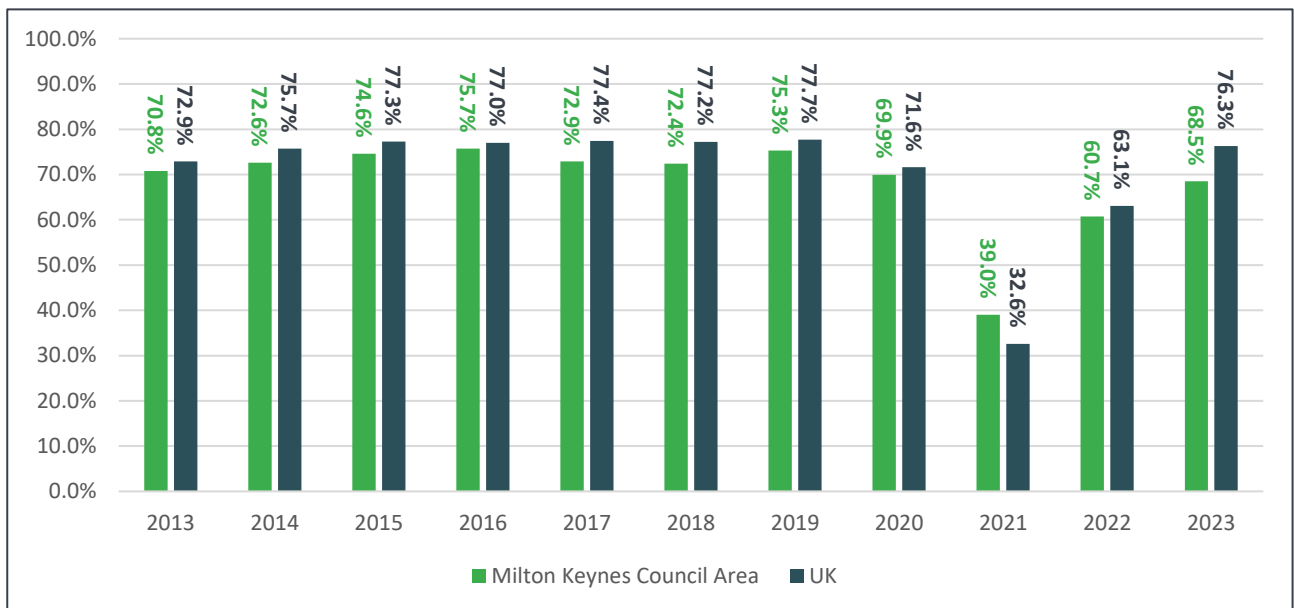
5.68 This section will use several key performance indicators (KPI) to understand the performance of hotels in the Milton Keynes Council area. We will look over the last 10-year period to understand how long-term trends are developing, and will compare Milton Keynes KPIs to those of the UK as a whole, to understand how hotels in Milton Keynes are performing against national averages.

5.69 This data is sourced from CoStar, which records information from all hotels in the MKCC area, and presents average figures across these hotels.

### Occupancy

5.70 Occupancy data displays the percentage of hotel rooms that are occupied on a given day. The figure below illustrates the 12-month occupancy rate of hotels in the MKCC area in comparison to the rest of the UK, over the last 10-year period.

Figure 5.70.1 12-month occupancy rate 2013-2023 (%)



Source: CoStar

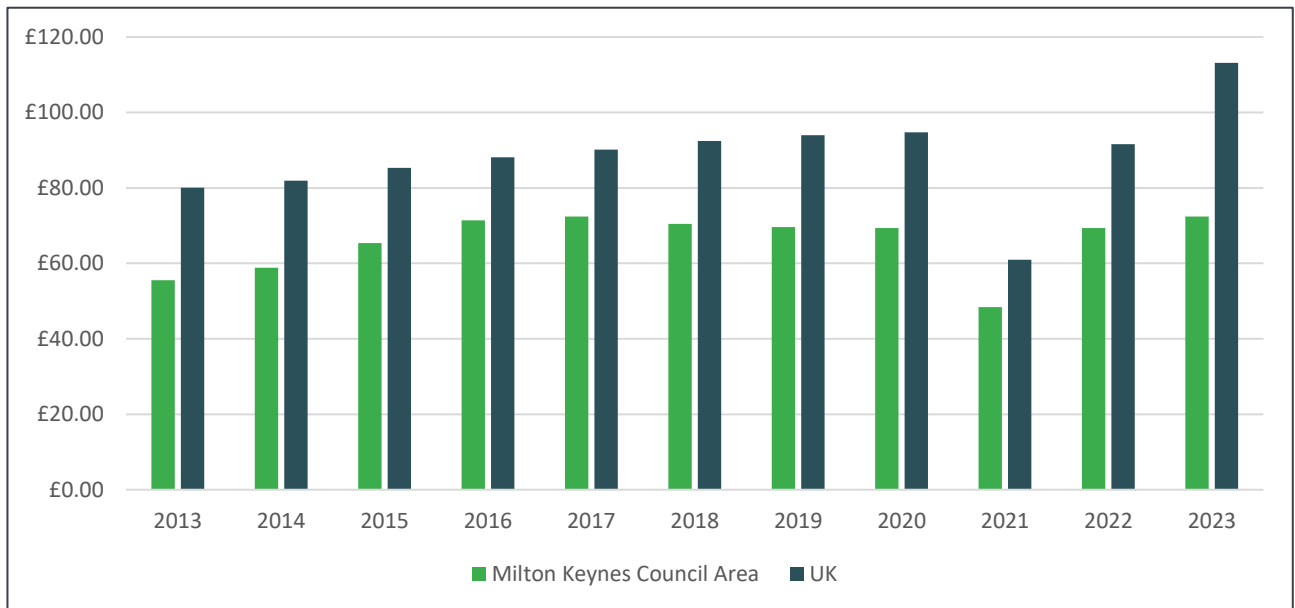
5.71 As seen, between the years 2013 and 2019, the occupancy rate was relatively stagnant, peaking at 75.7% in 2016. This was consistently slightly below that of the overall UK occupancy rate. Unsurprisingly, in 2020 and 2021, occupancy rates in both the MKCC area and the UK both declined significantly due to Covid-19. The UK hotel market was worse affected than Milton Keynes, as the UK occupancy rate fell to just 32.6% in 2021, compared to 39.0% in Milton Keynes. However, it appears that the UK market has made a stronger recovery than Milton Keynes, as it has almost reached the pre-pandemic occupancy rate of 77.7%. In Milton Keynes, the current occupancy rate of 68.5% is still somewhat below that of the pre-pandemic occupancy rate of 75.3%.

### Average Daily Rate (ADR)

5.72 The average daily rate (ADR) is a metric used to indicate the average revenue generated by an occupied hotel room on a given day. The figure below illustrates how the ADR for both the MKCC area and the UK have changed over the last 10-year period.



Figure 5.72.1 12-month ADR, 2013-2023 (£)



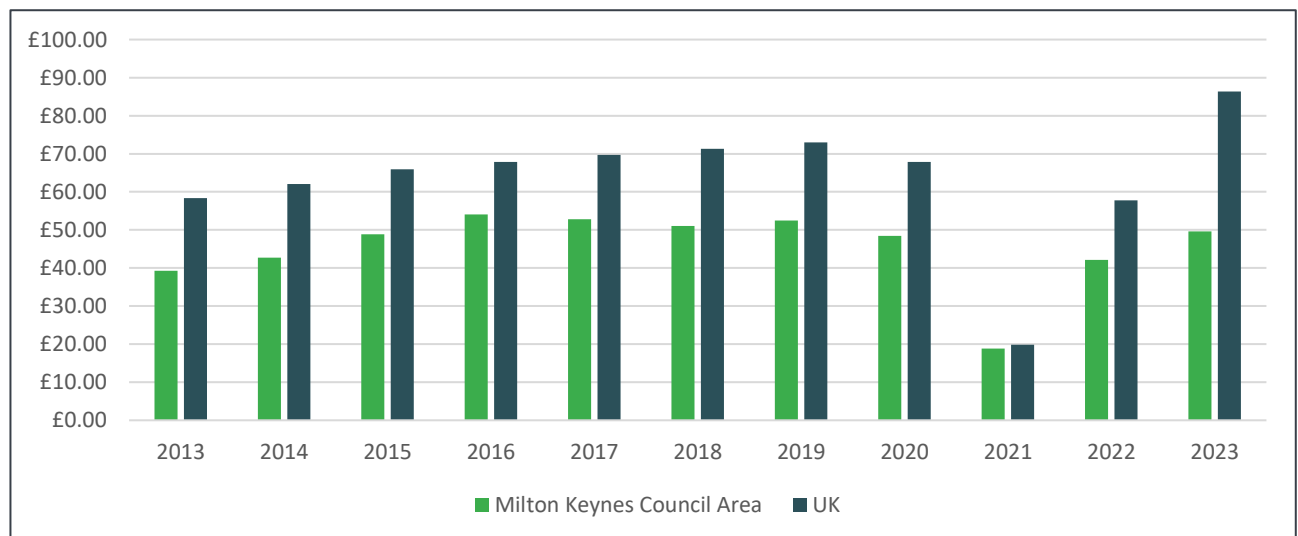
Source: CoStar

5.73 ADR in Milton Keynes is generally lower than in the UK. Trends in Milton Keynes differ somewhat from the UK as a whole. Over the period 2013 to 2020, the ADR in UK was increasing at a steady rate, before declining significantly in 2021. Since 2021, prices have risen sharply and are now significantly higher than pre-pandemic levels. In Milton Keynes, over the period 2013 to 2020, prices fluctuated year-on-year, although there was a general upwards trend. As with the UK, ADR declined considerably in 2021. Prices have since risen and are broadly on par with pre-pandemic levels.

### RevPAR

5.74 Revenue Per Available Room (RevPAR) measures hotel performance by multiplying ADR by occupancy rates. The 12-month RevPAR for the period 2013-2023 can be seen in the figure below.

Figure 5.74.1 12-month RevPAR, 2013-2023 (£)



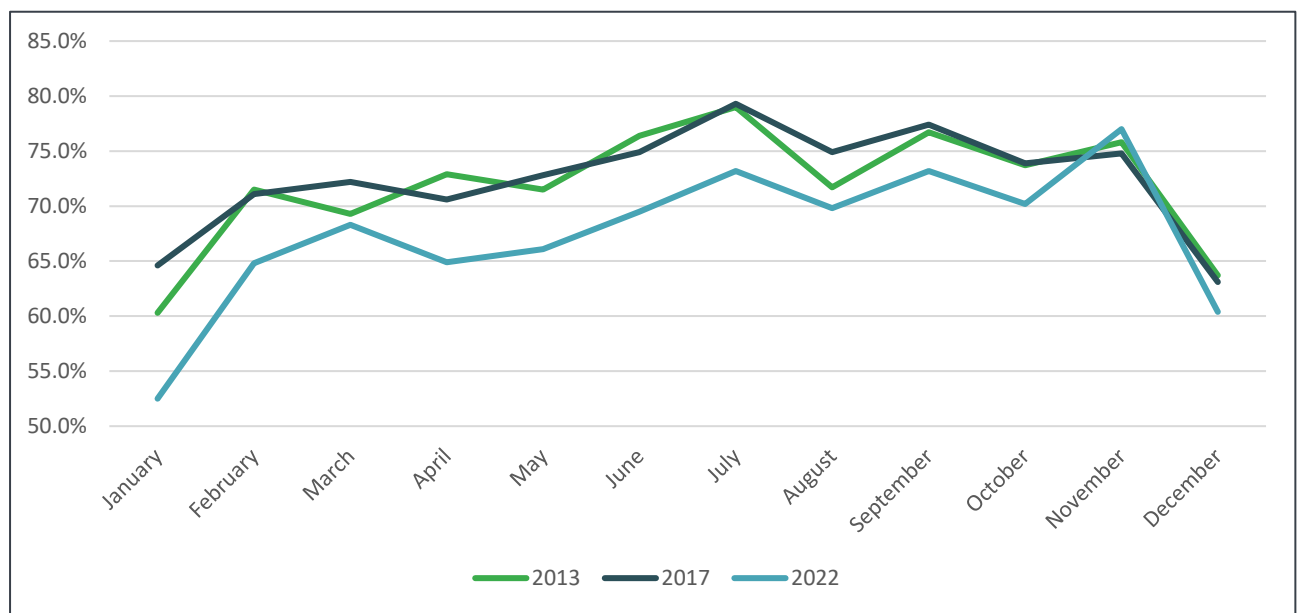
Source: CoStar

5.75 In both Milton Keynes and the UK, over the period 2013-2019, there was a general upwards trend in RevPAR. In 2021, this declined considerably. Since then, the UK market has made a stronger recovery than the Milton Keynes one, as the UK RevPAR has increased by 334% between 2021 and 2023. Conversely, Milton Keynes has increased by 163%.

### Seasonality

5.76 To identify whether there are any seasonal trends in Milton Keynes, we have looked at occupancy rates and ADR over the course of the year. The results of this are seen in the figure below. As seen, results from 2013, 2017 and 2022 indicate that there are some seasonal patterns to hotel occupancy in Milton Keynes. Occupancy is lowest in December and January, and highest in the summer months between June and September.

Figure 5.76.1 Occupancy rate over a 12-month period, MKCC area



Source: CoStar

### Hotel Performance Summary

5.77 Hotels in the MKCC area have historically underperformed in comparison to national averages, with hotels having a lower occupancy rate and lower ADR when compared to the UK hotel market. Hotel performance in the MKCC area was greatly affected by the Covid-19 pandemic, with occupancy rates, ADR and RevPAR all declining significantly in 2020 and 2021. Generally speaking, hotels have recovered to their pre-pandemic performance levels, although the MKCC area does not seem to have experienced a recovery to the same extent as some other parts of the UK.

### Future Potential

5.78 This section provides an analysis of the direction of future hotel needs in the MKCC area, based on current supply and forecast demand.

### Forecast Analysis

5.79 To forecast the future need for hotel rooms, we model how demand will change over the period 2023-2031. We then compare this to existing and forthcoming supply of hotel rooms to understand to what extent there is a shortfall or surplus of hotel rooms over this period.

- 5.80 Given the considerable volatility of the hotels sector, as discussed earlier in this study, it is difficult to select an annual growth rate by which to multiply demand. Over the period 2012-2019 (pre-pandemic), the occupancy rate in Milton Keynes grew by an average of 1.1% year-on-year<sup>51</sup>. We have therefore adopted a low-growth rate scenario of 1.0%, based on historic trends.
- 5.81 However, we also recognise that the City has high aspirations in terms of economic and population growth, and as such we have also considered a more ambitious growth rate of 2.0% in occupancy rate year-on-year. We term this our high-growth scenario.
- 5.82 In our calculations, we have assumed an occupancy rate of 68.5% at 2023, as set out in the CoStar data. We have then chosen an aspirational occupancy rate at which to compare performance. Over the period 2013-2019 (pre-pandemic), the MKCC area had an average occupancy rate of 73.5%; over the same period the UK had an average occupancy rate of 76.5%<sup>52</sup>. As such, we have taken the average of these two figures to reach an aspirational figure of 75%. This is a healthy performance level, while still affording a degree of flexibility to visitors and being able to accommodate the number of visitors in peak seasons.
- 5.83 We have assumed a current stock of 4,010 hotel rooms, which will remain stagnant throughout the forecasting period. In addition, we must include forthcoming hotel rooms. We have identified the following committed hotel developments, all of which are likely to be constructed by the end of the period to 2031:
- a. 19/00602/FUL – Hotel at Woodlands Business Park - proposed hotel with 153 rooms
  - b. 20/02630/FUL – The Lodge, The Peartree Bridge - proposed extension of 15 additional rooms to existing hotel
- 5.84 The total of these two commitments is 168 rooms, which we have accounted for in our model, bringing the total supply of rooms in the Council area to 4,178.
- 5.85 We also understand that there are two additional applications at reserved matters stage which include hotel provision (21/03404/REM – Brooklands, Milton Keynes and 21/03567/REM – Olney). However, the number of hotel rooms provided at each of these is not given and as such these are not built into the model, but should be taken into account at a future date once the bedroom numbers become established.
- 5.86 Figure 5.86.1 below is based on our model and illustrates how hotel demand is projected to change over the period to 2031, and how this compares to existing and future supply.

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<sup>51</sup> CoStar data

<sup>52</sup> CoStar data

Figure 5.86.1 Projected hotel room capacity, 2023-2031

Year	Hotel rooms (without commitments)	Hotel rooms available (with commitments)	Low-growth occupancy rate (%)	High-growth occupancy rate (%)	Rooms required to maintain 75% occupancy rate (low growth scenario)	Rooms required to maintain 75% occupancy rate (high growth scenario)	Surplus/shortfall (low growth scenario)	Surplus/shortfall (high growth scenario)
2023	4,010	4,178	68.5	68.5	3,662	3,662	516	516
2024	4,010	4,178	69.2	69.9	3,699	3,736	479	442
2025	4,010	4,178	69.9	71.3	3,736	3,810	442	368
2026	4,010	4,178	70.6	72.7	3,773	3,887	405	291
2027	4,010	4,178	71.3	74.1	3,811	3,964	367	214
2028	4,010	4,178	72.0	75.6	3,849	4,044	329	134
2029	4,010	4,178	72.7	77.1	3,888	4,125	290	53
2030	4,010	4,178	73.4	78.7	3,927	4,207	251	-29
2031	4,010	4,178	74.2	80.3	3,966	4,291	212	-113

Source: Nexus analysis

- 5.87 Under the low-growth scenario (and accounting for commitments), there is a surplus of hotel rooms until 2031, although the capacity narrows year-on-year. This suggests the existing supply will be able to accommodate future demand.
- 5.88 Under the high-growth scenario, although there is initially a significant surplus of rooms, this narrows on an annual basis until 2030. From 2031 onwards, we project that there will be a negative capacity of 113 hotel rooms.

## Summary

- 5.89 The above findings present the current supply of hotels in the MKCC area, and forecast future demand to understand potential capacity for further hotels.
- 5.90 The Council area currently has a supply of 46 hotels, or 4,010 rooms, which is a significant increase since 2018. However, the occupancy rate is currently only at 68.5%, which is below the national average, and has not yet recovered to reach the occupancy rates that were achieved pre-pandemic.
- 5.91 A geographical analysis of current hotel supply demonstrates that the majority of available hotel rooms are located within Central Milton Keynes, or within a 1-mile radius of a defined centre. There are a smaller number of rooms available in out-of-centre locations, and very few available within Town and District centres. Furthermore, the existing supply of hotels is not evenly distributed throughout the Council area, with the majority of hotels concentrated in the built-up area, and relatively few located in the rural areas to the north.
- 5.92 In terms of hotel quality, the largest proportion of rooms are within budget hotels, followed by 3-star and 4-star hotels. There are also a small number of rooms available within apart-hotels. Notably, there are currently no 5-star hotels present within the Council area.
- 5.93 Our capacity analysis explores future demand for hotel rooms in the Council area, and contrasts this against current and future supply to understand to what extent there is potential for new hotel facilities. This is done by applying two scenarios based on different growth rates, forecast to 2031. In our low growth scenario, it was found that existing supply

of hotels is ample to cater for future needs. In our high growth scenario, however, capacity from 2030 onwards becomes negative, which suggests that more hotel facilities may be required to cater to future demand.

- 5.94 The results of our quantitative assessment will be discussed in Section 18, accompanied by a geographical analysis to explore where new hotels should be located.

## 6. Methodology for Town Centre Health Checks

- 6.1 Health checks are recognised as important planning ‘tools’ for appraising and monitoring the changes in the overall vitality and viability of town centres and informing both plan-making and decision-taking at the local level.
- 6.2 In this context, this Study provides detailed health check assessments for Central Milton Keynes and all Town and District centres.
- 6.3 The health checks were carried out in February and March 2023 in accordance with the Town Centres PPG, which sets out a number of key performance indicators used to help assess and monitor the overall health and performance of the centres. The general methodology is set out below.

### Engagement of Key Stakeholders

- 6.4 As part of undertaking the town centre health checks, we were asked by the Council to contact a number of key stakeholders. Stakeholders across each of the nine centres we focus on in this study were invited to virtual stakeholder engagement sessions, and attendees included:
  - a. Xscape
  - b. Centre:MK
  - c. CMK Theatre District/12<sup>th</sup> Street
  - d. Milton Keynes Business Council
  - e. Bletchley New Business Association
  - f. Kingston Centre
  - g. Future Wolverton
  - h. Milton Keynes Development Partnership
  - i. Stony Stratford Town Council
  - j. Wolverton and Greenleys Town Council
  - k. Newport Pagnell Town Council

### Retail Composition and Vacancies

- 6.5 The composition of retail and leisure uses has been compiled from a combination of Experian GOAD data, and site visit observations, where GOAD data was unavailable. The units surveyed have been arranged into the standard Experian GOAD categories i.e. convenience, comparison, service uses, and vacant units. Please note that GOAD categorisations do not directly correspond with Use Class Order definitions.

- 6.6 GOAD category data for 2023 has also been compared to the results from the previous retail study in 2018 to understand how compositions have changed over time. Please note that the overall number of units present in each centre may have changed since 2018, due to the coverage of Experian GOAD data.
- 6.7 The health checks provide an effective 'gap' analysis tool to help identify retail types and categories that are under or over-represented in centres. This is based on benchmarking against GOAD UK averages (Experian Category Report, 2022) for all circa 1,950 centres and shopping locations covered by Experian, which includes most City, Town and District Centres.
- 6.8 A full-scale set of plans covering each centre of the current retail hierarchy is contained at **Appendix F**.

### Environmental Quality

- 6.9 An assessment of environmental quality including cleanliness and attractiveness, security and treatment of buildings and open spaces, is undertaken using our own research and observations of the centres.

### Perception of Safety

- 6.10 The perception of safety in each centre has been assessed using site visit observations, and considers factors such as lighting, natural surveillance and traffic safety.

### Accessibility and Pedestrian Flow

- 6.11 A centre's vitality and viability can also be understood through an assessment of accessibility. This is undertaken through our own research, using observations of how easy a centre is to reach; mobility time and cost; public transportation; traffic management and signage; barriers; car parking; and access by other modes (such as cycle or walking). Where possible, we have also drawn on stakeholder feedback to help inform our assessment, as well as NEMS household survey results.

### Public Opinion

- 6.12 NEMS household survey asked a number of qualitative questions about what features of the centres that are most liked, and what features are the most disliked.

### Rents and Yields

- 6.13 Rental values and market yield data has been obtained under licence from CoStar.

### Commercial Demand

- 6.14 We have established commercial demand by utilising occupier requirements for the local authority area from The Requirements List. Requirements were found for Central Milton Keynes, Wolverton and Stony Stratford. A full list of requirements can be found in **Appendix G**.

### Town Centre Turnover

- 6.15 Town centre turnover is derived from the results of the Household Survey, as presented in **Appendices B, C and D**. The figures provide the evidenced turnover of each centre in terms of their convenience and comparison goods components.

## Markets

- 6.16 Whether or not a centre has a market, and the quality and offer of a market, can give an indication as to whether a centre is vital and viable. Information regarding the health of the markets discussed in this report is obtained from our own research and observations of the centres, the household survey, as well as stakeholder consultation.

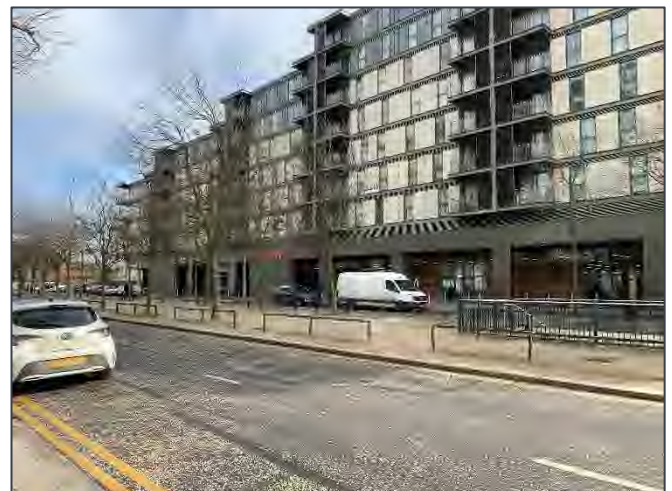
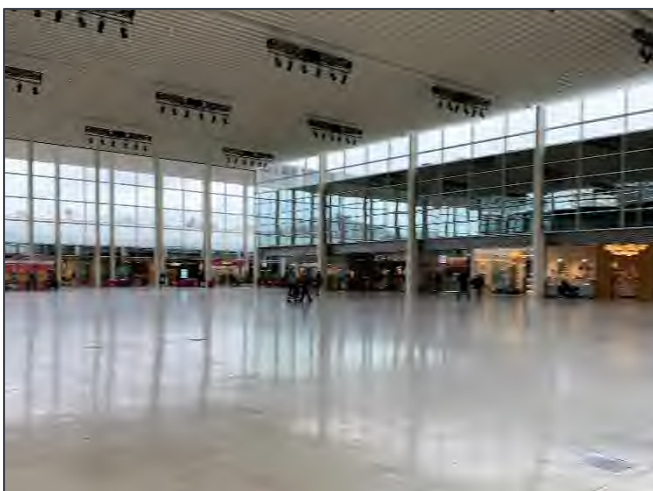


## 7. Central Milton Keynes Health Check

### Description

- 7.1 Central Milton Keynes (CMK) is a large and modern city centre, based mainly around the large indoor shopping and leisure centres, namely Centre:MK, Xscape Milton Keynes, Midsummer Place, the CMK Theatre District/12th Street and the Open Market located in Market Square. The centre has been developed around a grid and block pattern, making for a distinct sense of place. CMK is defined as the area between the West Coast main railway line and the Grand Union Canal, and between Portway (H5) and Childs Way (H6).
- 7.2 Plan:MK Policy DS4 designates CMK, specifically its Primary Shopping Area (PSA), as an area to promote as a Regional Shopping Centre for comparison shopping. Plan:MK also notes that CMK is not only a major shopping centre destination but also a principal leisure and entertainment centre, attracting shoppers and visitors from a wide catchment area.

Figure 7.2.1 Photos of CMK

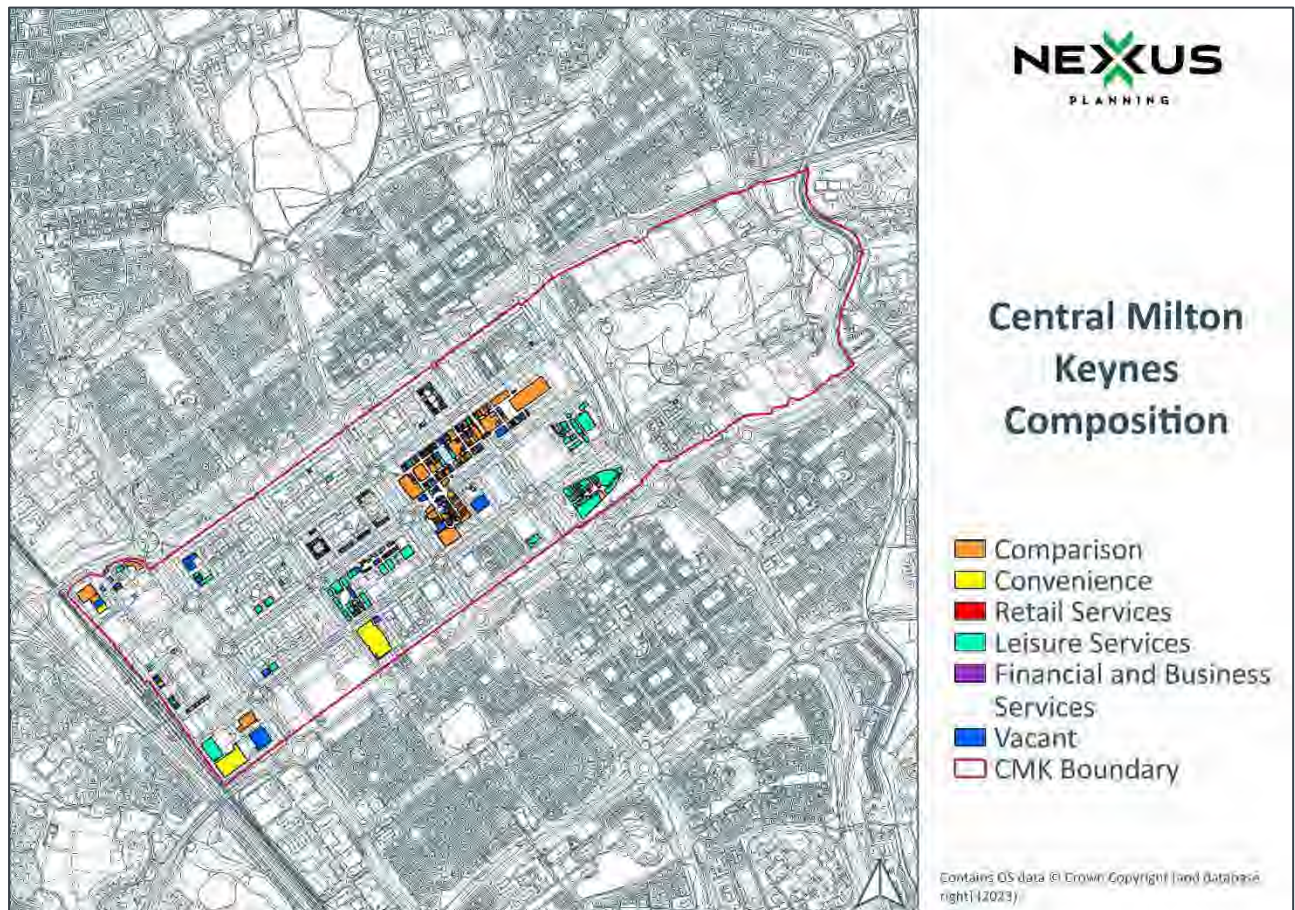


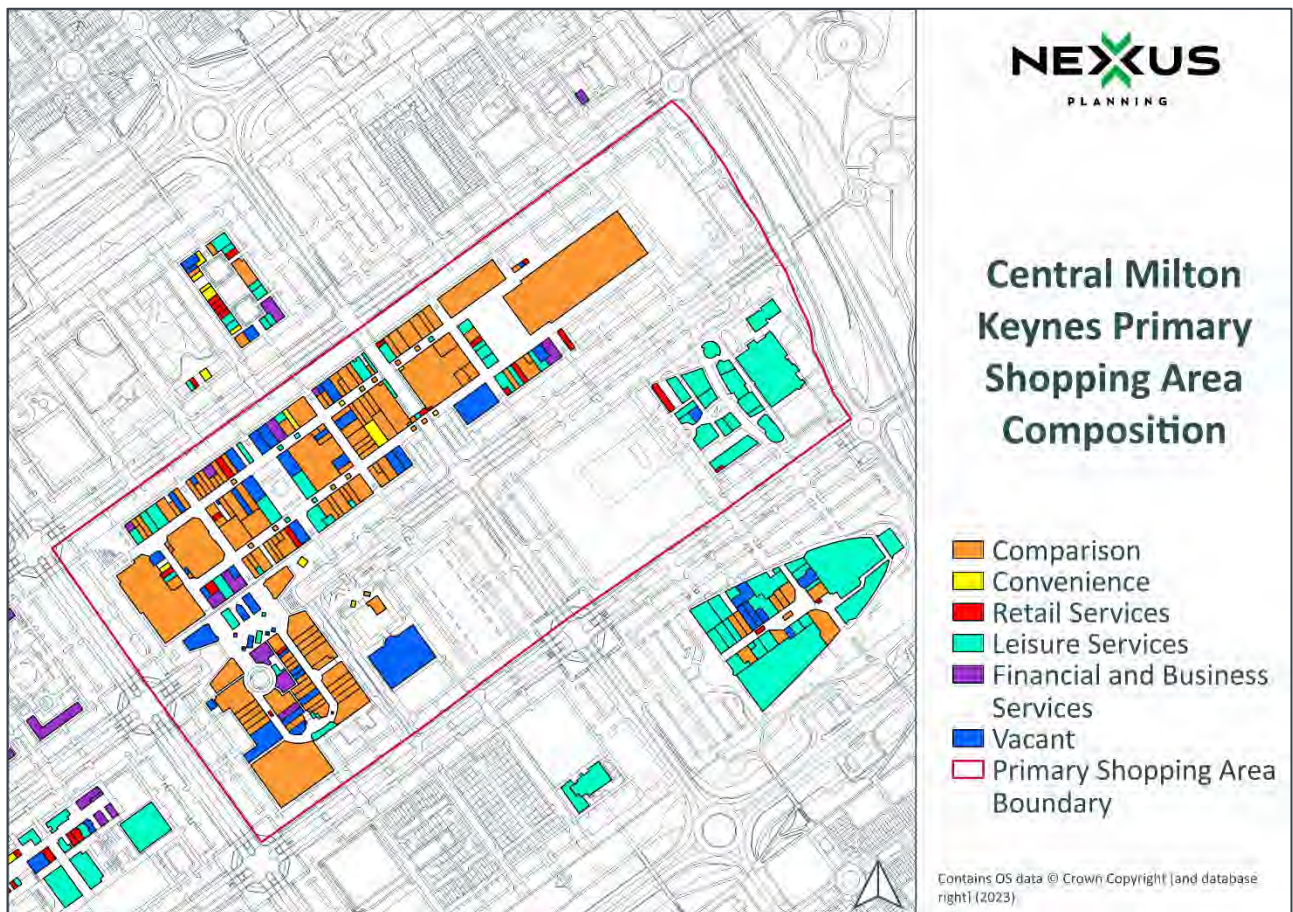


Source: Nexus Site Visit (February 2023)

## GOAD Composition and Vacancies

Figure 7.2.2 CMK Composition Maps





Source: Nexus Site Visit (February 2023) and Experian GOAD

- 7.3 There are a total of 479 units in Central Milton Keynes.
- 7.4 The comparison offer consists of 154 units, which makes up 32.2% of the total offer, which is higher than the UK average of 26.9%. The offer is very diverse in terms of the items on sale and includes both high-end and lower-budget retailers. The comparison offer of the centre is anchored by a large John Lewis department store, as well as a Marks and Spencer. A majority of the comparison retailers are located in either Centre:MK or in Midsummer Place. Both of these centres are undercover, with undercover shopping identified by survey respondents as a particular strength of the centre.
- 7.5 Only 4.8% (23) of total units are occupied by convenience goods retailers, which is significantly lower than the UK average of 9.3%. The convenience units are primarily located outside of the Primary Shopping Area, and include large supermarkets, namely Sainsbury's and Morrisons, as well as smaller convenience stores.
- 7.6 Services make up 48.0% (230 units) of the total offer, which is slightly lower than the UK average of 49.8%. Within this category:
- Retail services make 9.6% (46 units) of the total offer, which is significantly below the UK average.
  - Leisure services make up 30.3% of the offer (145 units) which is higher than the UK average. The innovative leisure offer in CMK is particularly strong and diverse, with a particular focus around Xscape and 12<sup>th</sup> Street. Although outside of the Primary Shopping Area, the Hub is also an area that is dominated by bars and

restaurants. The cafes and restaurants available in CMK were identified by survey respondents as a particular strength of the centre.

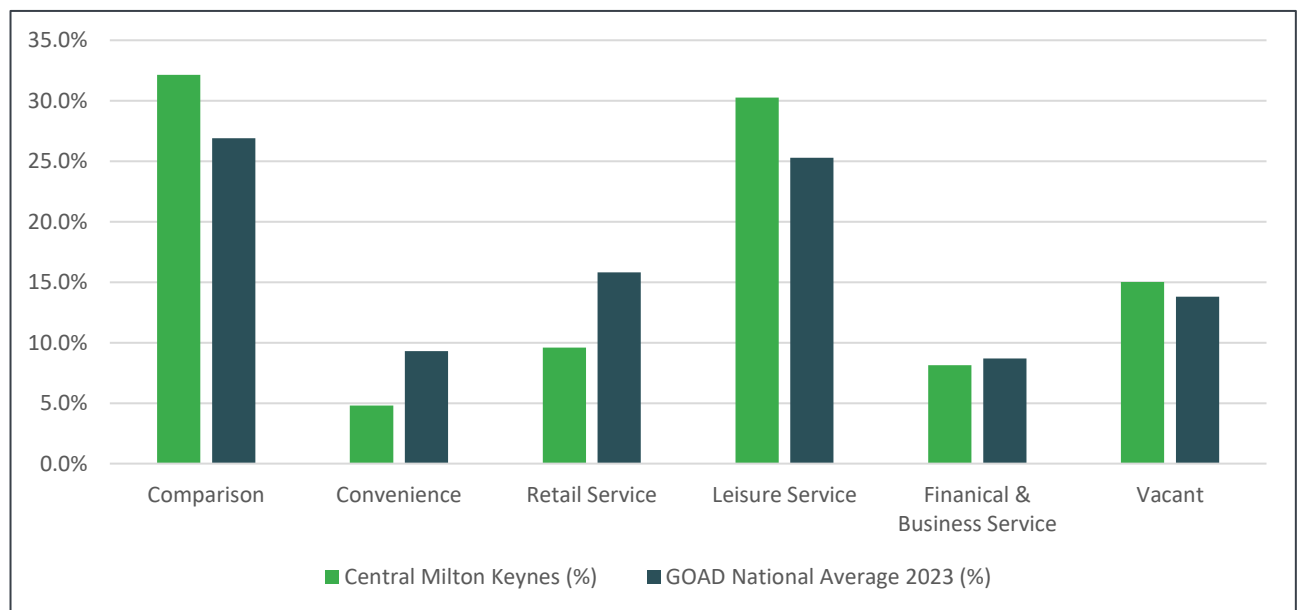
- c. Financial & business services make up 8.1% (39 units) of the total offer, which is around the UK average.

7.7 There are 62 vacant units in the city centre. At 15.0% of the total offer, this is above the UK average of 13.8%. Given the size of the centre, and the ever-changing occupancy of units, this figure is not necessarily a cause of concern. Indicative of this, a large unit in Centre:MK was boarded up and considered vacant at the time of our survey, but has since been occupied by a new H&M store, which has relocated from Midsummer Place.

Figure 7.7.1 CMK Composition Table

Categories	Central Milton Keynes 2018		Central Milton Keynes 2023		UK Average 2023
	(#)	%	(#)	%	%
Comparison	177	41.5%	154	32.2%	26.9%
Convenience	21	4.9%	23	4.8%	9.3%
Services (Total)	180	42.3%	230	48.0%	49.8%
Retail	40	9.4%	46	9.6%	15.8%
Leisure	155	27.0%	145	30.3%	25.3%
Financial & Business	25	5.9%	39	8.1%	8.7%
Vacant	46	10.8%	72	15.0%	13.8%
Other Retail	2	0.5%	-	-	-
TOTAL	426	100%	479 <sup>53</sup>	100%	100.0%

Figure 7.7.2 CMK Composition Graph



<sup>53</sup> The significant increase seen here in total units between 2018 and 2023 is largely because the GOAD Experian plans used in 2018 did not cover all of the defined centre.

## Environmental Quality

- 7.8 The attractive environment, and clean, well-maintained streets were identified by survey respondents as particular strengths of the centre, and the quality remained fairly consistent throughout. Litter was not noticed to be a problem, and there were only isolated instances of graffiti. The grid pattern of the centre has allowed for consistent access to greenery, although the quality is notably higher within the blocks, especially in and around the PSA.
- 7.9 The public realm around the blocks would benefit from improvements, to match the generally high quality that is found in the internal courtyards within the blocks. Additional tree planting and street furniture would be beneficial.
- 7.10 There is a homogeneous architectural style throughout the centre, and there are few landmarks or distinguishing features on each block, detracting from the legibility of the centre for more occasional visitors.
- 7.11 Although there are a number of separate elements that comprise CMK, they are disjointed, and accessing one from another is typically only possible by crossing wide boulevards and walking through expansive open-air carparks. The distances are far, resulting in visitors generally feeling encouraged to use their car to travel around the city centre.
- 7.12 Centre:MK and Midsummer Place have a high level of environmental quality, benefitting from lots of natural light, wide walkways, greenery and limited vacant units that were well concealed with artwork.

## Perception of Safety

- 7.13 The heavily trafficked routes which segregate parts of CMK create an unsafe feeling for pedestrians. There is little respite in terms of public realm. This perception is common to both daytime and night-time, where very few people were observed to walk around the centre outside of its covered malls, despite its apparent level of general busyness.
- 7.14 In February 2023, there were 429 reported crimes in CMK<sup>54</sup>, the most frequent crimes being Violence and Sexual Offences, Shoplifting and Vehicle Crime. Particular hotspots for crime include Centre:MK, around Sainsbury's on Witan Gate, and Milton Keynes Central Station. This figure is up by almost 100, from the 335 crimes that were reported in February 2022.

## Accessibility and Pedestrian Flow

- 7.15 As we have already described, the centre is not particularly accessible to pedestrians, due to its expansive and disjointed nature. Legibility is also an issue, with limited passive or signposted wayfinding opportunities for pedestrians.
- 7.16 However, levels of pedestrian accessibility do vary throughout the centre, with some areas, particularly around Centre:MK and Milton Keynes Central Station, benefiting from a higher number of crossing points, along with underpasses. In contrast, some parts of CMK require you to walk on grass in order to be able to walk between blocks making these parts of the centre inaccessible. This is noticeably the case around the office developments towards the west of the centre.
- 7.17 Unsurprisingly in light of our assessment, the household telephone survey showed that the majority of survey respondents (86.8%) identified that they travel to CMK for shopping purposes using a private vehicle. This high figure is understandable given the nature of the centre, and its design promoting the use of cars given the expansive car parks

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<sup>54</sup> [police.uk](https://www.police.uk), What's happening in your area? Milton Keynes City Centre and Campbell Park

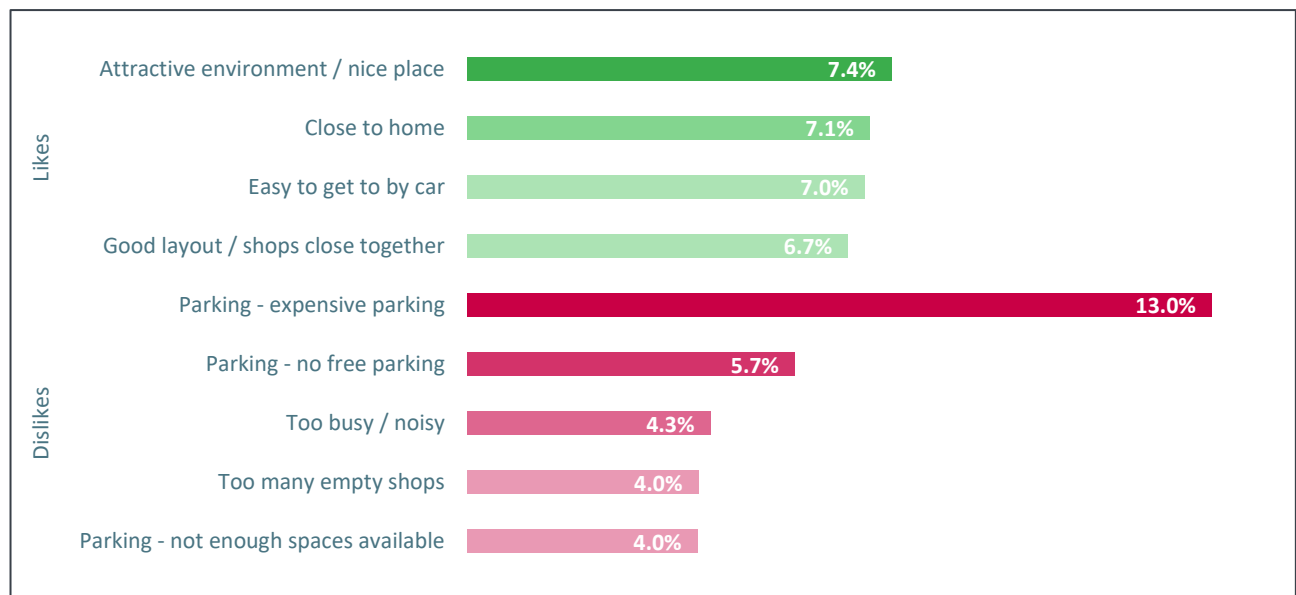
surrounding each block, and wide roads. The next most frequent mode of transport to CMK for shopping purposes is bus, however only 8.1% of respondents said that this is their usual mode of transport.

- 7.18 A larger number of bus stops are located around Centre:MK and Midsummer Place, although as you move away from this area, bus stops become more infrequent, with quite expansive distances between them.
- 7.19 Although there is a train station in CMK, Milton Keynes Central Station, only 0.7% of survey respondents said they travel to CMK for shopping purposes using the train, suggesting that there is little perceived linkage between the station and the shopping centre. Given its relative proximity, this is perhaps a missed opportunity.
- 7.20 Around CMK, there were a high number of bicycle stands, along with streetside bike and scooter hire schemes. Although, throughout the duration of our visit, only a few cyclists were observed around CMK. There are some Redway Super Routes that transect the centre, but otherwise there is a lack of smaller cycle lanes which can connect these.

### Public Opinion – Household

- 7.21 Results from the household survey identified the top “likes” and “dislikes” of the City centre, as seen below. The centre is clearly viewed as being accessible, though the cost and availability of parking once they had reached the centre featured prominently in people’s dislikes.

Figure 7.21.1 Central Milton Keynes Public Opinions



### Public Opinion – Stakeholder

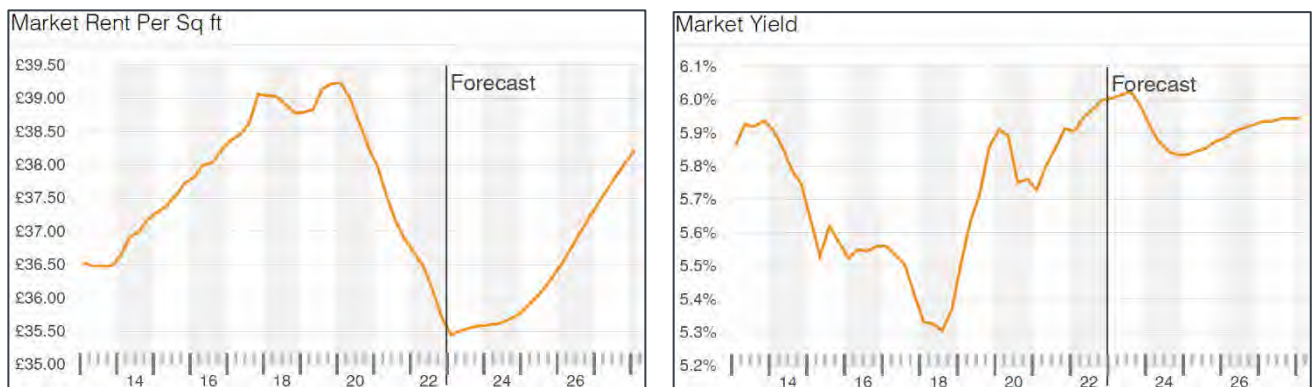
- 7.22 Feedback from stakeholder engagement specific to CMK found stakeholders considered parking in the centre to be cheap in comparison to other similar sized cities. This is contrary to results from the household survey.
- 7.23 They noted the popularity of the shuttle bus that operated pre-Covid as it allowed office workers in the west to benefit from shops in the east at lunchtime, suggesting capacity for the service to be reinstated to an extent.
- 7.24 The value leisure attractions of the City centre were noted to be a particular strength of the centre, alongside the overall success of the innovative leisure provision across the centre.

- 7.25 Despite the leisure provision being innovative, it was noted that the market often ends up being saturated as new businesses open when they realise the success of the existing offer. The night-time economy was regarded as being a factor that needs improvement in order to incentivise visitors to stay after shops close, and also attract students to the city.
- 7.26 Pedestrian flow around CMK was noted to be a significant problem, with the centre’s car dominance putting people off walking between different parts of the centre.
- 7.27 Finally, it was raised that there is a lack of disabled parking and signage to spaces in the centre. Given the flat nature of CMK, it is a prime destination for shoppers with disabilities, so it was suggested that more should be done to attract disabled visitors.

### Rents and Yields

- 7.28 The CoStar Retail Report 2023 identifies the market rent per square foot to be £35.49 and market yield to be 6.0%. The general trend in both cases has been a negative trend (reducing rents and heightening yields), as with so many parts of the UK after the Covid-19 Pandemic. However, the CoStar report sets out an optimistic prognosis looking ahead.

Figure 7.28.1 Market rent per SF and market yield for Central Milton Keynes



Source: CoStar Retail Report 2023

### Commercial Demand

- 7.29 We have reviewed The Requirement List database to understand what operators seek representation in the respective centres. As with other centres in the Council area, it is not possible to define those who have a specific interest in CMK on The Requirement List, and the list below is for the City as a whole. Notwithstanding, this list provides a useful guide as to which retailers might be interested in future floorspace in CMK. Based on their operating models and any existing presence within CMK, we have highlighted in bold text those which we anticipate might wish to locate within CMK:

Figure 7.29.1 Operator Requirement List for Milton Keynes

Occupier	Description	Size (min) sq. m	Size (max) sq. m
<b>Sunshine Co</b>	<b>Sunbed Chain</b>	<b>90</b>	<b>190</b>
Kwik Fit	Vehicle Repair Shop	460	930
BFT	Body Fit Training Studio	220	260
Monkey Puzzle Day Nurseries	Day Nursery	230	650
Swim!	Learn To Swim Programme	420	560
<b>Grape Tree</b>	<b>Health Food Store</b>	<b>120</b>	<b>-</b>
<b>Vanilla</b>	<b>Womenswear Brand</b>	<b>370</b>	<b>740</b>
<b>Moda in Pelle</b>	<b>Ladies Footwear Brand</b>	<b>110</b>	<b>170</b>
Karen's Diner	Interactive Dining Experience With Rude Customer Service	190	-
Aldi	Supermarket	1,700	1,900
<b>Shoezone</b>	<b>Shoe Retailer</b>	<b>190</b>	<b>370</b>
Safestore	Self-Storage	1,900	9,300
SIXT Rent a Car	Vehicle Rental Service	70	-
KFC	Fast Food Restaurant	170	330
<b>Project D</b>	<b>Doughnut Bakery</b>	<b>20</b>	<b>70</b>
<b>Smoky Boys</b>	<b>BBQ And Grill Haus</b>	<b>110</b>	<b>280</b>
Floor Giants	Flooring Retailer	140	560
Courtyard	Hotels	190	-
Residence Inn	Long Stay Hotel	190	930
<b>Chilli Flames</b>	<b>Fast Food Restaurant</b>	<b>8</b>	<b>160</b>
<b>Zambrero</b>	<b>Healthy Mexican Inspired Food</b>	<b>70</b>	<b>190</b>
<b>Rutland Cycling</b>	<b>Bicycle And Accessories Retailer, Cycle Servicing &amp; Repairs</b>	<b>830</b>	<b>1,400</b>
<b>TFG Group</b>	<b>Hobbs, Phase Eight, Whistles</b>	<b>190</b>	<b>470</b>
Pizza Hut Delivery	Pizza Delivery	60	200
<b>Bodycare</b>	<b>Health &amp; Beauty Supply Store</b>	<b>190</b>	<b>280</b>
<b>British Heart Foundation (Clothing)</b>	<b>Charity</b>	<b>140</b>	<b>470</b>
Just for Pets	Pet Retailer	230	600



Occupier	Description	Size (min) sq. m	Size (max) sq. m
Crepe Delicious	Creperie	30	110
Pizza Triangle	Pizza Restaurant	70	180
David Neal Dental	Dental Care Facility	120	210
Wok&Go	Noodle Bar	70	140
Yango	Grocery Delivery Service	150	280
Machine Mart	Tools & Machinery Equipment	140	740
Matalan	Fashion And Homeware Retailer	1,400	2,300
Graystone	Action Sports Facility	2,800	-
SPAR (A.F Blakemore & Son)	Grocery Store	190	470
Pavers	Shoe Retailer	160	190
Chicken Cottage	Fried Chicken Restaurant	70	190
Hickory's Smokehouse	BBQ Restaurant	650	-
Age UK	Charity	280	930
Caprinos Pizza	Pizza Restaurant	80	110

Source: The Requirement List (March 2023)

## Centre Turnover

7.30 The table below has been derived from Appendices C and D. The centre is shown to attract a total of £986.6m turnover in retail goods, which unsurprisingly is the highest of all centres in the Council area. The centre attracts its largest turnover in the electrical goods and clothing & footwear categories, and the lowest turnover in the DIY and chemist goods categories.

Figure 7.30.1 Central Milton Keynes Turnover

Category	Study Area Derived Turnover (p/a)	Study Area Market Share (%)
<b>Convenience</b>	<b>£117.8m</b>	<b>6.6%</b>
<b>Comparison</b>	<b>£868.8m</b>	<b>26.4%</b>
Clothing & footwear	£220.4m	30.8%
Furniture goods	£65.1m	19.4%
DIY goods	£8.2m	3.2%
Electrical goods	£235.9m	51.6%
Small Household goods	£172.1m	28.9%
Small Media	£65.3m	24.1%
Chemist goods	£24.4m	11.7%
Recreation goods	£110.0m	17.5%
<b>Total Retail</b>	<b>£986.6m</b>	

Source: Tables 4 and 9-17, Appendices C and D

## Markets

- 7.31** A large outdoor market is held in Central Milton Keynes on Midsummer Boulevard five days a week (with the exception of Monday and Wednesday) between 9am to 5pm. The market has 100 fixed units, along with additional space for casual stalls, albeit on the day of our site visit the market was not trading at full capacity and only had a handful of visitors. Stalls at the market include fresh fruit and vegetables, plants, artisan goods and a variety of comparison goods.
- 7.32** The market has run for more than 40 years, and it has recently been announced that it is going to be under new management from April 2023. Under this new management, there will be plans to transform the market into a stronger retail, leisure and food destination, making it a dynamic and modern experience for customers.
- 7.33** Between February to November, a street food market operates in Queen’s Court in Centre:MK. It is open between 11am to 5pm daily and sells 12 different cuisines from around the world.
- 7.34** Middleton Hall in Centre:MK also hosts various markets throughout the year. Recently, on the first weekend in March 2023, a large indoor market was held here with 120 stalls selling handmade and vintage products. Another market that has been held here recently was a Christmas fair that ran for seven weeks in the lead up to Christmas.
- 7.35** Results from the household survey found that the Milton Keynes Outdoor Market was the most popular market to visit across the District, with 21.5% of respondents saying they visit it frequently.

## Summary of Key Issues

- 7.36** CMK is a vibrant, unique, and highly diverse city centre. CMK is primarily anchored by Centre:MK and Xscape which mainly offer, retail, leisure and commercial units. The centre is very popular with shoppers.
- 7.37** There is a particularly strong comparison goods offer in CMK, and whilst vacancy rates just exceed the national average, through stakeholder engagement, it was found that most vacant units in CMK filled quickly due to a strong demand for new occupiers.

- 7.38 However, at the same time, CMK suffers from a homogeneous built form and is car orientated with limited and difficult pedestrian routes. Increased wayfinding and footpaths throughout the centre would be beneficial for easy and safe navigation on foot.
- 7.39 Although cycling is encouraged in CMK, few cycle lanes were observed. Throughout the centre, more designated cycle lanes would likely encourage more visitors to cycle as safety would be increased.
- 7.40 The centre is lacking a conjoined late-night economy. The centre largely fails to capitalise on its daytime success with families and couples, with relatively few bars and restaurants bridging the gap between daytime and night-time and thereby encouraging day-round visits.

## 8. Bletchley Health Check

### Description

- 8.1 Bletchley is a compact centre located south of Central Milton Keynes. The centre is mainly linear in nature, hosting 176 units predominantly along Queensway, though the linear form is broken by the presence of the Brunel Shopping Centre, a purpose-built shopping centre, at its western end. Results from the household survey found that Bletchley was the most regularly visited Town or District centre in the study area, with 14.8% of respondents saying they visit Bletchley most often.

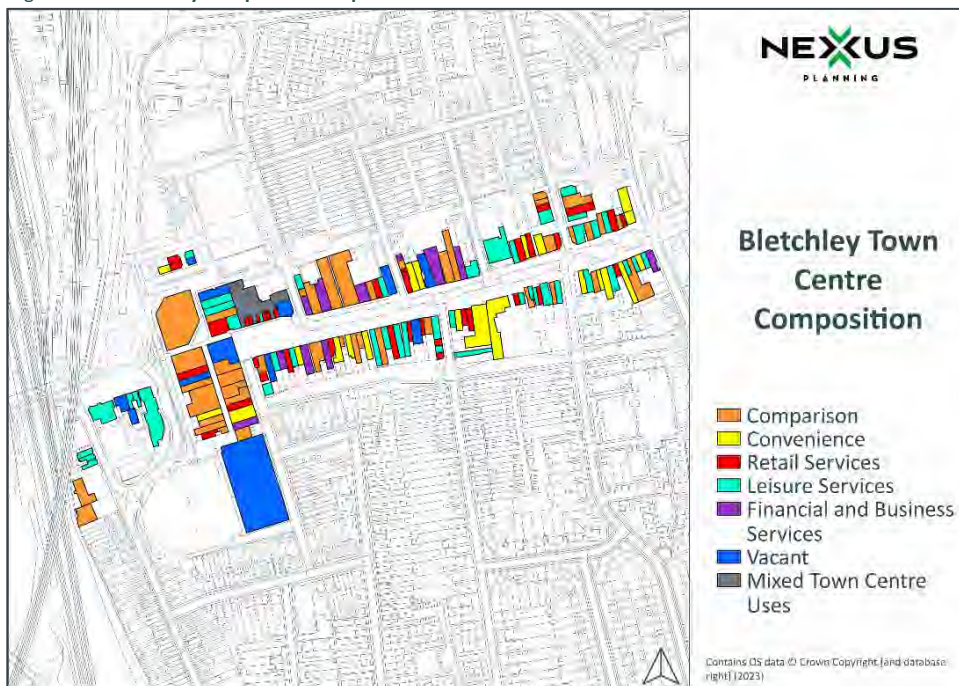
Figure 8.1.1 Photos of Bletchley



Source: Nexus Site Visit (February 2023)

### GOAD Composition and Vacancies

Figure 8.1.2 Bletchley Composition Map



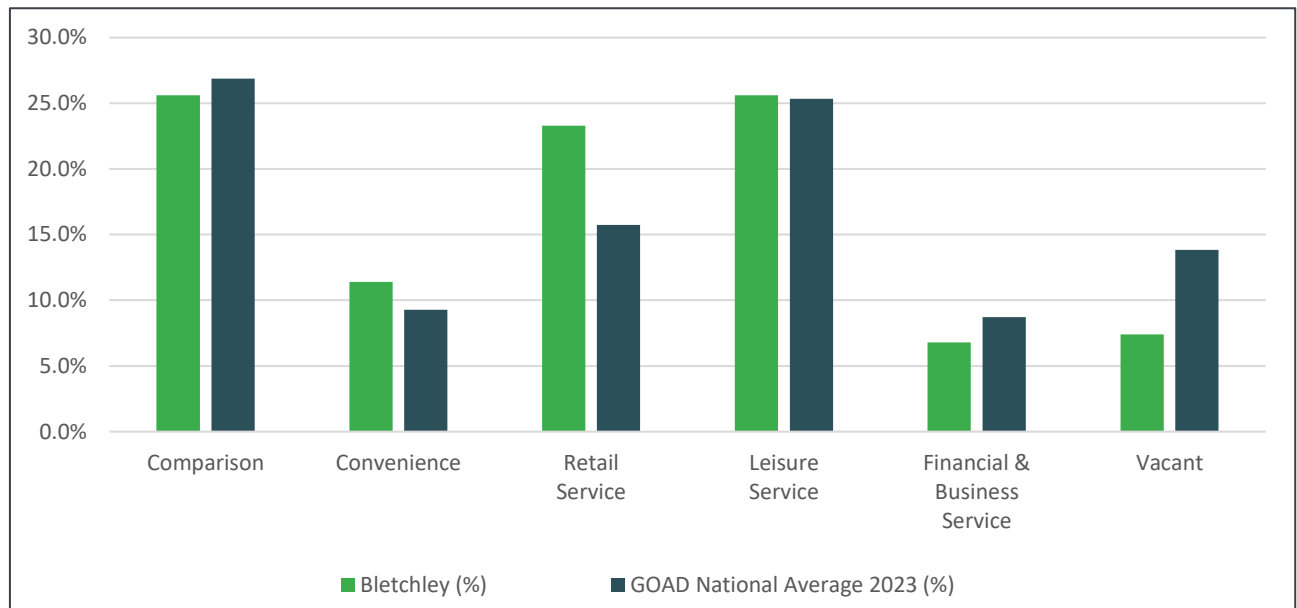
Source: Nexus Site Visit (February 2023) and Experian GOAD

- 8.2 The GOAD composition of Bletchley in comparison to national averages and 2018 figures are detailed in the figures below.
- 8.3 The comparison offer consists of 45 units, which makes up 25.6% of the total offer, which is slightly lower than the UK average of 26.9%. The comparison units are predominantly national multiples in the Brunel Centre, but as you move down Queensway, they are dominated by independent retailers.
- 8.4 11.4% (20 units) of total units are convenience, which is above the UK average (9.3%). The convenience offer is not anchored by a national multiple and is composed mainly of independent retailers.
- 8.5 Services make up 55.7% (98 units) of the total offer, which is well above the UK average (49.8%).
- a. Retail services make up 23.3% (41 units) of the total offer, which is significantly above the UK average (15.8%).
  - b. Leisure services make up 25.6% (45 units) of the total number of units, which is on par with the UK average (25.3%). These units are primarily cafes and fast-food restaurants, with the centre being regarded as having a strong presence of take-away restaurants through stakeholder engagement.
  - c. Financial and Business services make up 7.4% (13 units) of the total number of service units.
- 8.6 There are 13 vacant units, making up 7.4% of the overall composition. This figure has risen since 2018 despite the number of retail units dropping. However, the figure still remains well below the national average (13.8%) which is positive for the centre. The majority of vacancies are congregated in and around the Brunel Shopping Centre.

Figure 8.6.1 Bletchley Composition Table

Categories	Bletchley 2018		Bletchley 2023		UK Average 2023
	(#)	%	(#)	%	%
Comparison	48	26.5%	45	25.6%	26.9%
Convenience	24	13.3%	20	11.4%	9.3%
Services (Total)	100	54.6%	98	55.7%	49.8%
<i>Retail</i>	28	15.5%	41	23.3%	15.8%
<i>Leisure</i>	44	23.6%	45	25.6%	25.3%
<i>Financial &amp; Business</i>	28	15.5%	12	6.8%	8.7%
Vacant	9	5.0%	13	7.4%	13.8%
TOTAL	181	100%	176	100%	100.0%

Figure 8.6.2 Bletchley Composition Graph



### Environmental Quality

- 8.7 Bletchley town centre has a good level of natural environmental quality once you leave the Brunel Shopping Centre, and walk down Queensway. Queensway is lined with trees on both sides making for a pleasant environment for visitors. The centre also has a high frequency of public benches, with higher numbers found in large, open public spaces – particularly the square with a band stand on the east side of the Brunel Shopping Centre.
- 8.8 Although there were a good number of bins in the centre, some litter was observed, in addition to some fly tipping towards the back of the Brunel Shopping Centre. Vacant units along Queensway that were boarded up also had graffiti on them.

### Perception of Safety

- 8.9 The perception of safety around Bletchley varies at different locations. Queensway has a high feeling of safety, with a lot of active frontages providing natural surveillance onto the street. This level of natural surveillance is not found around the Brunel Shopping Centre, with there being corners of either vacant units, or no active unit frontages, only back entrances.
- 8.10 The centre has a high number of streetlights throughout, some being double aspect, suggesting that even out of daylight hours it feels safe to walk around, and council provided CCTV cameras were also noticed.

### Accessibility and Pedestrian Flow

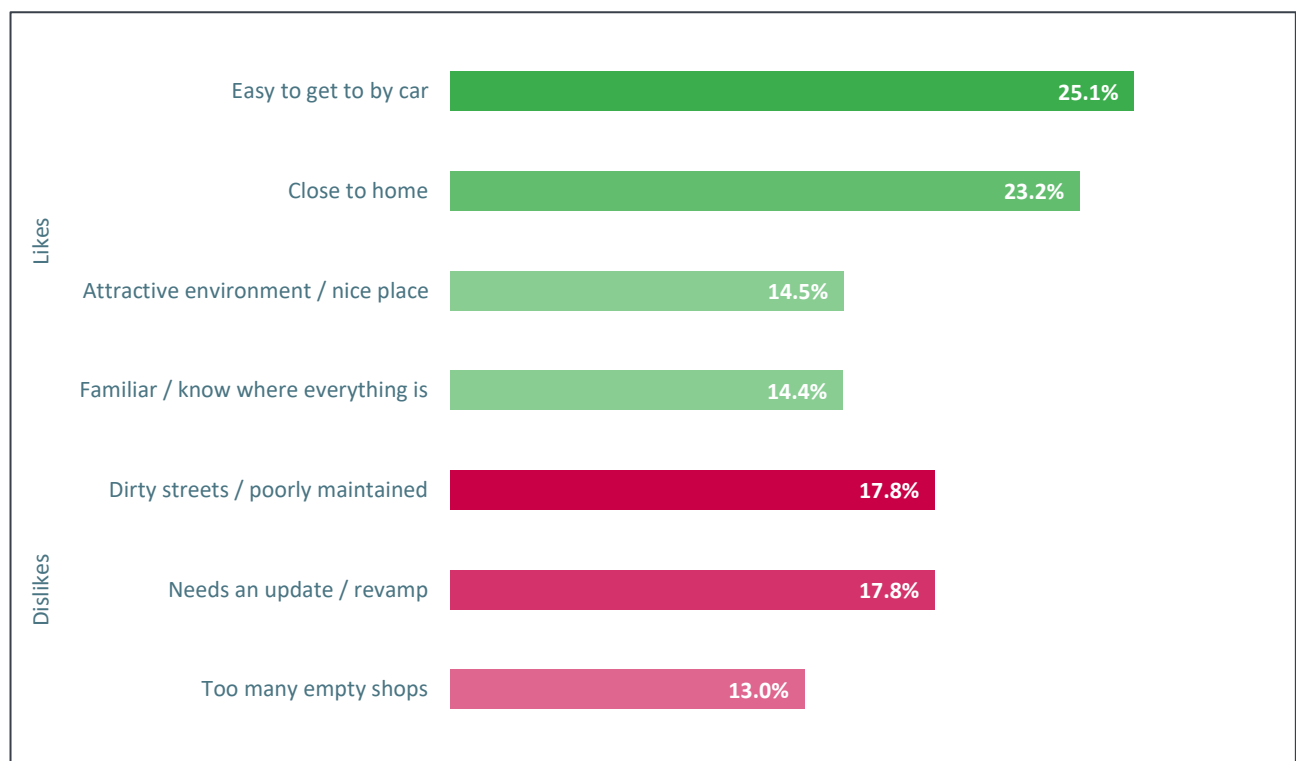
- 8.11 Bletchley is flat and easily accessible for pedestrians. Queensway has wide, evenly surfaced pavements on both sides, although there are limited crossing points, though traffic generally moves slowly through the centre due to its bustling nature. From Bletchley Train Station, the centre is well signposted, although initially leaving the station lacks user-friendliness as there are no direct routes that do not require steps. Once you leave the station however, there are zebra crossings and ramps that enable safe access into the centre, with the first sight of the centre being the Brunel Shopping Centre.

- 8.12 There is a large surface car park at the shopping centre, charging £0.30 an hour, and parking is also available along Queensway which is free for an hour. Both car parks seem popular and function well. There is also another car park located north of the Brunel Shopping Centre, Stephenson House Car Park, which is free. The centre also has a high amount of cycle parking throughout.
- 8.13 Queensway has the highest levels of pedestrian flows. The Brunel Shopping Centre appears mainly to be a passageway into the centre for visitors.
- 8.14 Electric scooters that operate on a rental basis were noticed at a high frequency throughout Bletchley, indicating that since their introduction they have become a popular means of transport for visitors to the centre.

### Public Opinion – Household

- 8.15 Results from the household survey identified the top “likes” and “dislikes” of the city centre, as seen below.

Figure 8.15.1 Bletchley Town Centre Public Opinion



### Public Opinion – Stakeholder

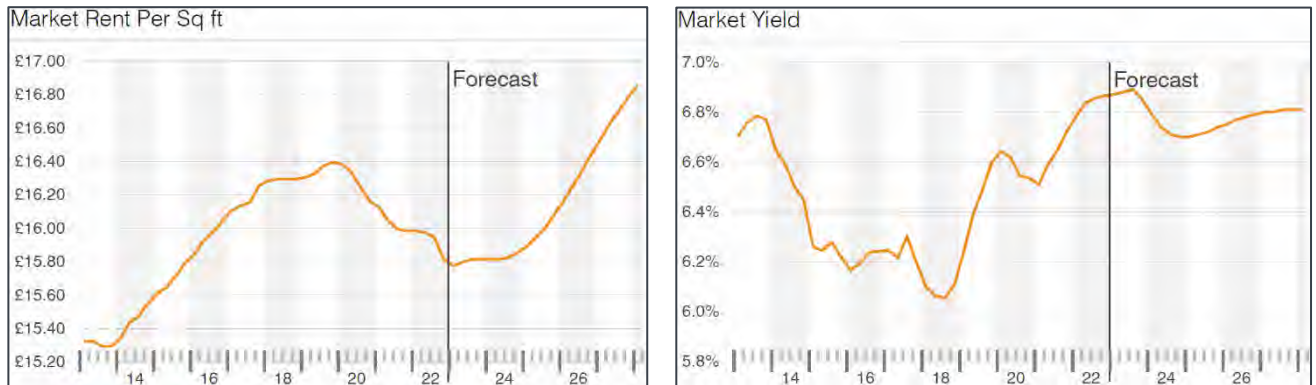
- 8.16 Feedback from stakeholder engagement specific to Bletchley found that stakeholders saw the reinstatement of the East West railway line something that will increase footfall into the centre, along with the new housing. Increased footfall will further support the vibrancy of the town.
- 8.17 Despite not being an apparent problem during our visits, parking was highlighted as an issue in Bletchley, particularly along Queensway, with reports of cars parking on pavements in order to access the shops. There is a large car park outside the Brunel Centre, that once served the former Sainsbury’s, and despite being cheap to park there it is not a big enough incentive as it is a fair walk away from Queensway. It was noted that the centre needs a more prominent promotion of

place, and the future of the Brunel Centre could be the key to this. The evening economy in Bletchley is largely dominated by fast food and take-away restaurants and is not on par with neighbouring Fenny Stratford.

## Rents and Yields

8.18 The CoStar Retail Report 2023 identifies the market rent per square foot to be £15.79 and market yield to be 6.8%.

Figure 8.18.1 Market rent per SF and market yield for Bletchley



Source: CoStar Retail Report 2023

## Centre Turnover

8.19 The turnover of Bletchley centre is detailed in the table below. The centre does not attract a significant amount of retail spending, and has the lowest turnover (£38.7m per annum) of all Town Centres in the Council area. The centre's convenience turnover is particularly weak, likely because it lacks a major supermarket since closure of the Sainsbury's store in the Brunel Centre.

Figure 8.19.1 Bletchley Turnover

Category	Study Area Derived Turnover (p/a)	Study Area Market Share (%)
<b>Convenience</b>	<b>£2.5m</b>	<b>0.1%</b>
<b>Comparison</b>	<b>£36.2m</b>	<b>1.1%</b>
Clothing & footwear	£8.6m	1.2%
Furniture goods	£1.8m	0.5%
DIY goods	£2.7m	1.0%
Electrical goods	£2.2m	0.5%
Small Household goods	£4.7m	0.8%
Small Media	£11.4m	4.2%
Chemist goods	£3.9m	1.9%
Recreation goods	£1.0m	0.2%
<b>Total Retail</b>	<b>£38.7m</b>	

Source: Tables 4 and 9-17, Appendices C and D



## Markets

- 8.20 Bletchley Food and Craft Market trades on a Tuesday, Thursday and Friday, between 8:30am to 3:30pm along Queensway.

## Summary of Key Issues

- 8.21 The environmental quality of Bletchley is mixed, with Queensway generally feeling a bustling hub of independent traders, in contrast to the Brunel Shopping Centre which appears run-down. Generally speaking, despite its relative success and low vacancy rate, there is a clear local desire to see parts of the centre re-vamped.
- 8.22 The centre has good car parking and is generally easy to access on foot too.
- 8.23 The night-time economy is less diverse, with a predominance of take-away units viewed as a negative by some stakeholders.

## 9. Kingston Health Check

### Description

- 9.1 Kingston District Centre is a large retail development located to the east of Milton Keynes City centre, comprising 40 purpose-built retail units. Results from the household survey found that Kingston was the second most popular to visit Town or District centre in the study area, with 12.2% of respondents saying they visit Kingston most often.

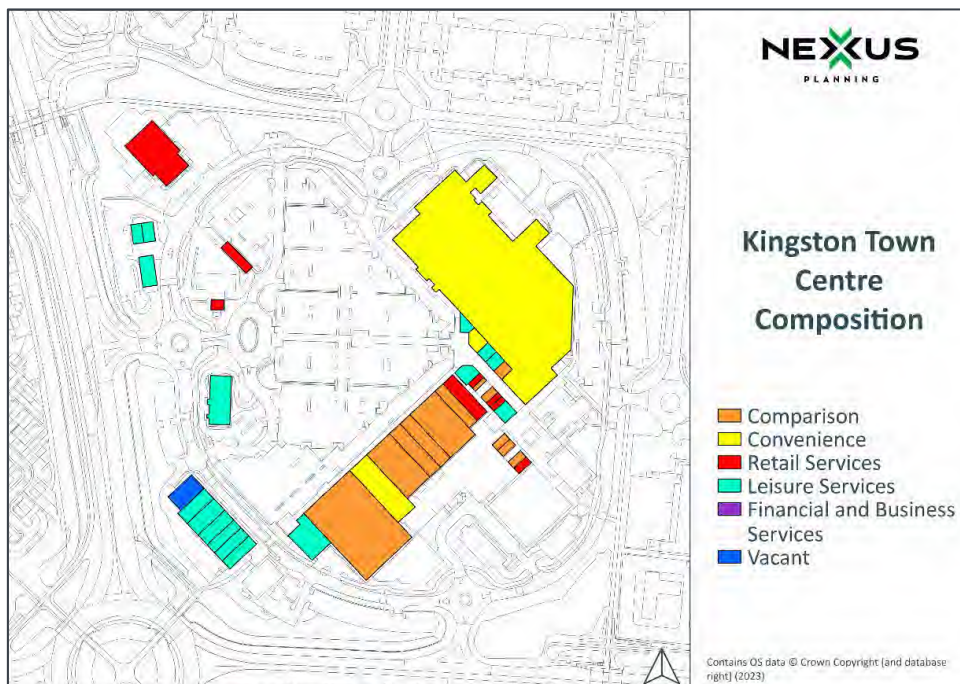
Figure 9.1.1 Photos of Kingston Town Centre



Source: Nexus Site Visit (February 2023)

### GOAD Composition and Vacancies

Figure 9.1.2 Kingston Composition Map



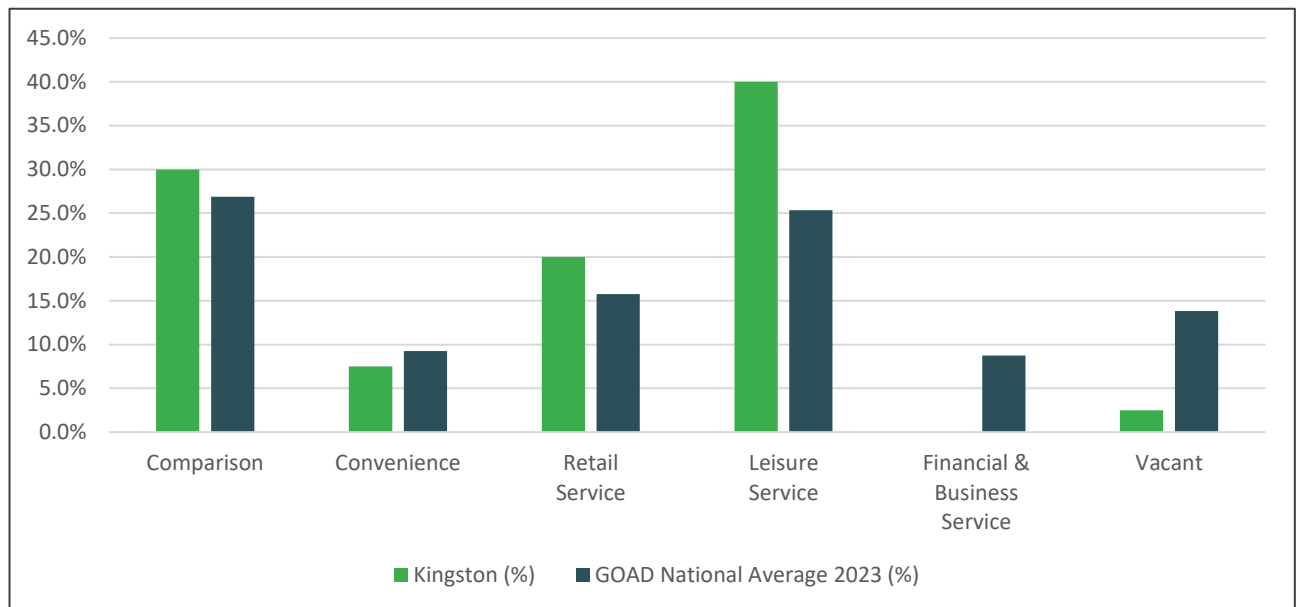
Source: Nexus Site Visit (February 2023 and Experian GOAD)

- 9.2 The GOAD composition of Kingston in comparison to national averages and 2018 figures are detailed in Figure 9.6.1 and Figure 9.6.2 below.
- 9.3 The comparison offer consists of 12 units, which makes up 30.0% of the total offer, which is higher than the UK average of 26.9%. The comparison units are primarily national retailers.
- 9.4 7.5% (3 units) of total units are convenience, which is slightly lower than the UK average (9.3%). The convenience offer is composed of a Tesco Extra, an Aldi and a Holland & Barrett.
- 9.5 Services make up 60.0% (24 units) of the total offer, which is significantly above the UK average (49.8%).
- a. Retail services make up 20.0% (8 units) of the total offer, which is above the UK average (15.8%).
  - b. Leisure services make up 40.0% (16 units) of the total number of units, which is significantly higher than the UK average (25.3%). These units are primarily cafes and fast-food restaurants, but also includes Climb Quest, a climbing centre.
  - c. There are currently no financial & businesses services present within the centre.
- 9.6 Only 1 unit in the centre is vacant, 2.5% of the total offer. This is significantly lower than the UK average (13.8%).

Figure 9.6.1 Kingston Composition Table

Categories	Kingston 2018		Kingston 2023		UK Average 2023
	(#)	%	(#)	%	%
Comparison	13	31.7%	12	30.0%	26.9%
Convenience	3	7.3%	3	7.5%	9.3%
Services (Total)	25	61.0%	24	60.0%	49.8%
<i>Retail</i>	8	19.5%	8	20.0%	15.8%
<i>Leisure</i>	16	39.0%	16	40.0%	25.3%
<i>Financial &amp; Business</i>	1	2.4%	0	0.0%	8.7%
Vacant	0	0.0%	1	2.5%	13.8%
TOTAL	41	100.0%	40	100.0%	100.0%

Figure 9.6.2 Kingston Composition Graph



## Environmental Quality

- 9.7 The out of centre retail park nature of Kingston Town Centre, leaves little room for there to be a high level of environmental quality, but good efforts have been made to incorporate the natural environment into the development. The purpose built commercial and convenience units are all fronted with a similar style façade, and surround a large central car park. The rows of parking spaces are mostly ended with a small planted area with trees and grass, and some trees are directly in front of the units.
- 9.8 The centre was clean, with no litter or graffiti noticed at the time of our visits. The noticeable lack of litter is likely to have been because of frequent bins outside of the units.

## Perception of Safety

- 9.9 Kingston feels a safe centre. The layout of the units means that they provide a high level of natural surveillance onto walkways around the centre, and also into the central carpark. Having parking in a central location also means that visitors do not have to move through unsafe passageways to access shops. There is plenty of lighting around the centre, both on the shopping frontages and throughout the car park.
- 9.10 No CCTV was noticed, although given the nature of the centre it is likely there are central CCTV networks covering the centre.

## Accessibility and Pedestrian Flow

- 9.11 The centre is flat, and it is easy to navigate with all unit fronts facing inwards to a central car park. The main pathway that runs in front of the units is wide and of a high quality even surface, and connects to a central foot path that provide access into the car park. Although this central foot path runs through the entire car park, it was noted that there were additional pedestrian walkways in one half of the car park, but they were not provided in the other half.

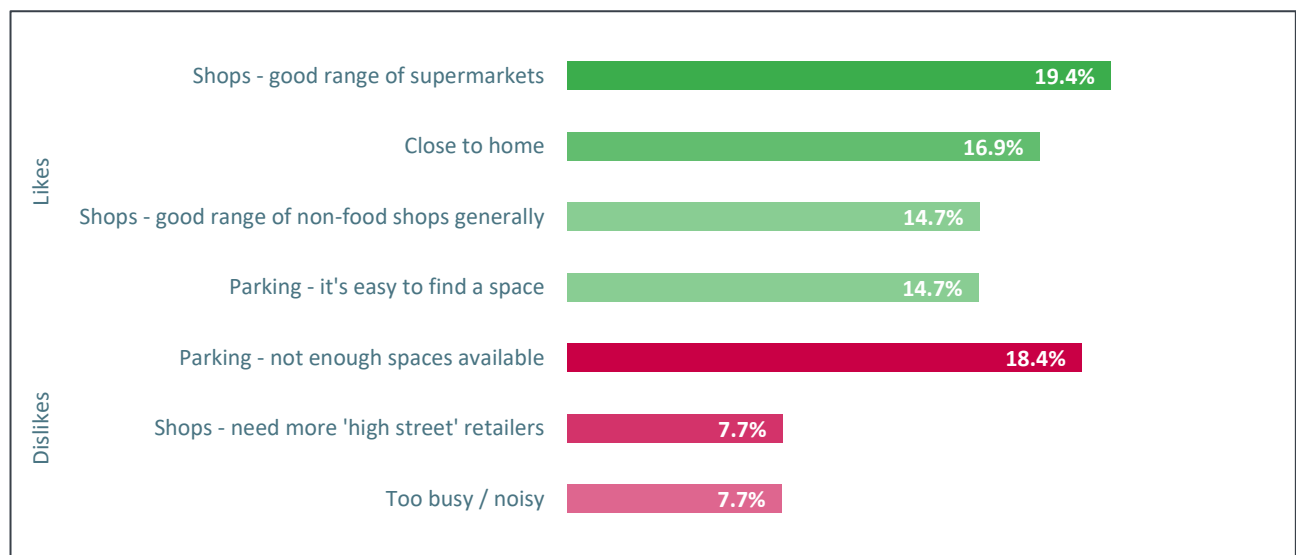
9.12 The nature and location of Kingston means that it is widely accessed by car. There is a large free car park for day-to-day visitors, which contrasts to many other centres in the Council area, but can lead to congestion at peak periods. Results from the household survey identified that 87% of respondents usually travelled to Kingston using a private vehicle, with only 5% taking the bus.

9.13 Cycle parking is readily available around Kingston. Lime bikes, which operate on a rental basis through a mobile app were also noticed in the centre. However, cycling doesn't appear to be a popular way to access Kingston, with only 1 respondent saying they cycle there. Kingston Town Centre also has an in-centre bus stop, connected to the centre by the central, covered foot path which runs through the car park. According to the signage, 12 bus routes serve this bus stop.

### Public Opinion – Household

9.14 Results from the household survey identified the top “likes” and “dislikes” of the city centre, as seen below.

Figure 9.14.1 Kingston Town Centre Public Opinion



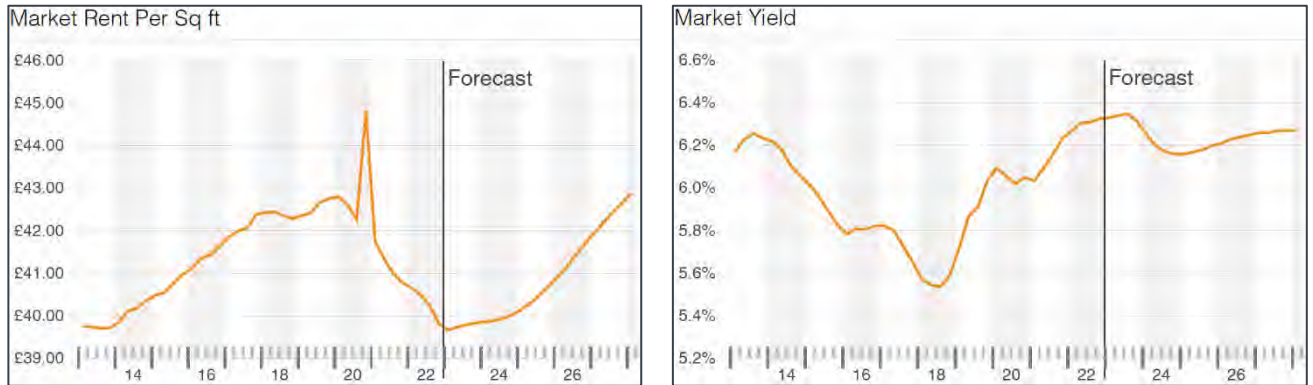
### Public Opinion – Stakeholder

9.15 Feedback from stakeholder engagement specific to Kingston found that stakeholders wanted more support to transition the centre to net-zero, such as the installation of charging points. They also want to provide amenity green space within the boundary of the centre, and finally there are calls to consider temporary uses for units to drive more footfall to the centre, whilst adapting to evolving shopping habits.

### Rents and Yields

9.16 The CoStar Retail Report 2023 identifies the market rent per square foot to be £39.73 and market yield to be 6.3%.

Figure 9.16.1 Market rent per SF and market yield for Kingston



Source: CoStar Retail Report 2023

## Centre Turnover

9.17 As seen below, Kingston attracts an almost identical amount of both comparison and convenience spending.

Figure 9.17.1 Kingston Turnover

Category	Study Area Derived Turnover (p/a)	Study Area Market Share (%)
<b>Convenience</b>	<b>£61.3m</b>	<b>3.4%</b>
<b>Comparison</b>	<b>£62.3m</b>	<b>1.9%</b>
Clothing & footwear	£10.9m	1.5%
Furniture goods	£0.0m	0.0%
DIY goods	£3.3m	1.3%
Electrical goods	£5.6m	1.2%
Small Household goods	£11.3m	1.9%
Small Media	£11.7m	4.3%
Chemist goods	£10.6m	5.1%
Recreation goods	£8.7m	2.0%
<b>Total Retail</b>	<b>£123.6m</b>	

Source: Tables 4 and 9-17, Appendices C and D

## Markets

9.18 No markets are currently held in Kingston, likely due to its retail park nature. Notwithstanding, the popularity of the centre most likely lends itself as a good location for an occasional, small market to be held in the future.

## Summary of Key Issues

9.19 The retail park nature of Kingston, and the domination of national multiple retails has created a popular though less aesthetically pleasing space. The centre is anchored by Tesco Extra, and there is also an Aldi in the centre.

9.20 The centre serves a largely car-borne custom, and is unsurprisingly a popular destination for drive-thru restaurants.

9.21 The free car park is liable to congestion at peak periods.

## 10. Westcroft Health Check

### Description

- 10.1 Westcroft is a Town Centre located in the south-west of the borough. It is a retail park involving a small number of large retail units. There are two rows of shops along a large car park, as well as a parade of smaller shops along 'The Mall', a covered walkway. Westcroft Library is also located in the north-west of the centre.

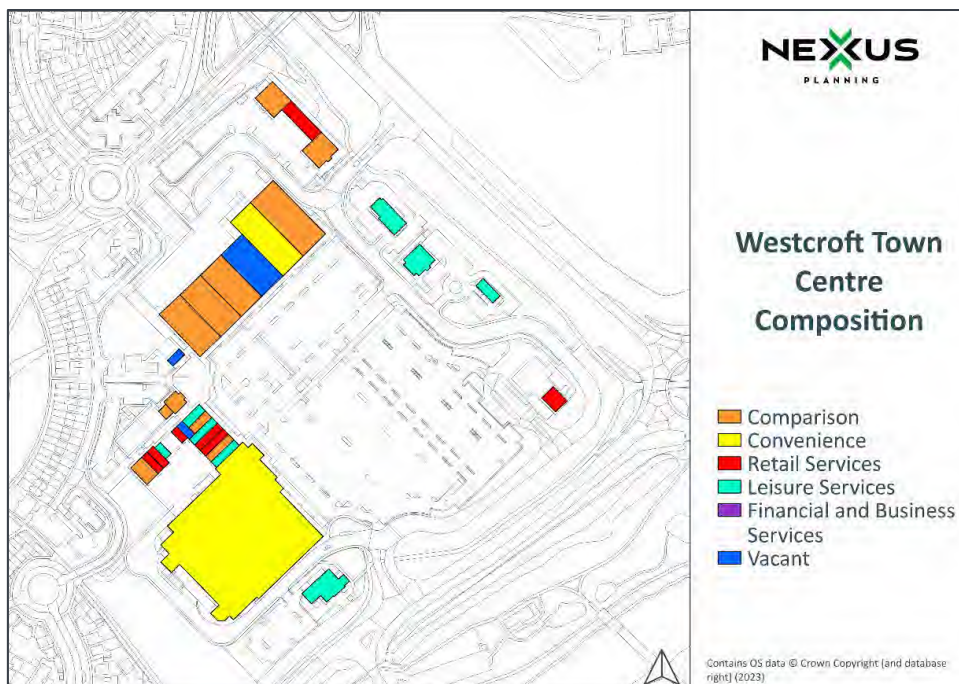
Figure 10.1.1 Photos of Westcroft



Source: Nexus Site Visit (February 2023)

### GOAD Composition and Vacancies

Figure 10.1.2 Westcroft Composition Map



Source: Nexus Site Visit (February 2023) and Experian GOAD

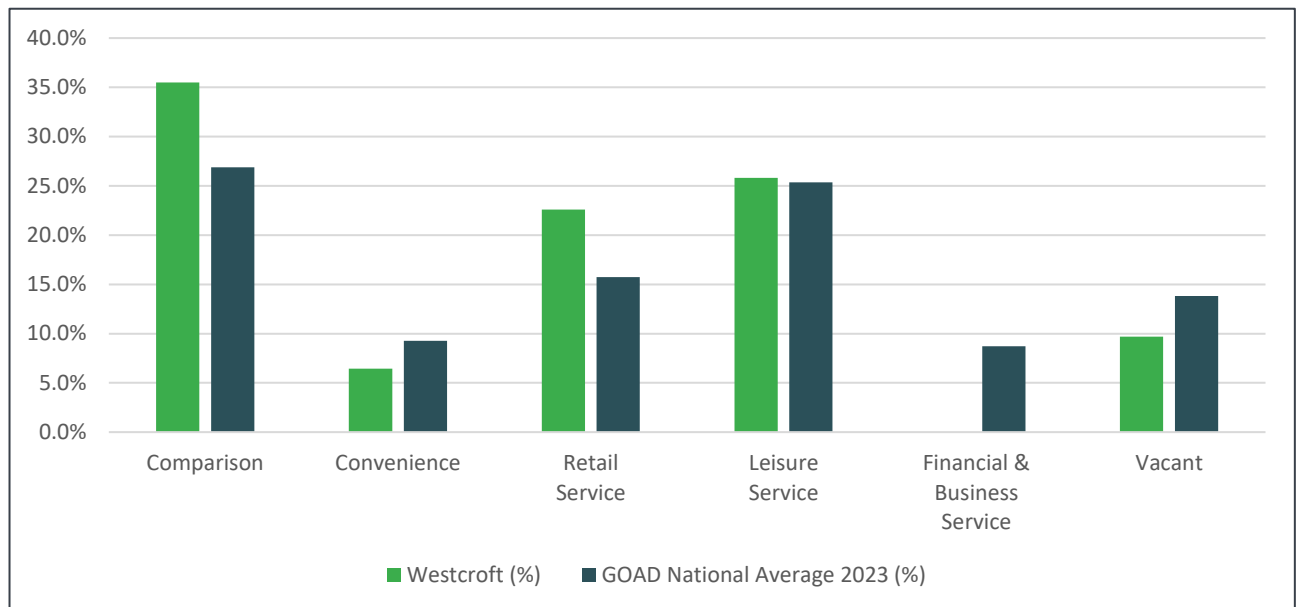
- 10.2 The comparison offer consists of 11 units, which is 35.5% of the total offer. This is significantly higher than the UK average of 26.9%.
- 10.3 Only 2 units are convenience, which is 6.5% of the total offer, and lower than the UK average of 9.3%. The convenience offer consists of an Aldi and a Morrisons.
- 10.4 Services make up 48.4% (15 units) of the total offer, which is similar to the UK average (49.8%).
- a. Retail services make up 22.6% of the total offer, which is significantly above than the UK average (15.8%).
  - b. Leisure services make up 25.8% of the total offer, which is similar to the UK average. These units are primarily cafes and fast-food takeaways.
  - c. There are currently no financial & business services units in the centre, which is a decrease from 2018 when there were 2 units.
- 10.5 3 units are vacant, 9.7% of the total offer. Although this is lower than the UK average, it has increased from 2018, when no vacant units were present in the centre.

Figure 10.5.1 Westcroft Composition Table

Categories	Westcroft 2018		Westcroft 2023		UK Average 2023
	(#)	%	(#)	%	%
Comparison	8	32.0%	11	35.5%	26.9%
Convenience	3	12.0%	2	6.5%	9.3%
Services (Total)	14	56.0%	15	48.4%	49.8%
<i>Retail</i>	6	24.0%	7	22.6%	15.8%
<i>Leisure</i>	6	24.0%	8	25.8%	25.3%
<i>Financial &amp; Business</i>	2	8.0%	0	0.0%	8.7%
Vacant	0	0.0%	3	9.7%	13.8%
TOTAL	25	100%	31	100%	100.0%



Figure 10.5.2 Westcroft Composition Graph



## Environmental Quality

- 10.6 The centre lacks visual appeal, and the design and décor of the covered walkways feels outdated. However, shopfronts appear to be well-kept, and the centre is generally clean and free of litter and graffiti.
- 10.7 There is a paved open space outside the library with benches and bins, though this area did not appear to be well-used.
- 10.8 Although some trees have been planted in the car park, the centre overall feels quite grey and would benefit from additional greenery, particularly in the open space outside the library.

## Perception of Safety

- 10.9 During daylight hours the centre felt relatively safe, although at night it may feel less so. Additionally, a level of danger may be present for pedestrians walking through the car park due to a lack of pavements.

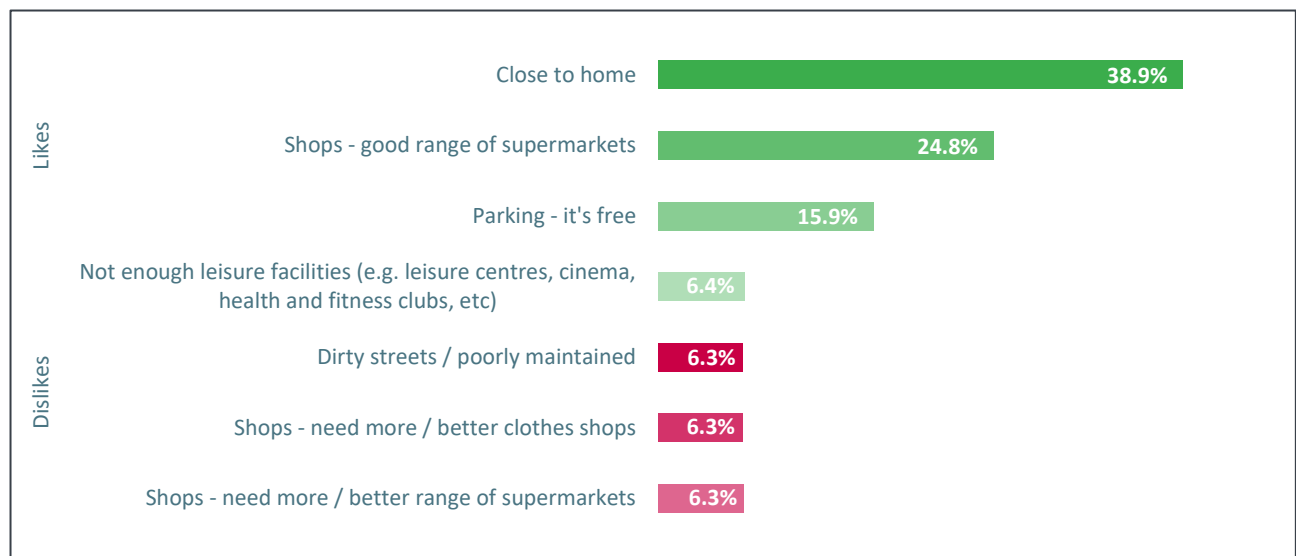
## Accessibility and Pedestrian Flow

- 10.10 The centre is very easy to access by car, as there are entrances at the north-east and south-east of the park, which links to the Milton Keynes road network. Much of the centre is covered by a large car park, which provides an ample amount of free parking. Results from the household survey found that 92% of respondents use private vehicles to get to Westcroft, whilst only 3% said they take a bus. A higher number of respondents (4%) said that they walk to the centre.
- 10.11 Movement around the centre on foot is more difficult, particularly around the car park, where there are few pavements or walkways for pedestrians. The pavements along the shopfronts do, however, benefit from covered walkways.
- 10.12 There is a bus stop to the south of the centre which offers regular services on the 8 line, which travels to Central Milton Keynes.
- 10.13 Cycle racks are available at several points throughout the centre, although these do not appear to be well used.

## Public Opinion - Household

10.14 Results from the household survey identified the top “likes” and “dislikes” of Westcroft Town Centre, as seen below. The centre proved to be popular with those who regularly use it, though environmental appearance was raised as a concern for some respondents.

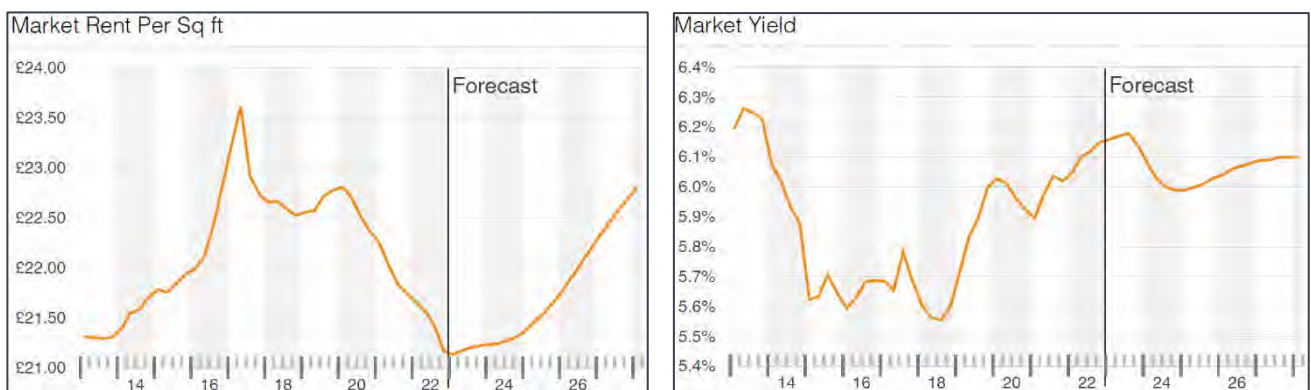
Figure 10.14.1 Westcroft Town Centre Public Opinion



## Rents and Yields

10.15 The CoStar Retail Report 2023 identifies the market rent per square foot to be £21.15 and market yield to be 6.1%.

Figure 10.15.1 Market rent per SF and market yield for Westcroft



Source: CoStar Retail Report 2023

## Centre Turnover

10.16 As seen in the table below, Westcroft attracts a proportionately higher amount of convenience spending because of the presence of Morrisons and Aldi. Comparison spending generally is lower, although it attracts relatively high turnover in the chemist goods category.

Figure 10.16.1 Westcroft Turnover

Category	Westcroft Turnover (p/a) (from the Study Area)	(%)
<b>Convenience</b>	<b>£52.3m</b>	<b>2.9%</b>
<b>Comparison</b>	<b>£30.2m</b>	<b>0.9%</b>
Clothing & footwear	£2.1m	0.3%
Furniture goods	£0.4m	0.1%
DIY goods	£2.9m	1.1%
Electrical goods	£0.0m	0.0%
Small Household goods	£5.8m	1.0%
Small Media	£6.2m	2.3%
Chemist goods	£10.6m	5.1%
Recreation goods	£2.2m	0.5%
<b>Total Retail</b>	<b>£82.5m</b>	

Source: Tables 4 and 9-17, Appendices C and D

## Markets

- 10.17 No markets are currently held in Westcroft, likely due to its out of centre retail park nature.

## Summary of Key Issues

- 10.18 Westcroft appears to be functioning reasonably well as a centre, anchored by a Morrisons supermarket.
- 10.19 However, due to the prevalence of national multiples and lack of independent retailers, the centre feels somewhat generic and does not differentiate itself from other centres.

## 11. Wolverton Health Check

### Description

- 11.1 Wolverton is a Town Centre located to the north-west of Central Milton Keynes. It is an unusually shaped centre, focused primarily along two parallel streets, Stratford Road and Church Street, and a separate town square to the south, the Square. The Agora Centre previously acted as a focal point for the centre, though this was demolished in 2022. The site is now being redeveloped to provide a mix of residential and commercial units (20/03293/FUL).

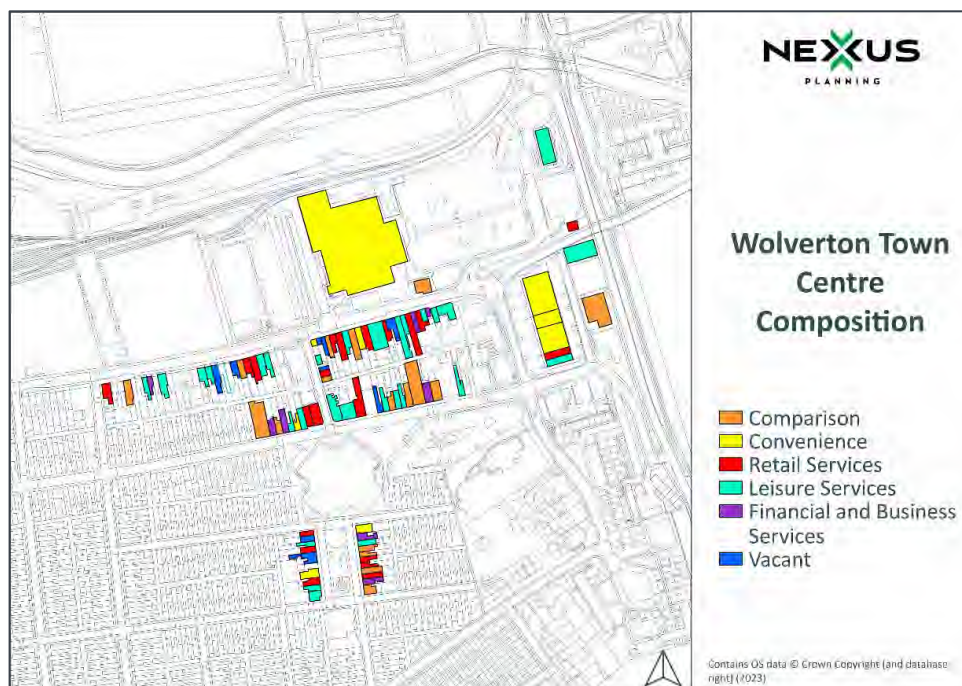
Figure 11.1.1 Photos of Wolverton



Source: Nexus site visit (February 2023)

### GOAD Composition and Vacancies

Figure 11.1.2 Wolverton Composition Map



Source: Nexus Site Visit (February 2023) and Experian GOAD

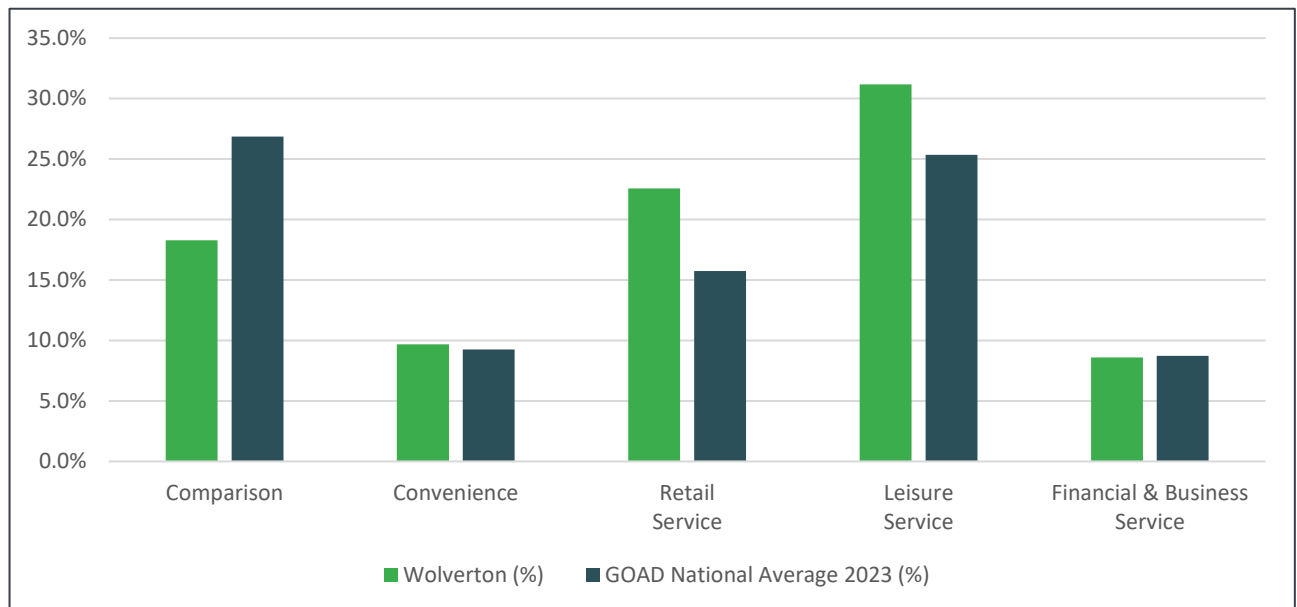
- 11.2 The comparison offer consists of 17 units (18.3% of the total offer), which is significantly lower than the UK average. The comparison units are primarily independent retailers.
- 11.3 9.7% (9 units) of total units are convenience, which is similar to the UK average. The convenience offer is anchored by the Tesco, but there are also convenience stores and specialist retailers present. Two large convenience stores, Lidl and Aldi are located just outside of the centre’s boundary.
- 11.4 Services make up 62.4% (58 units) of the total offer, which is significantly higher than the UK average.
- a. Retail services make up 22.6% (21 units) of the total offer, which is significantly higher than the UK average of 15.8%. These units are primarily hairdressers, barbers and beauty salons.
  - b. Leisure services make up 31.2% (29 units) of the total number of units, which is significantly higher than the UK average. The leisure offer is dominated by restaurants and takeaways.
  - c. Financial & business services make up 8.6% (8 units), which is equivalent to the UK average.
- 11.5 Vacancies account for 9.7% (9 units) of the total offer, which is below that of the UK average of 13.8%.

Figure 11.5.1 Wolverton Composition Table

Categories	Wolverton 2018		Wolverton 2023		UK Average 2023
	(#)	%	(#)	%	%
Comparison	16	21.1%	17	18.3%	26.9%
Convenience	10	13.2%	9	9.7%	9.3%
Services (Total)	42	55.3%	58	62.4%	49.8%
<i>Retail</i>	13	17.1%	21	22.6%	15.8%
<i>Leisure</i>	24	31.6%	29	31.2%	25.3%
<i>Financial &amp; Business</i>	5	6.6%	8	8.6%	8.7%
Vacant	8	10.5%	9	9.7%	13.8%
TOTAL	76	100%	93 <sup>55</sup>	100%	100.0%

<sup>55</sup> The significant increase seen here in total units between 2018 and 2023 is largely because the GOAD Experian plans used in 2018 did not cover all of the defined centre.

Figure 11.5.2 Wolverton Composition Graph



## Environmental Quality

- 11.6 Environmental quality along Stratford Road and Church Street is generally poor. Shopfronts appear outdated or poorly maintained, and there are several obvious vacant units which further detract from the appearance of the centre. Glyn Square, located to the east of the centre’s boundary looks particularly out of place due to its dated façade and continuous big box retail design.
- 11.7 Environmental quality in the Square is higher, as shopfronts appear to be in better condition. The green space in the centre also gives the area a more open, pleasant nature. There are also benches and trees throughout the Square.
- 11.8 The centre is generally clean and litter-free throughout, and bins are provided.

## Perception of Safety

- 11.9 The centre feels relatively safe, though at the time of the site visit there was little pedestrian activity.

## Accessibility and Pedestrian Flow

- 11.10 The centre is accessible to cars via Stratford Road. Free on-street parking is available on all main streets. Large car parks are also available outside the Tesco and Lidl supermarkets to the north of the centre. However, the centre feels somewhat disconnected due to the site of the former Agora Centre, which separates the Square from the rest of the centre. Travelling from the Square to Church Street, or vice versa, requires taking a roundabout route.
- 11.11 Results from the household survey identified that respondents are most likely to access the centre by private vehicle, with 63% saying they do so. However, 23% said they walk to the centre which is positive, and indicates its value to the local community. Only 11% of respondents said they most frequently access Wolverton by bus.
- 11.12 Pedestrian movement is hindered somewhat by narrow pavements which are often partially blocked by signs. There are also very few pedestrian crossings, although as traffic levels are low, this is less of an issue. Pedestrians are able to travel

between Church Street and the Square via a footpath to the east of the former Agora Centre, although this is poorly signposted.

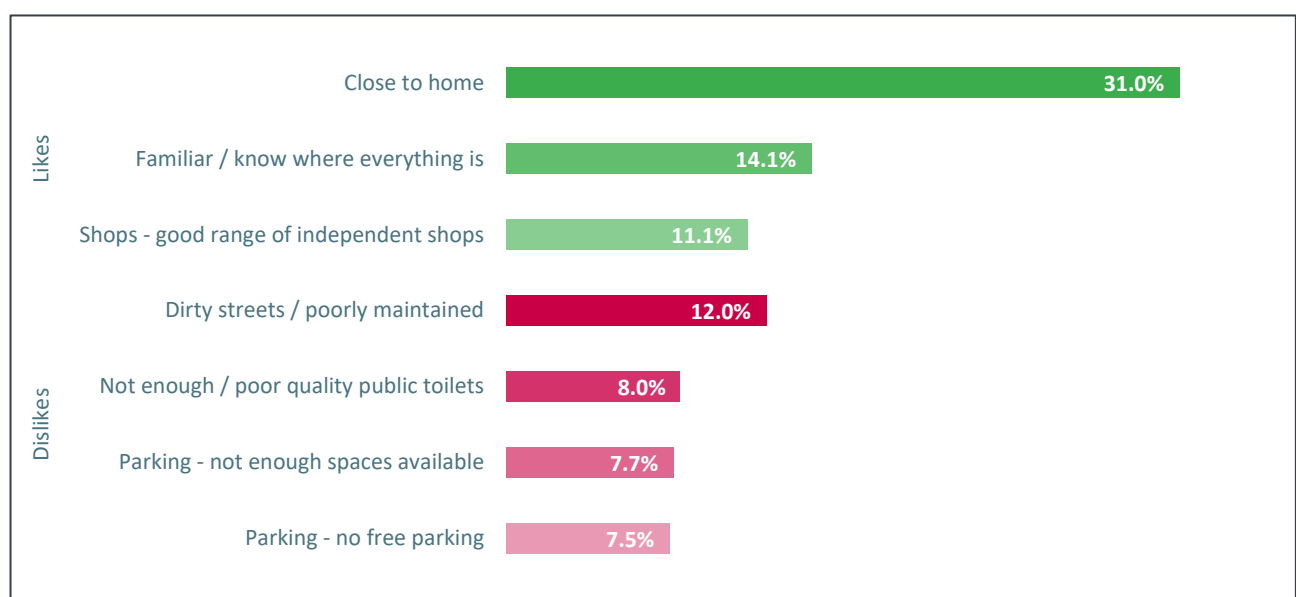
11.13 There are bus stops on Stratford Road and Church Street which offer regular services to Central Milton Keynes.

11.14 Some cycling racks are provided, though there are no cycle lanes in the centre.

### Public Opinion - Household

11.15 Results from the household survey identified the top “likes” and “dislikes” of the centre, as seen below.

Figure 11.15.1 Wolverton Town Centre Public Opinion



### Public Opinion – Stakeholder

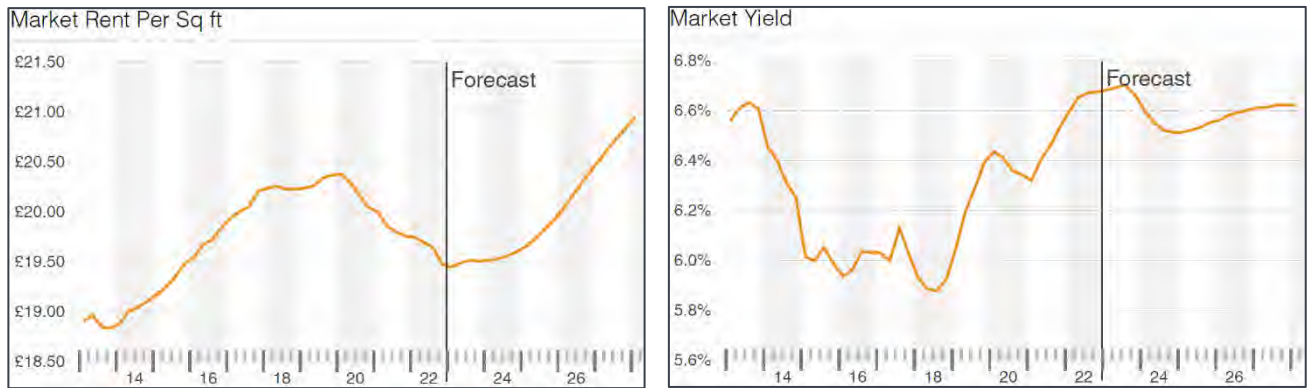
11.16 Feedback from stakeholder consultation specific to Wolverton identified a particular strength in the centre regarding the multi-cultural range of restaurants and takeaways. Wolverton is the core shopping destination for the parish, and the centre benefits from a strong emphasis of community led regeneration.

11.17 There is however concern over the number of empty shops in Wolverton, with landlords seemingly waiting on the much anticipated redevelopment of the Agora Centre before determining their next steps. This is potentially creating a centre that is seeing diminished retail activity and footfall, a trend which local stakeholders has perpetuated since the opening of Tesco. The redevelopment of the Agora Centre is viewed as vital in improving pedestrian flows around the centre, as currently it is largely disjointed. It was also felt that the diversity of retail offer in Wolverton needs improving to attract visitors into the centre, beyond just visiting one business.

### Rents and Yields

11.18 The CoStar Retail Report 2023 identifies the market rent per square foot to be £19.43 and market yield to be 6.7%.

Figure 11.18.1 Market rent per SF and market yield for Wolverton



Source: CoStar Retail Report 2023

## Commercial Demand

- 11.19 We have reviewed The Requirement List database to understand what operators seek representation in the respective centres.
- 11.20 We have identified one operator that seek representation specifically in Wolverton. This is shown in the table below.

Figure 11.20.1 Operator Requirement List for Wolverton

Occupier	Description	Size (min) sq. m	Size (max) sq. m
Savers	Discount health & beauty retailer	190	330

Source: The Requirement List (March 2023)

## Centre Turnover

- 11.21 Wolverton has the highest turnover of all Town Centres in the Council area. It is particularly strong in convenience spending, largely due to the performance of the Tesco Superstore.

Figure 11.21.1 Wolverton Turnover

Category	Study Area Derived Turnover (p/a)	Study Area Market Share (%)
<b>Convenience</b>	<b>£100.3m</b>	<b>5.6%</b>
<b>Comparison</b>	<b>£44.6m</b>	<b>1.4%</b>
Clothing & footwear	£11.1m	1.6%
Furniture goods	£0.5m	0.1%
DIY goods	£0.9m	0.4%
Electrical goods	£2.6m	0.6%
Small Household goods	£7.3m	1.2%
Small Media	£8.8m	3.2%
Chemist goods	£5.1m	2.4%
Recreation goods	£8.4m	1.9%
<b>Total Retail</b>	<b>£144.9m</b>	



Source: Tables 4 and 9-17, Appendices C and D

## Markets

- 11.22 Wolverton Community Farmers' Market had been operating on the first and third Saturday of each month outside Wolverton Library on the corner of Creed Street and Stratford Road. However, in December 2022 it was announced that it was permanently closing. Previous customers of the market have shared that its location, outside Tesco, was not the most welcoming.

## Summary of Key Issues

- 11.23 Wolverton Town Centre has a disjointed feel and lacks a focal point, due in part to the demolition of the Agora Centre.
- 11.24 Environmental quality in the centre is average, with elderly units requiring more upkeep, poorly maintained streets and visible vacant units.
- 11.25 Notwithstanding, the centre as a whole does attract a significant custom and the evening economy appears to be well-respected. There seems plenty to build on and the redevelopment of the Agora Centre is likely to be pivotal in acting as a catalyst for the centre.

## 12. Newport Pagnell Health Check

12.1 Newport Pagnell is a small and characterful District Centre located to the north of Milton Keynes.

### Description

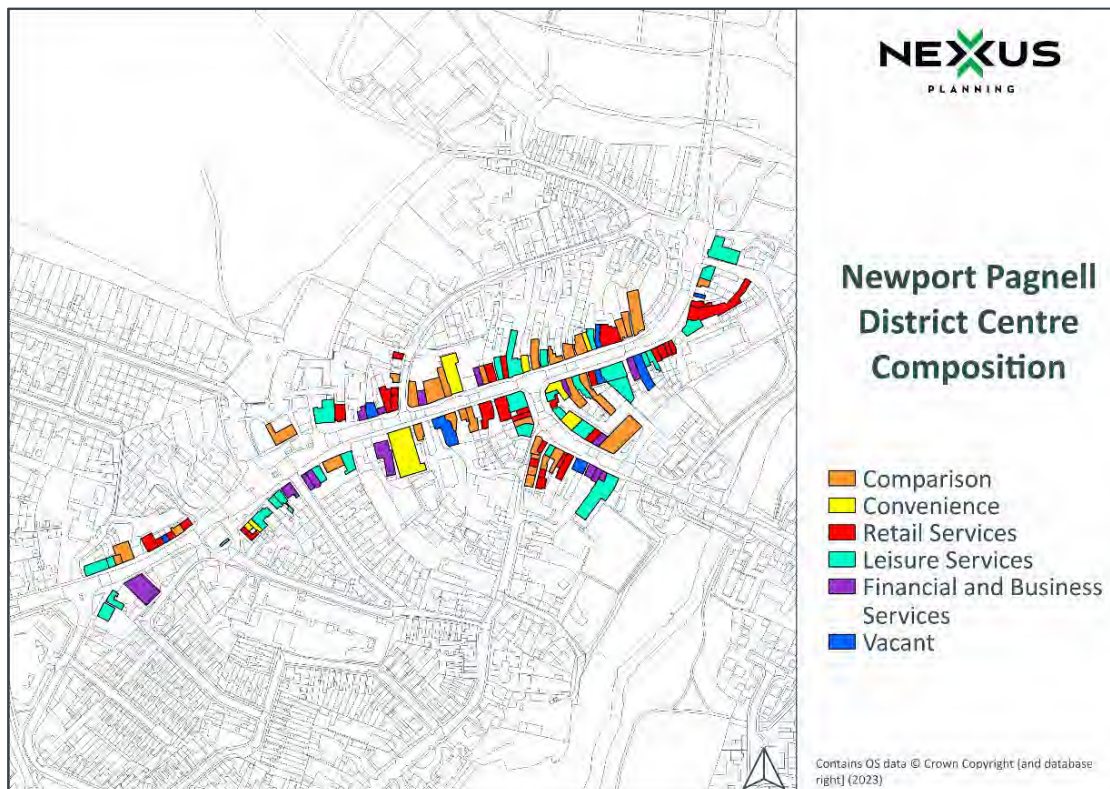
Figure 12.1.1 Photos of Newport Pagnell



Source: Nexus Site Visit (February 2023)

### GOAD Composition and Vacancies

Figure 12.1.2 Newport Pagnell Composition Map



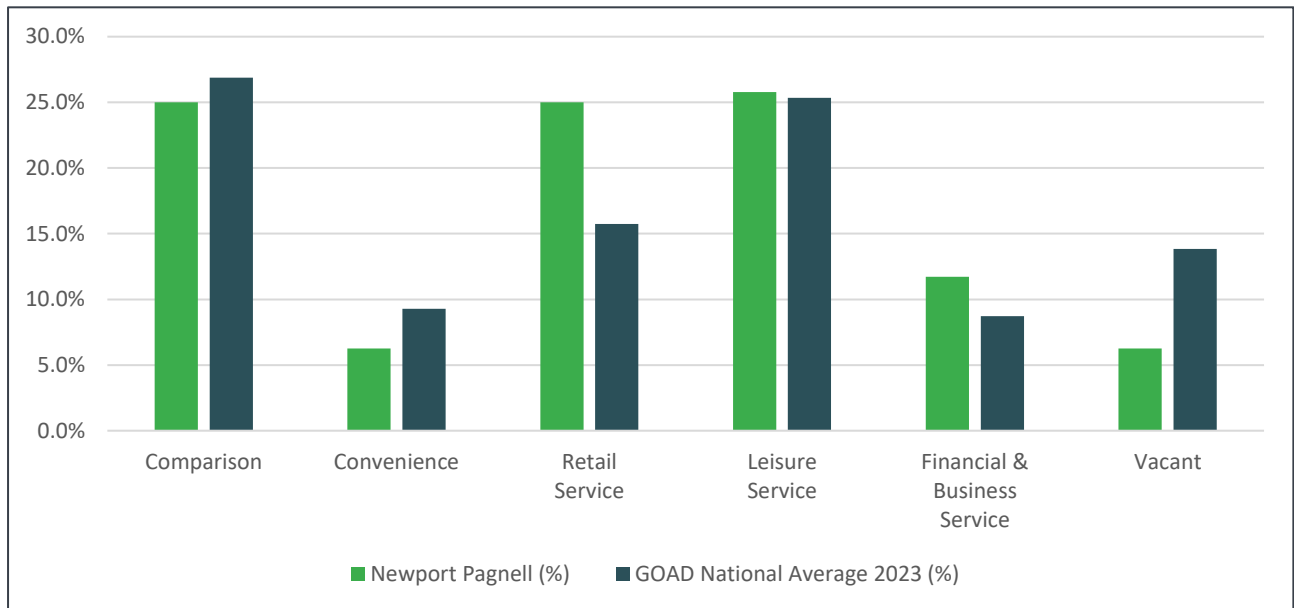
Source: Nexus Site Visit (February 2023) and Experian GOAD

- 12.2 The comparison offer consists of 32 units, which makes up 25.0% of the total offer, which is slightly lower than the UK average (26.9%). The offer is relatively diverse, and primarily made up of independent retailers.
- 12.3 6.3% (8 units) of total units are convenience, which is lower than the UK average (9.3%), and a decrease from 2018. The centre lacks a major supermarket, and the convenience offer involves convenience stores and specialist sellers.
- 12.4 Services make up 62.5% (80 units) of the total offer, which is significantly above to the UK average (49.8%).
- a. Retail services make up 25.0% (32 units) of the total offer, which is higher than the UK average (15.8%).
  - b. Leisure services comprise 25.8% (33 units) of the total number of units, which is similar to the UK average (25.3%). The offer is relatively diverse and includes several pubs, restaurants and cafes.
  - c. Financial & business services make up 11.7% (15 units), which is higher than the UK average (8.7%), although the offer has declined since 2018, when there were 21 units.
- 12.5 There are 8 vacant units, which represents 6.3% of the total offer. This is significantly lower than the UK average (13.8%), though still an increase from 2018 when there were 5 vacant units.

Figure 12.5.1 Newport Pagnell Composition Table

Categories	Newport Pagnell 2018		Newport Pagnell 2023		UK Average 2023
	(#)	%	(#)	%	%
Comparison	35	26.9%	32	25.0%	26.9%
Convenience	12	9.2%	8	6.3%	9.3%
Services (Total)	78	60.0%	80	62.5%	49.8%
<i>Retail</i>	24	18.5%	32	25.0%	15.8%
<i>Leisure</i>	33	25.4%	33	25.8%	25.3%
<i>Financial &amp; Business</i>	21	16.2%	15	11.7%	8.7%
Vacant	5	3.8%	8	6.3%	13.8%
TOTAL	130	100.0%	128	100.0%	100.0%

Figure 12.5.2 Newport Pagnell Composition Graph



## Environmental Quality

- 12.6 Newport Pagnell has an overall high level of environmental quality, although in some areas improvements are needed. To the east of the centre is Ousebank Gardens, a large public garden with children’s play area. As you move through the centre, the feeling of nature, and greenery can be found in a few places, although some improvements to incorporate this throughout the centre would be beneficial. Improvements would include hanging baskets on store fronts and introducing planters to large open spaces. One such space is the wide paved area on the corner of High Street and Queens Avenue. Throughout the centre there is also a high number of public benches.
- 12.7 The centre is of high architectural merit. There are a variety of building styles throughout the centre. On the most part they do not exceed three storeys in height and are mainly characterfully designed. There are some stark contrasts in façade design between the older and newer buildings in the centre, but the juxtaposition works well in most cases.
- 12.8 Newport Pagnell was noticeably clean, with very little litter noticed. There are public bins provided at highly frequent intervals. There was also no graffiti noticed in the centre.

## Perception of Safety

- 12.9 The centre felt particularly safe at the time of our visit, with a low vacancy rate of units, creating a good amount of natural surveillance. It was also noticed that the centre likely has a thriving night time economy, which would mean this level of natural surveillance continues into the evening. The centre also had a good amount of street lighting throughout, enhancing the feeling of safety for visitors.

## Accessibility and Pedestrian Flow

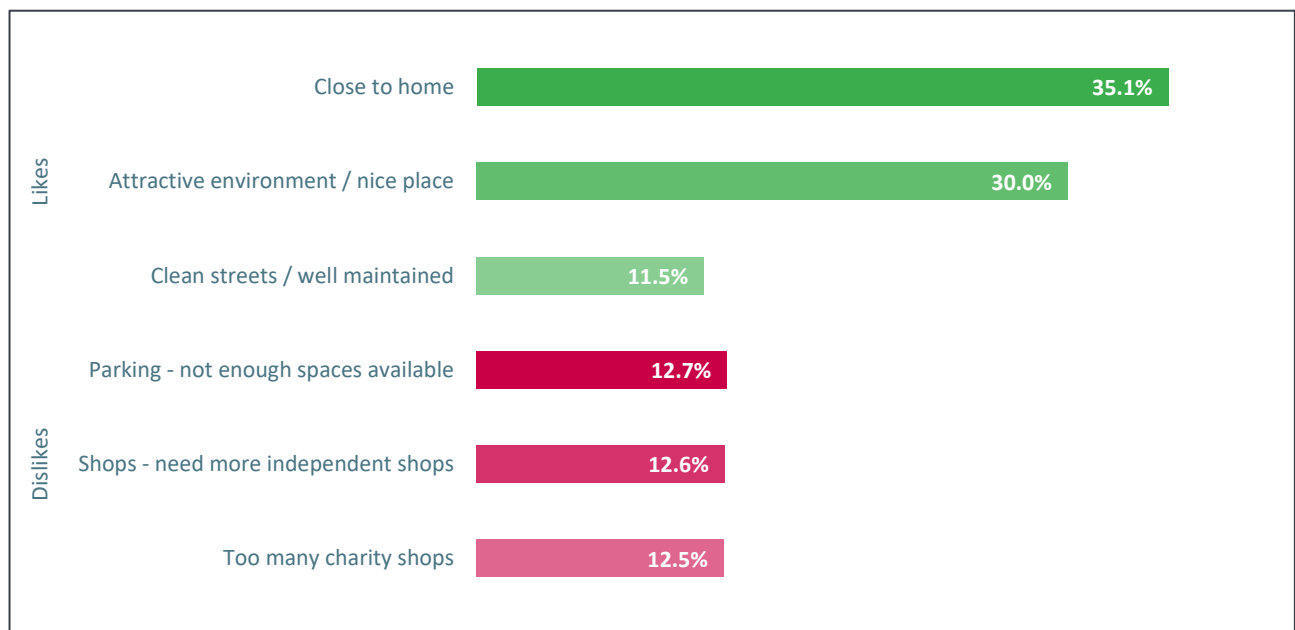
- 12.10 At the time of our visits, Newport Pagnell was observed to have relatively modest footfall. Unlike a lot of the centres around Milton Keynes, Newport Pagnell is not entirely flat, which adds a degree of interest and character. The pavements around the centre are wide and even, creating safe walking routes for pedestrians.

- 12.11 There is a large, free car park to the west of the centre, which was almost at full capacity at the time of our visit despite being on the boundary of the centre. There are also two other free car parks in Newport Pagnell, although between all these car parks, there is not one that has necessarily easy access into the main town centre as they are all located towards the boundaries down side roads. There were some cycle storage provisions in the centre, none of which were being readily used, indicating cycling is not a common means of transport to access the centre.
- 12.12 Crossing points could be improved, as there are no crossings where pedestrians have priority, despite the main road through the centre being busy.
- 12.13 Enhanced signposting to indicate pedestrian routes to prominent points in Newport Pagnell such as the post office, St Peter & St Paul's Church and the historic Tickford Arcade, would be beneficial.

### Public Opinion - Household

- 12.14 Results from the household survey identified the top “likes” and “dislikes” of Newport Pagnell, as seen below.

Figure 12.14.1 Newport Pagnell District Centre Public Opinion



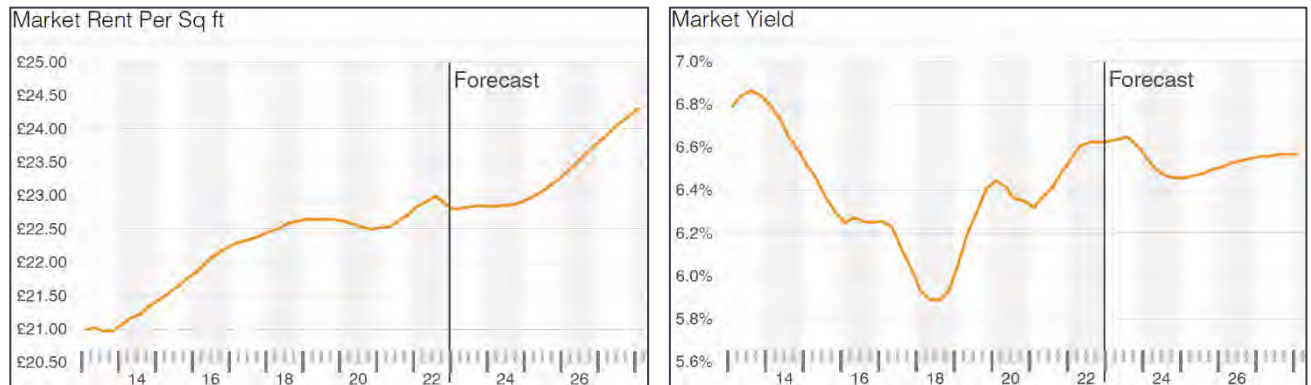
### Public Opinion – Stakeholder

- 12.15 Feedback from stakeholder consultation that specifically related to Newport Pagnell found that one of the centre's biggest strengths is its history, with it specifically attracting visitors who wish to take part in guided tours of the centre. There is also currently a visitor strategy in place to show visitors the wider offer of the town. Since Covid-19, the former car parking issues have been alleviated, and on the most part no longer present an issue. The site of the current library has been flagged as a potential foodstore location, the type of which the centre does not currently have, permitting the library can be successfully relocated within the town.
- 12.16 Currently, Newport Pagnell has a strong offer of specialist retailers, and this is something they are hoping to expand on to create a unique retail offer for the centre.

## Rents and Yields

12.17 The CoStar Retail Report 2023 identifies the market rent per square foot to be £22.79 and market yield to be 6.6%.

Figure 12.17.1 Market rent per SF and market yield for Newport Pagnell



Source: CoStar Retail Report 2023

## Centre Turnover

12.18 The table below illustrates that turnover in Newport Pagnell is relatively modest across most categories of retail goods, with the largest proportions of sales in convenience goods, chemist goods and recreation goods.

Figure 12.18.1 Newport Pagnell Turnover

Category	Newport Pagnell Turnover (p/a) (from the Study Area)	(%)
<b>Convenience</b>	<b>£4.0m</b>	<b>0.2%</b>
<b>Comparison</b>	<b>£12.1m</b>	<b>0.4%</b>
Clothing & footwear	£0.0m	0.0%
Furniture goods	£0.7m	0.2%
DIY goods	£0.3m	0.1%
Electrical goods	£0.0m	0.0%
Small Household goods	£0.7m	0.1%
Small Media	£2.7m	1.0%
Chemist goods	£4.3m	2.1%
Recreation goods	£3.3m	0.8%
<b>Total Retail</b>	<b>£16.1m</b>	

Source: Tables 4 and 9-17, Appendices C and D

## Markets

12.19 Newport Pagnell Farmers' Market is open on the third Friday of every month between 8:30am – 1:30pm. The market has a number of stalls selling fresh, local produce, including meat, vegetables, cakes, jams and sauces. The market is held in Market Square in the town centre.

## Summary of Key Issues

- 12.20 Pedestrian accessibility in Newport Pagnell would benefit from improvement through the addition of more crossing points, given the amount of traffic using the main road.
- 12.21 The centre would benefit from improved wayfinding, particularly directing pedestrians to focal points of the town such as Ousebank Gardens and the St Peters & St Pauls Church.
- 12.22 The overall environmental quality of Newport Pagnell is strong, and many of the buildings are of architectural merit. Some improvements, such as the continuation of hanging baskets throughout the centre would help further uplift the attraction of the centre.

## 13. Olney Health Check

### Description

- 13.1 Olney is a small market town located around 13km north-west of Central Milton Keynes. The centre is focused around Market Place, and High Street, which runs north to south through the centre.

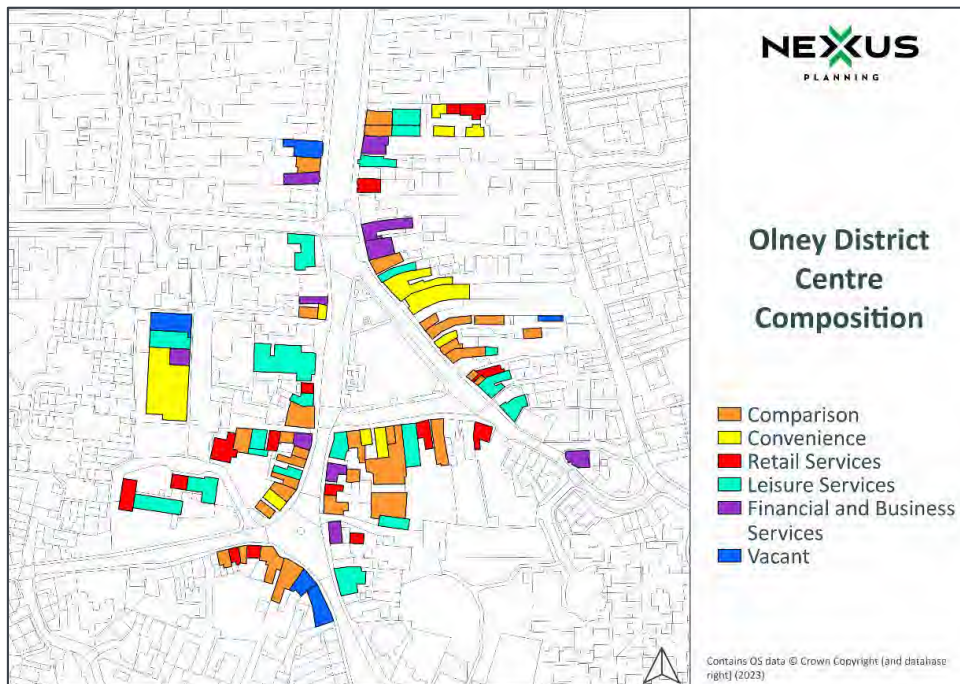
Figure 13.1.1 Photos of Olney



Source: Nexus Site Visit (February 2023)

### GOAD Composition and Vacancies

Figure 13.1.2 Olney Composition Map



Source: Nexus Site Visit (February 2023) and Experian GOAD

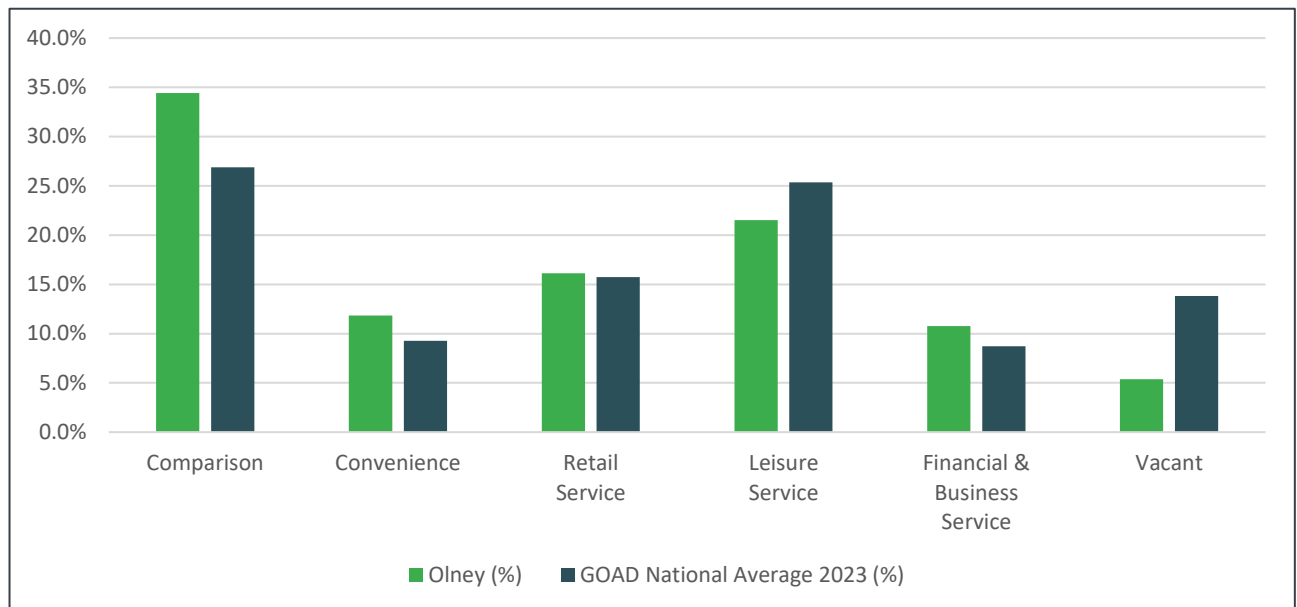


- 13.2 The comparison offer consists of 32 units, which makes up 34.4% of the total offer, which is significantly higher than the UK average. However, this has declined since 2018, when comparison units made up 45.7% of the total offer. The offer is very diverse and typically involves more high-end, independent retailers.
- 13.3 11.8% (11 units) of total units are convenience, which is higher than the UK average. This includes a Co-operative supermarket, and specialist retailers, such as grocers, delis and bakeries.
- 13.4 Services make up 48.4% (45 units) of the total offer, which is slightly below that of the UK average, but an increase since 2018, when this figure was 42.4%.
- a. Retail services make up 16.1% (15 units) of the total offer, which is similar to the UK average, and higher than in 2018.
  - b. Leisure services make up 21.5% (20 units) of the total number of units, which is below the UK average, although the proportion of leisure services has increased slightly since 2018. The leisure offer consists of many cafes and restaurants.
  - c. Financial & business services make up 10.8% (10 units), which is higher than the UK average.
- 13.5 At 5.4%, the vacancy rate in Olney is well below that of the UK average of 13.8%. There has been, however, an increase in vacant units since 2018, when only 1 vacant unit was recorded.

Figure 13.5.1 Olney Composition Table

Categories	Olney 2018		Olney 2023		UK Average 2023
	(#)	%	(#)	%	%
Comparison	42	45.7%	32	34.4%	26.9%
Convenience	10	10.9%	11	11.8%	9.3%
Services (Total)	39	42.4%	45	48.4%	49.8%
<i>Retail</i>	10	10.9%	15	16.1%	15.8%
<i>Leisure</i>	17	18.5%	20	21.5%	25.3%
<i>Financial &amp; Business</i>	12	13.0%	10	10.8%	8.7%
Vacant	1	1.1%	5	5.4%	13.8%
TOTAL	92	100.0%	93	100.0%	100.0%

Figure 13.5.2 Olney Composition Graph



## Environmental Quality

- 13.6 Olney is a very attractive centre. The centre benefits from a historic and characterful nature, particularly around Market Place. It is clean and well maintained, and shopfronts are attractive and well-kept.
- 13.7 The centre has an open nature due to the wide streets and open space at Market Place. High Street is lined by trees.
- 13.8 Due to the centre’s position as a through route on the A509, High Street experiences high levels of car movement, creating noise pollution which unfortunately detracts somewhat from the otherwise quiet and peaceful nature of the centre.

## Perception of Safety

- 13.9 The centre feels very open and safe, with a healthy number of pedestrians.

## Accessibility and Pedestrian Flow

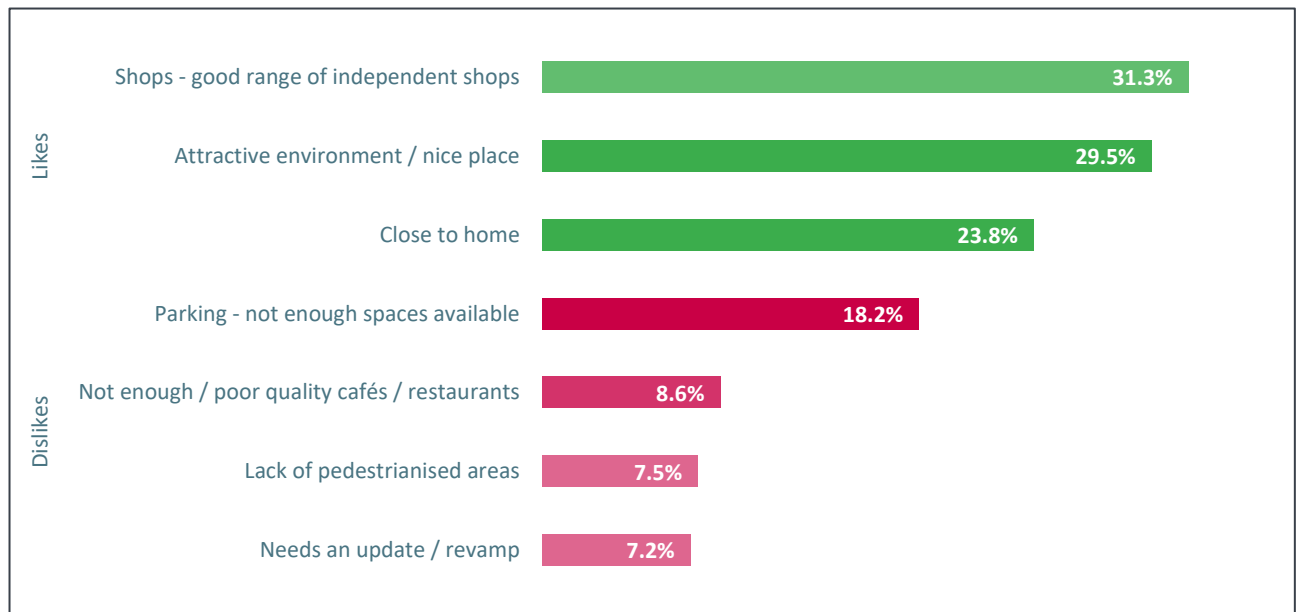
- 13.10 Access to the centre by car is easy due to the centre’s position on the A509. High Street is wide and easy to navigate, though some of the side streets are narrower and congestion in these areas is sometimes an issue. Free parking is available at the centrally located car park at Market Place. Free on-street parking is also available along High Street.
- 13.11 Results from the household survey found that respondents most frequently accessed Olney by private vehicle, with 48% of respondents saying they did, however this figure is closely followed by walking, with 42% of respondents saying they walk to Olney. This indicates that the centre serves the local community well.
- 13.12 There are some bus stops located at Market Place, which offer services to Newport Pagnell, Central Milton Keynes and Bedford, although these are infrequent. However, only 2% of respondents said they frequently access Olney by bus.
- 13.13 Accessibility for pedestrians is mixed. Pavements along High Street are wide, allowing for easier movement, though on side streets, pavements are narrower and difficult to traverse. The centre also suffers from a lack of pedestrian crossings, particularly along High Street, where it can be difficult to cross the street due to high levels of traffic.

13.14 Cycle racks are provided at Market Place, although there are no cycle lanes in the centre.

### Public Opinion - Household

13.15 Results from the household survey identified the top “likes” and “dislikes” of Olney, as seen below. The centre is clearly very popular with its local customers, with only parking availability raising any significant level of concern.

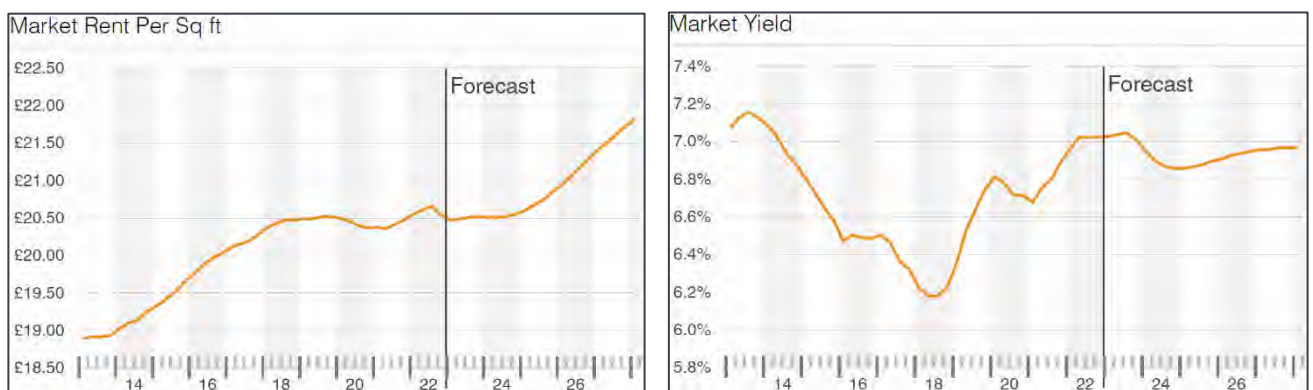
Figure 13.15.1 Olney Town Centre Public Opinion



### Rents and Yields

13.16 The CoStar Retail Report 2023 identifies the market rent per square foot to be £20.47 and market yield to be 7.0%.

Figure 13.16.1 Market rent per SF and market yield for Olney



Source: CoStar Retail Report 2023

### Centre Turnover

13.17 Turnover in Olney is relatively high for a centre of its size; it attracts the highest turnover of all District Centres in the Council area.

Figure 13.17.1 Olney Turnover

Category	Study Area Derived Turnover (p/a)	Study Area Market Share (%)
<b>Convenience</b>	<b>£7.8m</b>	<b>0.4%</b>
<b>Comparison</b>	<b>£16.0m</b>	<b>0.5%</b>
Clothing & footwear	£2.3m	0.3%
Furniture goods	£1.5m	0.4%
DIY goods	£1.6m	0.6%
Electrical goods	£1.0m	0.2%
Small Household goods	£0.1m	0.0%
Small Media	£5.0m	1.9%
Chemist goods	£2.4m	1.1%
Recreation goods	£2.1m	0.5%
<b>Total Retail</b>	<b>£23.7m</b>	

Source: Tables 4 and 9-17, Appendices C and D

## Markets

- 13.18** Olney has two regular markets, that both run from Olney’s Market Place. A weekly market is open every Thursday, from 8:00am – 3:30pm selling a range of fruit and vegetables, flowers and plants, meat and fish, baked goods, sweets as well as comparison goods.
- 13.19** A farmers’ market is also held on the first Sunday of each month from 9:00am – 1:00pm selling a wide variety of locally sourced produce. International food markets, most recently an Italian Food Market occasionally operate, and are held on Sundays around the farmers’ market.
- 13.20** Results from the household survey found that the Outdoor and Farmers’ Markets held in Olney were the second most popular, besides Milton Keynes Outdoor Market, with 18% of respondents saying they visit it frequently.

## Summary of Key Issues

- 13.21** Olney is a very characterful and charming centre. Due to its lack of national multiples and high proportion of independent retailers, the centre feels unique and attractive. It notably caters to a more up-market audience.
- 13.22** Since 2018, the comparison offer in Olney has declined notably, and there has been a slight shift towards service oriented retailers. Additionally, since 2018 there has been a rise in vacancies, although the vacancy rate is still well below national averages.
- 13.23** The atmosphere of the centre is somewhat harmed by the high levels of traffic along High Street. Pedestrian movement along High Street is also limited by an absence of pedestrian crossings.

## 14. Stony Stratford Health Check

### Description

14.1 The characterful and historic market town of Stony Stratford is located north west of Milton Keynes City Centre.

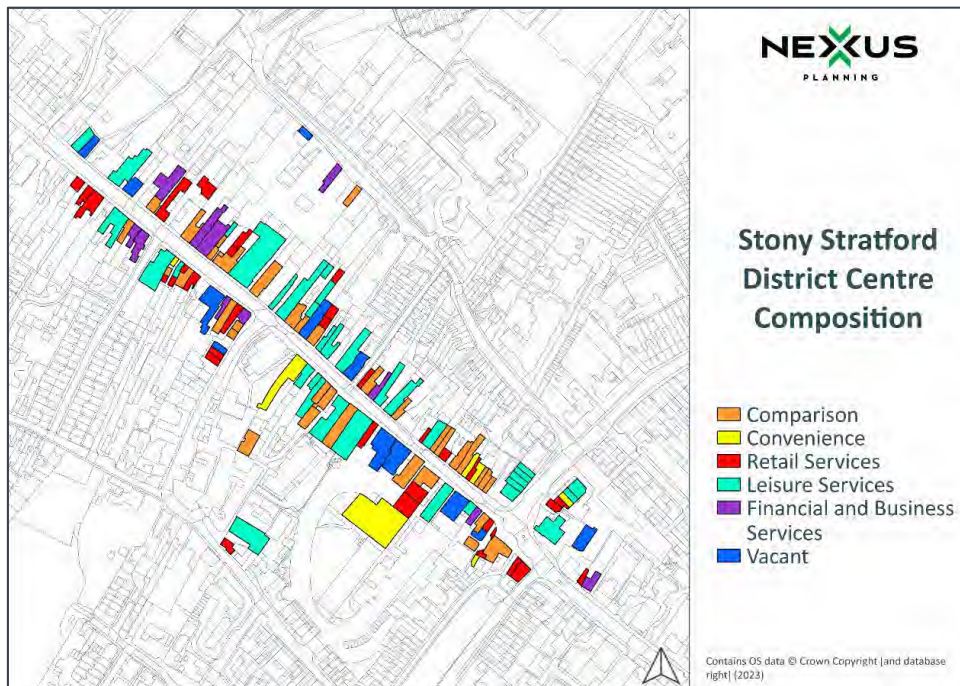
Figure 14.1.1 The Photos of Stony Stratford



Source: Nexus Site Visit (February 2023)

### GOAD Composition and Vacancies

Figure 14.1.2 Stony Stratford Composition Map



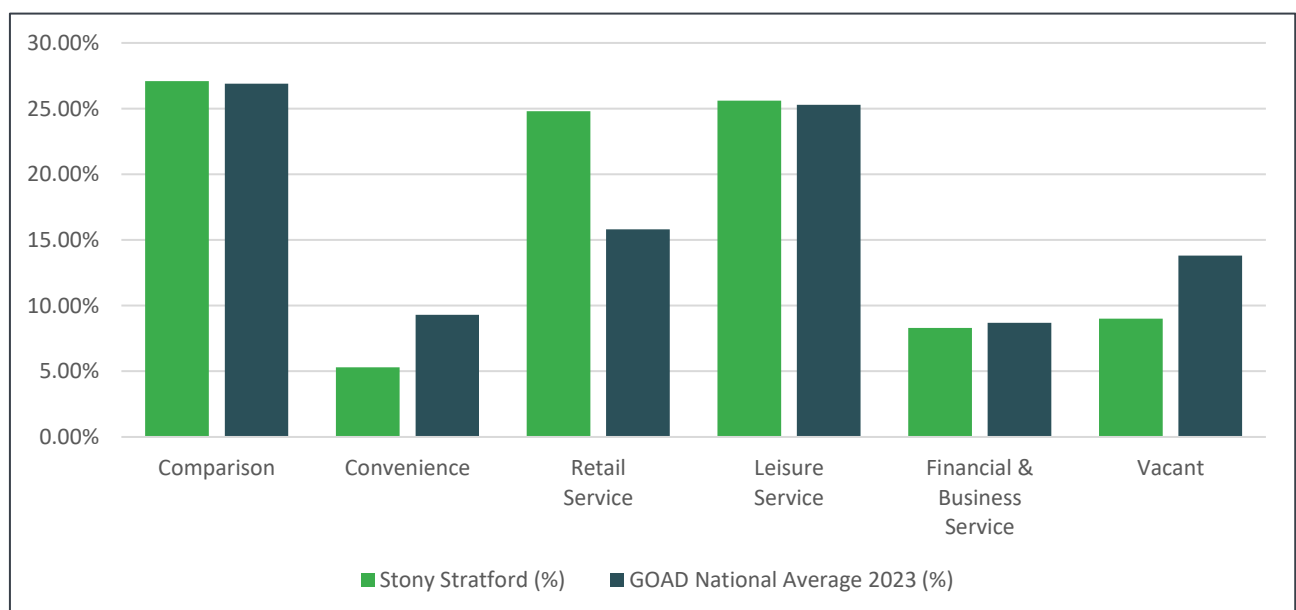
Source: Nexus Site Visit (February 2023) and Experian GOAD

- 14.2 The centre has 36 comparison goods units (27.1% of units), which is slightly above the UK average of 26.9%. There are 7 convenience goods units (5.3% of units), which is significantly below the UK average of 9.3%. The main convenience store is Tesco Express, located along High Street.
- 14.3 The centre is accented towards service provision, with almost 58.6% of units being in that sector. There is an especially strong provision of retail and leisure services, with both categories significantly exceeding the UK average.
- 14.4 Stony Stratford has a high percentage of independent retailers, with only a handful of national multiples. This was identified as the top 'like' of the centre, as seen in 0.
- 14.5 The centre has a low vacancy rate, at just 9%. This is lower than the UK average of 13.8%. There are no clusters of vacancies, however there are two large, prominent vacant units on High Street, formerly occupied by The Climbers Shop and Metalyka.

Figure 14.5.1 Stony Stratford Composition Table

Categories	Stony Stratford 2018		Stony Stratford 2023		UK Average 2023
	(#)	%	(#)	%	%
Comparison	45	31.7%	36	27.1%	26.9%
Convenience	13	9.2%	7	5.3%	9.3%
Services (Total)	76	53.5%	78	58.6%	49.8%
<i>Retail</i>	30	21.1%	33	24.8%	15.8%
<i>Leisure</i>	31	21.8%	34	25.6%	25.3%
<i>Financial &amp; Business</i>	15	10.6%	11	8.3%	8.7%
Vacant	8	5.6%	12	9.0%	13.8%
TOTAL	142	100%	133	100%	100%

Figure 14.5.2 Stony Stratford Composition Graph



## Environmental Quality

- 14.6 The historic market town of Stony Stratford has a high level of environmental quality in all senses. The centre lies within the Stony Stratford Conservation Area, which further protects the buildings that are mainly listed. The historic nature of the centre, despite not having an entirely homogenous architectural typology, has a distinct sense of place, with all units having characterful facades.
- 14.7 Although there are no public green spaces, throughout the centre there is a high level of natural environmental quality with a majority of store fronts having hanging baskets. This makes for high quality facades throughout Stony Stratford, which have created a characterful destination for visitors. Some street planters were also noticed, but there could be more provided in the centre.
- 14.8 Throughout Stony Stratford, a lot of the businesses have provided their own benches outside their stores.
- 14.9 The centre is also very clean with no litter or graffiti noticed. There are also a lot of bins present.

## Perception of Safety

- 14.10 Stony Stratford has a feeling of being safe. The compact nature of the centre, along with low vacancy rates, creates a strong level of natural surveillance. This level of natural surveillance is not restricted to just daytime visitors, as the centre is also a popular destination for take-aways, restaurants and pubs in the evening.

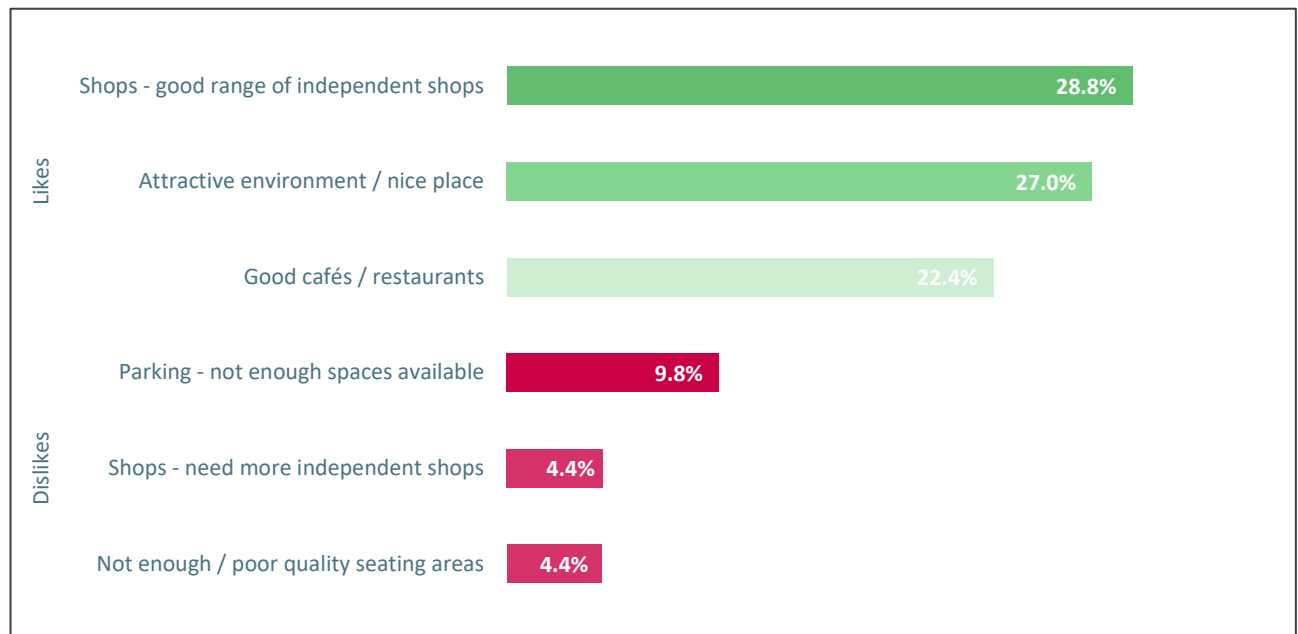
## Accessibility and Pedestrian Flow

- 14.11 Stony Stratford is on the most part flat, with relatively wide and even pavements. Stony Stratford has good footfall, and is likely to attract seasonal and weekend visitors who supplement its resident population.
- 14.12 Some traffic calming measures are in place in the centre, including one-way movement from outside the Bull Hotel. Crossing roads around Stony Stratford was not evidently a problem at the time of our visit, although along High Street a crossing point would be beneficial, particularly at busier times.
- 14.13 Free parking for an hour is available along High Street before it becomes one way, and half an hour along the one-way section. The Cock Car park and Telegraph Walk car park, located to the north of the centre offer free parking upwards of two hours, and Market Square car park to the south of High Street offers free parking for two hours. We anticipate that at weekends and in popular seasons it is likely it would quickly reach full capacity. Electric vehicle charging was also available in Stony Stratford to the north-west of the centre along High Street outside Casbah Bar & Grill.
- 14.14 Results from the household survey identified that 85.6% of visitors to Stony Stratford use a private vehicle to access the centre. Only 3% of visitors use the bus, with 6% walking into the centre.

## Public Opinion - Household

- 14.15 Results from the household survey identify that Stony Stratford is the fourth most popular Town/ District centre to visit in Milton Keynes. It is the most popular District centre.
- 14.16 The household survey also identified the top “likes” and “dislikes” of Stony Stratford as seen below. Generally, the results are very positive, with the quality of independent shopping and the attractiveness of the centre receiving praise. Only the lack of available parking spaces at peak times caused any significant concern amongst respondents.

Figure 14.16.1 Stony Stratford Town Centre Public Opinion



### Public Opinion - Stakeholder

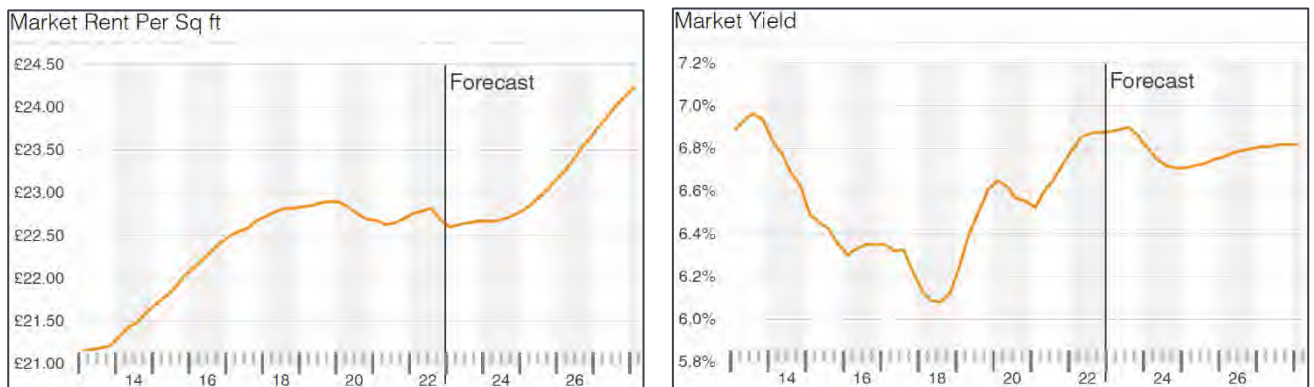
- 14.17 Feedback from stakeholder engagement relating to Stony Stratford found that stakeholders were enthusiastic of the strong provision of sports grounds in the town. The evening economy was highlighted as a key strength of the centre, with a good selection of pubs, restaurants and also a lot of live music in the evening. Stony Stratford is likely to start benefitting from hugely increased footfall due to the Fairfields and Whitehouse residential developments, located south of the centre.
- 14.18 A few improvements are sought around Cofferridge Close, a central point in the centre. It has been identified that a resting place is needed here, along with calls to regenerate a prominent vacant unit. Some of the uneven pavements in the centre were regarded as something that need attention. In terms of access, car park signage needs improvement to benefit visitors arriving from both the north and the south of the town, and finally more needs to be done to promote sustainable transport into the town such as improvements to cycle infrastructure.

### Rents and Yields

- 14.19 The CoStar Retail Report 2023 identifies the market rent per square foot to be £22.61 and market yield to be 6.9%.



Figure 14.19.1 Market rent per SF and market yield for Stony Stratford



Source: CoStar Retail Report 2023

## Commercial Demand

- 14.20 We have reviewed The Requirement List database to understand what operators seek representation in the respective centres. We have identified two operators that seek representation specifically in Stony Stratford. This is shown in the table below.

Figure 14.20.1 Operator Requirement List for Stony Stratford

Occupier	Description	Size (min) sqm	Size (max) sqm
Caprino's Pizza	Pizza Restaurant	80	110
Savers	Discount health & beauty retailer	190	330

Source: The Requirement List (March 2023)

## Centre Turnover

- 14.21 Stony Stratford has the lowest retail turnover of all Town and District Centres. It has a particularly low convenience spend, with no large foodstore being present. The centre undoubtedly caters well though for the separate service sector.

Figure 14.21.1 Stony Stratford Turnover

Category	Study Area Derived Turnover (p/a)	Study Area Market Share (%)
<b>Convenience</b>	<b>£0.9m</b>	<b>0.1%</b>
<b>Comparison</b>	<b>£13.0m</b>	<b>0.4%</b>
Clothing & footwear	£1.0m	0.1%
Furniture goods	£4.3m	0.0%
DIY goods	£2.3m	0.9%
Electrical goods	£0.2m	0.0%
Small Household goods	£1.0m	0.2%
Small Media	£1.4m	0.5%
Chemist goods	£2.2m	1.1%
Recreation goods	£0.7m	0.2%
<b>Total Retail</b>	<b>£13.9m</b>	

Source: Tables 4 and 9-17, Appendices C and D

## Markets

- 14.22 Stony Stratford Farmer’s Market is held on the first Friday of every month from 8:30am – 1:30pm in the Market Square. The market is bursting with locally produced and sourced goods from local businesses. Customers can find fresh meat, pies, fruit and vegetables, eggs, cheese, readymade meals, fresh bread and cakes, plants and flowers, fish, along with handmade gifts.

## Summary of Key Issues

- 14.23 Stony Stratford is a popular and well-appointed centre, with high environmental quality and relatively low vacancy rates. The centre is dominated by services, particularly retail and leisure, and these businesses appear popular with local residents, particularly the high offering of independent retailers. Stony Stratford is car dominated, as identified by the household survey, and although it was not evident at the time of our visits, it is likely that at peak times parking would become an issue in the centre. Sign-posting for incoming traffic could be better sign-posted around the edges of the centre.

## 15. Woburn Sands Health Check

### Description

- 15.1 The small town of Woburn Sands straddles the border of Buckinghamshire and Bedfordshire, located south-east of Milton Keynes City Centre. Comprising just 39 units, Woburn Sands was the most visited centre for only 3.9% of respondents of the household survey.

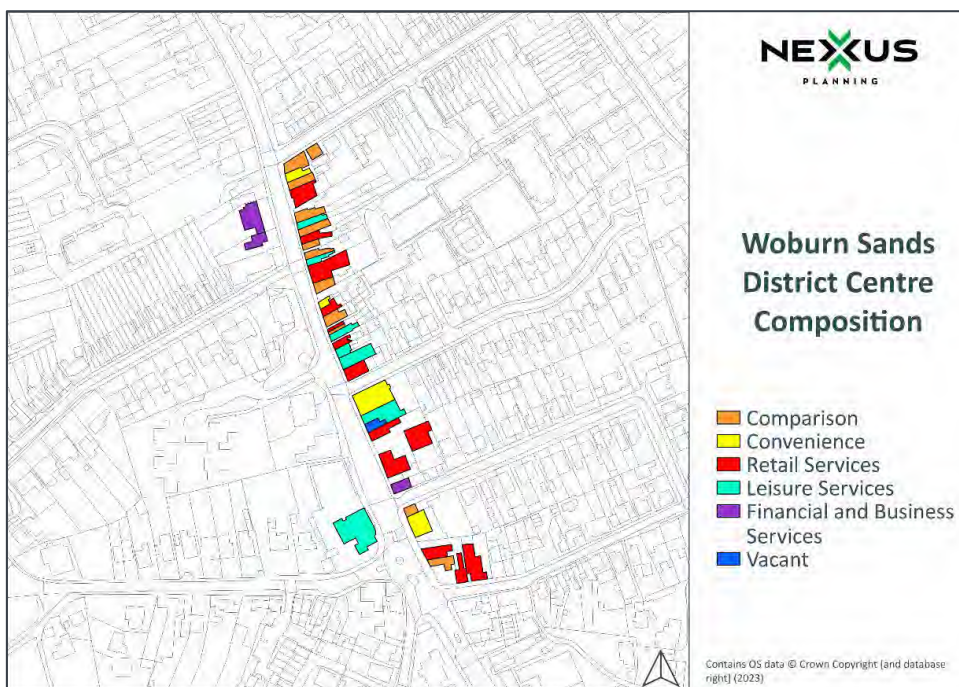
Figure 15.1.1 Photos of Woburn Sands



Source: Nexus Site Visit (February 2023)

### GOAD Composition and Vacancies

Figure 15.1.2 Woburn Sands Composition Map



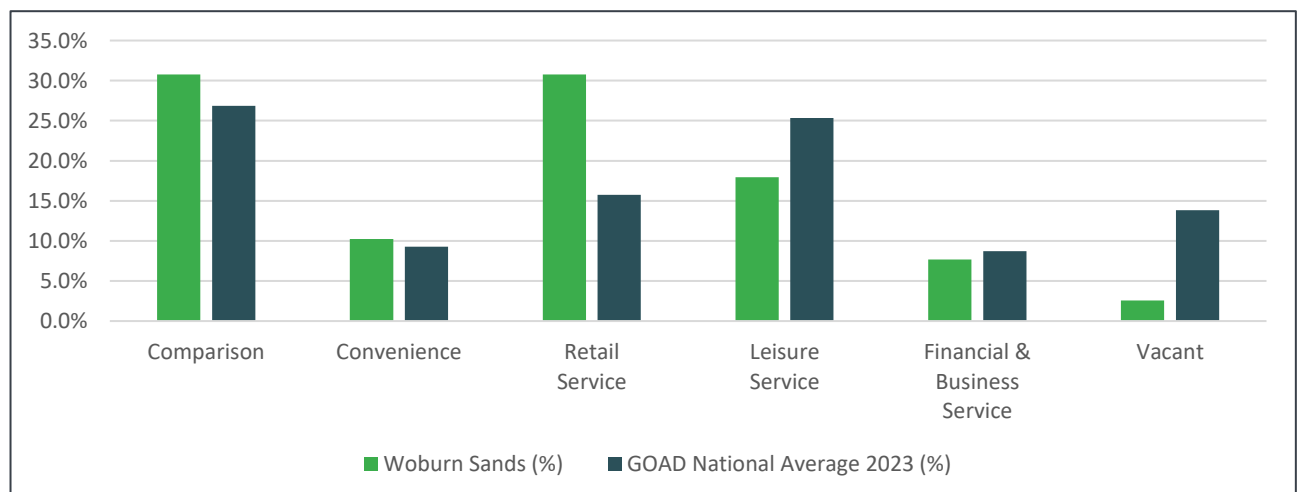
Source: Nexus Site Visit (February 2023)

- 15.2 The comparison offer consists of 12 units, which makes up 30.8% of the total offer, which is higher than the UK average. The offer is diverse, and includes primarily independent, more high-end retailers.
- 15.3 10.3% (4 units) of total units are convenience, which is slightly above the UK average. The offer includes two convenience stores, a deli and a bakery.
- 15.4 Services make up 56.4% (22 units) of the total offer, which is higher than the UK average.
  - a. Retail services make up 30.8% (12 units) of the total offer, which is significantly higher than the UK average of 15.8%.
  - b. Leisure services make up 17.9% (7 units) of the total number of units, which is significantly lower than the UK average. The leisure offer is primarily restaurants, with one pub and one takeaway.
  - c. Financial & business services make up 7.7% of the total offer, which is slightly below the UK average.
- 15.5 Only 1 unit (2.6%) is vacant, which is well below that of the UK average of 13.8%.

Figure 15.5.1 Woburn Sands Composition Table

Categories	Woburn Sands 2018		Woburn Sands 2023		UK Average 2023	
	(#)	%	(#)	%	%	
Comparison	13	30.2%	12	30.8%	26.9%	
Convenience	4	9.3%	4	10.3%	9.3%	
Services (Total)	25	58.1%	22	56.4%	49.8%	
<i>Retail</i>	10	23.3%	12	30.8%	15.8%	
<i>Leisure</i>	10	23.3%	7	17.9%	25.3%	
<i>Financial &amp; Business</i>	5	11.6%	3	7.7%	8.7%	
Vacant	1	2.3%	1	2.6%	13.8%	
TOTAL	43	100%	39	100%	100.0%	

Figure 15.5.2 Woburn Sands Composition Graph



## Environmental Quality

- 15.6 Woburn Sands has a high level of natural environmental with trees and street planters throughout the centre. Outside Woburn Sands Library is a particularly noticeable area of high environmental quality, with inbuilt street planters, as well as a war memorial garden. Throughout the centre, most lamp posts also have hanging baskets, all in all, creating a highly characterful centre despite it being small.
- 15.7 The built form of the centre makes it characterful, although it is not of a necessarily high level of architectural design. There have been limited new developments in the centre, and what has been built is sympathetic to the older buildings. The facades of the units are on the most part all of a high, and sympathetic quality.
- 15.8 Woburn Sands is also very clean, and no graffiti was noticeable in the centre.

## Perception of Safety

- 15.9 At the time of our visits, the centre felt safe and secure. The high rate of occupancy of units provided a good amount of natural surveillance to the east side of High Street. Despite units predominantly being on the east side of High Street, street lighting is only provided on the west side which is surprising as a majority of footfall is likely to be on the east.

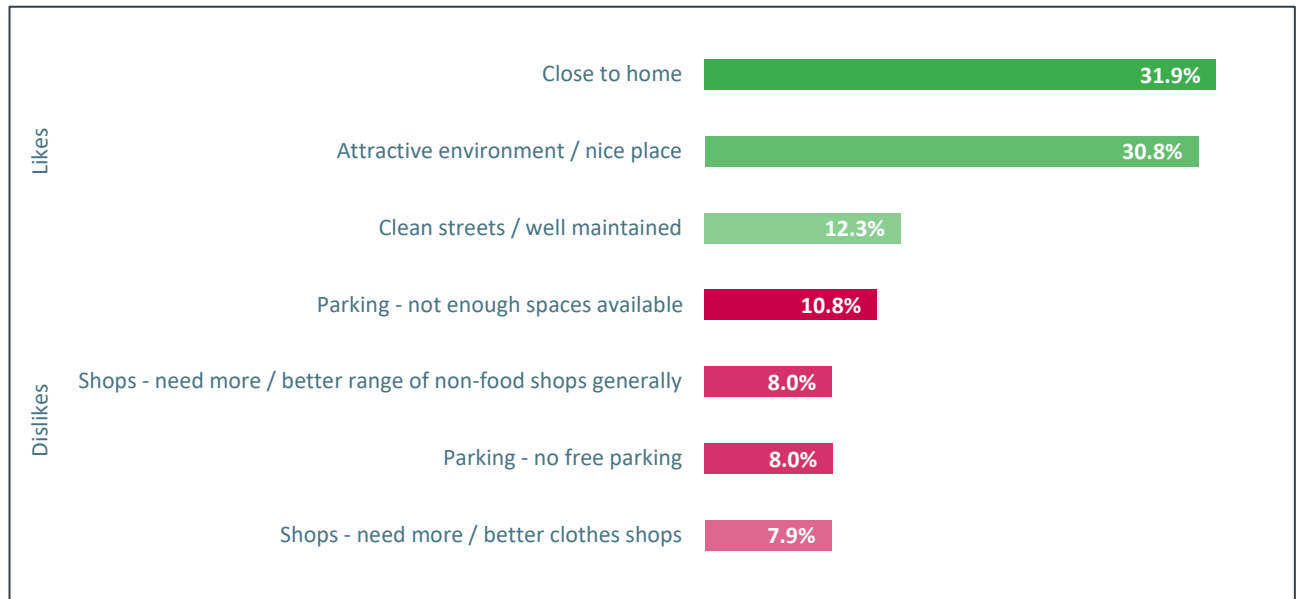
## Accessibility and Pedestrian Flow

- 15.10 Parking is available on the east side of High Street, and is free for an hour. A large open air car park was also located behind the east side of High Street, which was free with no evident time restrictions. There was additionally customer parking located at Tesco Express, all in all creating a small centre that is highly accessible by car.
- 15.11 Like with other centres around Milton Keynes, Woburn Sands is flat and easily accessible by foot. Although along the east side of High Street pavements are particularly narrow, which could restrict access to some people. They are however wider on the west side, although this is less convenient for accessing the businesses in the centre.
- 15.12 At the time of our visit, Woburn Sands was relatively busy, with people walking along the east side of High Street visiting the stores along there. The same level of footfall was not observed on the west side of High Street. Two zebra crossings were also observed, which is more than enough given the size of the centre.
- 15.13 Visitors to Woburn Sands most frequently use private vehicles to access the centre, with 71% of household survey respondents saying they do so. 18% of visitors frequently walk to the centre, indicating that the centre has a strong value to the local community.

## Public Opinion - Household

- 15.14 Results from the household survey identified the top “likes” and “dislikes” of Woburn Sands, as seen below. The high environmental quality of the centre was highlighted by respondents, with dislikes revolving around a lack of car parking, and the centres smaller number of units meaning that there is not necessarily the range and choice of goods on offer compared to other centres.

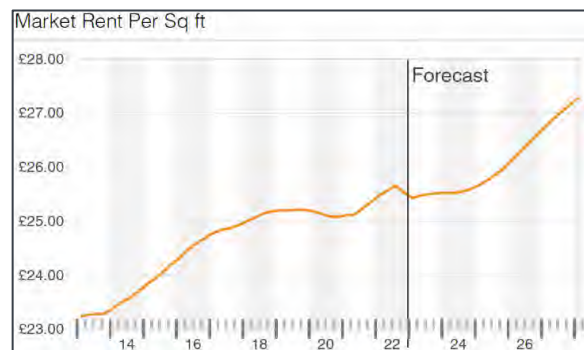
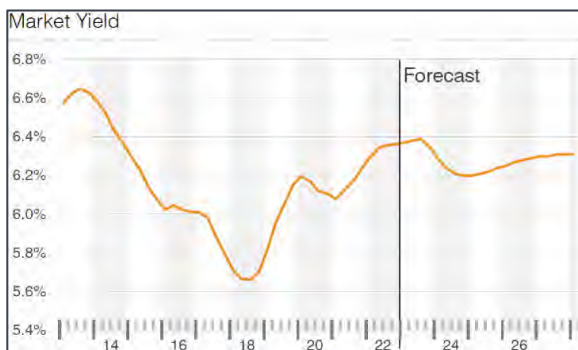
Figure 15.14.1 Woburn Sands District Centre Public Opinion



## Rents and Yields

15.15 The CoStar Retail Report 2023 identifies the market rent per square foot to be £25.43 and market yield to be 6.3%.

Figure 15.15.1 Market rent per SF and market yield for Woburn Sands



Source: CoStar Retail Report 2023

## Centre Turnover

15.16 Woburn Sands attracts relatively little turnover, both in convenience goods and all comparison goods categories. Notably, the centre generates a proportionately greater convenience goods turnover, despite not having a large main foodstore.

Figure 15.16.1 Woburn Sands Turnover

Category	Study Area Derived Turnover (p/a)	Study Area Market Share (%)
<b>Convenience</b>	<b>£10.9m</b>	<b>0.6%</b>
<b>Comparison</b>	<b>£9.2m</b>	<b>0.3%</b>
Clothing & footwear	£2.6m	0.4%
Furniture goods	£0.0m	0.0%
DIY goods	£1.7m	0.6%
Electrical goods	£0.0m	0.0%
Small Household goods	£3.7m	0.6%
Small Media	£0.0m	0.0%
Chemist goods	£1.2m	0.6%
Recreation goods	£0.0m	0.0%
<b>Total Retail</b>	<b>£20.1m</b>	

Source: Tables 4 and 9-17, Appendices C and D

## Markets

- 15.17 Woburn Farmer’s Market is held on the third Sunday of each month between 10:00am – 2:00pm on the Pitchings, in the centre of the town. The market sells a wide variety of high quality local produce and artisan goods.
- 15.18 A second market, Woburn Sands Community Market, is held on the second Saturday of each month between 10:00am – 2:00pm at the Memorial Green on Woburn Sands High Street. Over 30 stalls operate at this market, selling a range of good similar to the Farmer’s Market, with the addition of a few more local businesses. This market has a strong emphasis in attracting people to the high street. Occasionally the organisers of this market hold an Indoor Craft Market in the Memorial Hall, alongside the Saturday Market.

## Summary of Key Issues

- 15.19 Woburn Sands is a well-appointed and characterful centre, with a high level of environmental quality.
- 15.20 The pavements on the east side of High Street outside the shops are particularly narrow, and improvements could be made to increase safety along here given the high pedestrian flow.

## 16. Healthy Centre Checklists: Standards for Facilitating Mental and Physical Wellbeing

### Introduction

- 16.1 Our built environment has a dramatic impact on our health and the City Council, in acknowledging that the pandemic has further heightened the awareness of town and city centres as places where people meet and interact, has set an objective through its draft New City Plan to review how each of its nine centres support good physical and mental health.
- 16.2 Nexus Planning is helping inform the Council's thinking around how town centres should be designed and managed to promote and facilitate health and has been liaising with officers with a view to designing a Healthy Town Centre Checklist (the "Checklist"). As is described in more detail below, the Checklists have thus far been completed for each centre on a high-level (Stage 1) basis and can be found at **Appendix H**. The intention is that these checklists can be further developed and updated with additional information as this becomes available through the New City Plan adoption process, and as the City Council focuses more closely on each centre (Stage 2).
- 16.3 The foundation for this work is 'The Healthy City' vision and framework prepared in 2022 for Key Cities by a multi-disciplinary team including Nexus Planning. It was commissioned as a response to the major challenges that places are facing. The vision recommends that places adopt a "Health First Principle" and provides a framework for transformation that highlights the importance of town and country planning to create a pathway towards this goal. The framework themes are scalable concepts that remain applicable to all levels of our urban environment and for the purpose of this report have been adapted via the checklist to town and city centre scale.

### Methodology

- 16.4 Based on our work for Key Cities and subsequent work undertaken for NHS Property Services, we have created a list of standards that are considered important for facilitating the mental and physical health of local communities. These are grouped into the following themes: Healthy, Attractive, Accessible, Adaptive & Resilient, and For All. Following this approach, we have produced a 'checklist' focused on town centres specifically. It is important to note that whilst the list of standards used is considered comprehensive, it is not exhaustive and is evolving.
- 16.5 Using our Healthy Centre Checklist, centres are assessed against each standard. Our Stage 1 assessment is based on site visit observations, composition data, and readily available online and council information only. It therefore must be accepted that this does not represent a full and final position. It is an initial and interim position, to be built on and refined. Against each standard, centres are given a grade of Yes (the centre meets most of the criteria), Partially (the centre meets some of the criteria), or No (the centre meets little of the criteria). In addition, where there is insufficient information to make a fair assessment of a particular standard, no grade is given. Scores are then assigned for each grade, with a Yes grade achieving 1 point, a Partially grade achieving 0 points and a No grade achieving -1 point. These scores are then tallied up to produce an overall score for the purposes of comparison and prioritisation.

### Results Discussion

- 16.6 The full checklists for each of the centres can be seen in **Appendix H**. The general findings from these assessments are extrapolated and summarised in the discussion below.
- 16.7 The figure below displays the overall score of each centre, arranged from best performing to worst performing. The highest scoring centres are the District Centres, with all scoring upwards of 0. Conversely, the Town Centres and Central Milton Keynes score relatively poorly, with all achieving negative scores.



Figure 16.7.1 Overall score of each centre

Centre	Score
Olney	3
Newport Pagnell	3
Stony Stratford	2
Woburn Sands	1
Bletchley	-4
Central Milton Keynes	-4
Westcroft	-9
Wolverton	-10
Kingston	-12

Source: Appendix H

## 16.8 Some specific observations include:

- a. Healthy Design
  - Woburn Sands and Olney both scored well. In both centres the natural environment is reasonably integrated. Woburn Sands also benefits from low levels of pollution and recharge and de-stress spaces, whilst Olney has good access to a variety of food stores given the size of the centre.
  - Four centres; Wolverton, Westcroft, Kingston and CMK have all achieved low scores. Issues include high levels of pollution and likely poor microclimates.
- b. Attractive
  - Newport Pagnell, Olney and Stony Stratford all scored well. Generally, these centres are an attractive place due to their heritage and distinctiveness, along with being an attractive retail destination whilst also offering recreation and community spaces. They also all have low crime rates, which is likely to encourage visitors. The centres that did not score well here are Kingston, Westcroft and Wolverton centres which all have high crime rates, limited facilities such as public spaces or children’s play spaces, and they also lack heritage or distinctiveness.
- c. Accessible
  - Typically, the centres generally scored partially in relation to being Accessible, however, Bletchley and Stony Stratford scored higher. Bletchley benefits from being a small centre that has a main train station located just outside of the town centre boundary, meaning it is well connected by public transport. Both of these centres are likely to provide the key facilities in accordance with 20-minute principles. Despite CMK also having a train station, the location of it means that it is not an attractive option to visit the centre, although the centre does benefit from good bus links to the wider City. Generally, all the centres are car dominated due to their location not having a main train station (with the exception of CMK, Bletchley and Wolverton) and the bus networks not attracting visitors to use them.
- d. Adaptive & Resilient

- The assessment of centres in relation to being Adaptive and Resilient is limited due to insufficient information by which to provide a fair evaluation. CMK, Bletchley, Wolverton, Olney and Woburn Sands all provide a level of green and blue infrastructure and this may help mitigate overheating and the urban heat island effect.
- e. For All
  - Bletchley, Kingston, Westcroft, Newport Pagnell and Stony Stratford all scored equally. These centres have public toilets available, and public realm that is designed at least in part for people with different needs. The main improvements to the public realm needed are the widening of pavements, along with more frequent safe crossing points. These centres provide a good foundation to becoming dementia friendly. CMK and Woburn Sands scored low. Again, greater detail/information is required to provide a more accurate picture (Stage 2).

### Future Steps and Recommendations

16.9 As referenced above, the intention is that these Checklists are further developed and updated with additional information as this becomes available through the New City Plan adoption process, and as the City Council focuses more closely on each centre. As can be seen from the Stage 1 results, there is a wide range of scores across the nine centres and priorities are emerging, both in terms of centres and themes. These scores are likely to change significantly as the Checklists are populated by more and better information. Some key areas where information available to Nexus is limited, and /or requires more detailed surveying, includes:

- Biodiversity
- Microclimate
- Healthy food (availability)
- Noise and light pollution
- Employment opportunities
- Climate resilience
- Inclusive design

16.10 Notwithstanding that the Stage 1 results are high-level and indicative only, they provide a useful starting point on which to build detailed baselines for improving each centre from a mental and physical health perspective. The City Council is encouraged to continue this process of enquiry and complete a Stage 2 assessment incorporating the above and any other relevant additional material.

## 17. Benchmarking

17.1 We have undertaken a comparative review of the performance of Milton Keynes against similar centres in the United Kingdom. The comparator centres have been chosen based on their location (the Oxford-Cambridge Region) and also their population size, both similar to MK's current population as well as their anticipated level of population growth.

17.2 Milton Keynes is compared to the following centres:

- a. Oxford is located at the south-western side of the Oxford-Cambridge Region. Although its population is considerably smaller than that of MK, its relationship to MK because of this region is important, as such it has been chosen as a comparator. The Oxford City Council Retail and Leisure Study 2017, was prepared by Carter Jonas and published in May 2017.
- b. Cambridge is located at the north-eastern side of the Oxford-Cambridge Region. Again, its population is considerably smaller than that of MK, but has been chosen as a comparator do to its strategic importance in the Oxford-Cambridge Region. The Greater Cambridge Retail and Leisure Study 2021 was prepared by Urban Shape Planning Consultants and published in June 2021.
- c. Northampton is comparable in size to MK as it currently stands, and is located regionally, making it a valuable comparator in performance, and attraction to businesses. The latest Northampton Borough Council Retail and Leisure Study was prepared by Nexus Planning and published in September 2018.
- d. Norwich is slightly smaller in population that of MK, however is another city in England that has a fast growing economy and population. The latest Greater Norwich: Town Centres & Retail Study was prepared by GVA and published in October 2017.
- e. Nottingham presents itself as an aspirational comparator, as it currently has a much higher population than MK, that is in line with MK's population projections. The latest Broxtowe, Gedling, Nottingham City & Rushcliffe Retail Study 2015 was prepared by Carter Jonas and published in September 2015.
- f. Peterborough is slightly smaller in size than MK, however is a regional competitor to the city centre, hence its value as a comparator. The latest Peterborough Retail Study was prepared by WYG Planning and published in November 2016.
- g. Cardiff also presents itself as an aspirational comparator to MK, with a population even greater than that of the expected growth in MK. The latest Retail and Commercial Leisure Study for Cardiff was prepared by Nexus Planning and published in January 2023.
- h. Derby is a similar sized city centre to MK, and likewise has the ambition of growth. The latest Derby City Council Retail and Centres Study was prepared by Nexus Planning and published in July 2019.

17.3 The benchmarking exercise examines the following criteria:

- a. Number of retail outlets – sourced from a respective Retail and Leisure Study
- b. Proportion of convenience units - sourced from a respective Retail and Leisure Study
- c. Proportion of comparison units - sourced from a respective Retail and Leisure Study

- d. Proportion of service units - sourced from a respective Retail and Leisure Study
- e. Vacancies - sourced from a respective Retail and Leisure Study
- f. Average Market Rent per Square Foot – Utilising CoStar database, we set out the range of average prime rental properties in each centre in order to characterize the demand for retail space in each.

### Oxford-Cambridge Region

Figure 17.3.1 Oxford-Cambridge Region Benchmarking figures

Benchmark Criteria	Milton Keynes	Oxford	Cambridge
Number of retail outlets	426	419	581
Proportion of convenience units	5%	5%	5%
Proportion of comparison units	32%	36%	43%
Proportion of service units	48%	47%	43%
Proportion of vacant units	15%	11%	9%
Average market rent per SF	£35.49	£48.86	£52.70

- 17.4 The Oxford-Cambridge Region, including MK as a central point all have the same level of convenience units as a proportion of the total number of units in the respective centres.
- 17.5 MK has the lowest percentage of comparison units, which could be down to the types of unit types and sizes available in the city centre. Oxford and Cambridge have a higher number of small units, which are likely to attract more independent or start up businesses, despite the higher rental rates.
- 17.6 The service offer in MK is only slightly higher than that of Oxford, but is quite a bit higher than that found in Cambridge, and is one of the stronger aspects of MK city centre when you are there.

## Comparable Centres

Figure 17.6.1 Comparable Centres Benchmarking figures

Benchmark Criteria	Milton Keynes	Northampton	Norwich	Peterborough	Derby
Number of retail outlets	426	562	1,104	498	818
Proportion of convenience units	5%	7%	6%	7%	6%
Proportion of comparison units	32%	26%	41%	34%	33%
Proportion of service units	48%	53%	44%	49%	45%
Proportion of vacant units	15%	14%	9%	12%	16%
Average market rent per SF	£35.49	£19.76	£31.21	£28.54	£20.97

- 17.7 Comparative to MK's comparable centres, MK has a strong focus on a services offer, on par with the services offer of Peterborough. The services offer is stronger than the larger centres, Nottingham and Cardiff, which are comparable to MK's expected future growth.
- 17.8 MK however has the weakest proportion of convenience units against its comparable centres, as well as a fairly weak proportion of comparison units.
- 17.9 The comparison offer in MK could benefit with being strengthened as currently it is below that of the centres that are comparable to MK as it stands today. Successfully strengthening it now will position MK well through its ambitions for growth, making for a city centre that is stronger to its ambitious comparators.
- 17.10 The vacancy rates in MK are towards the higher end, compared to the comparable centres, which will have an overall knock-on effect to the lower proportion of convenience, comparison and services units.

## Aspirational Centres

Figure 17.10.1 Aspirational Centres Benchmarking figures

Benchmark Criteria	Milton Keynes	Nottingham	Cardiff
Number of retail outlets	426	1,366	720
Proportion of convenience units	5%	6%	3%
Proportion of comparison units	32%	31%	33%
Proportion of service units	48%	23%	44%
Proportion of vacant units	15%	17%	20%
Average market rent per SF	£35.49	£31.29	£22.28

- 17.11 Nottingham and Cardiff represent the size of city centre reflective of MK's plans for growth. The proportion of service units in MK is strong, and growing on this provision could easily set MK apart from likewise centres in the future.
- 17.12 The proportion of convenience and comparison units is already on par with the aspirational sized centres. As MK grows, it will be important to maintain these levels.

## 18. Services Provision

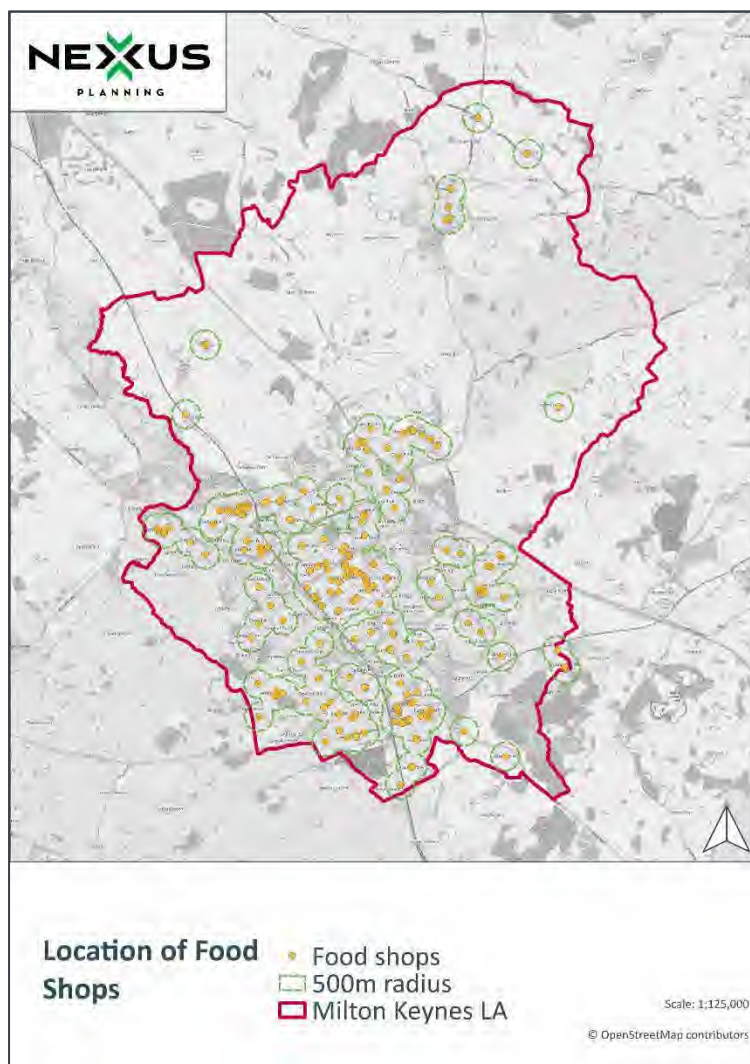
18.1 The Strategy for 2050 aims to ensure that every community will continue to enjoy easy access for their daily needs from a local centre. The Covid-19 lockdown has also reinforced the significance of being able to shop locally. This chapter explores the existing provision of retail and leisure services in the City, and identifies whether there are any areas where provision is poor and in need of improvement.

### Service Provision

18.2 We first look to the locations of three important daily services: food shops, post offices and cash machines.

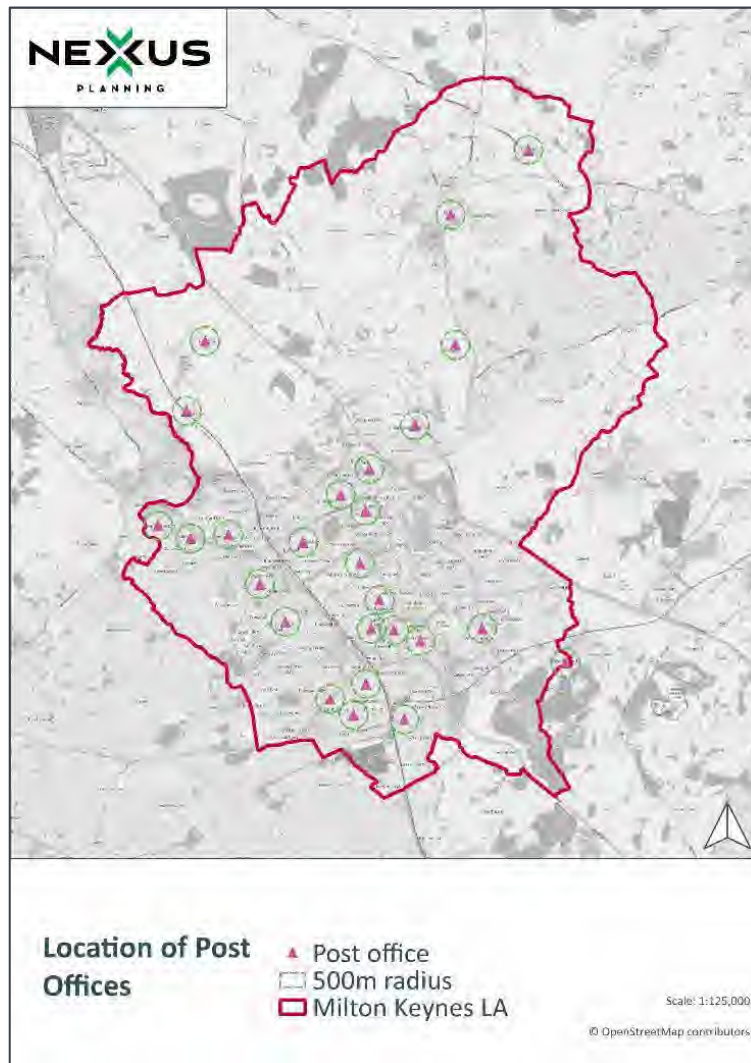
18.3 The location of food shops in the City is illustrated in the image below, and can also be seen in full at **Appendix I**. As seen, there are many food shops in the City and they are generally well-distributed, ensuring easy access for the majority of residents. The exception to this are a few of the smaller rural villages in the north of the City, primarily Stoke Goldington, Sherington and Emberton. Residents of these villages would likely have to drive in order to reach their nearest food shop.

Figure 18.3.1 Location of Food Shops



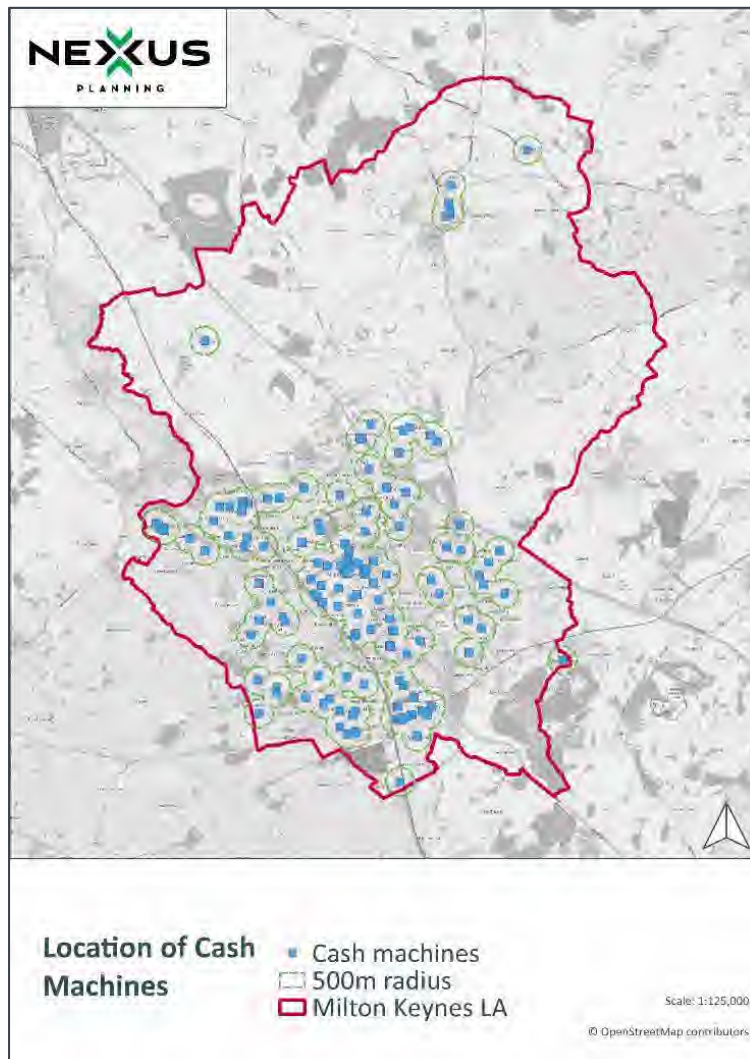
- 18.4 As seen in the image below, the distribution of post offices throughout the City is uneven. Some of the smaller rural settlements to the north of the City, such as Castlethorpe, Hanslope and Lavendon are served by their own post offices. However, there are some areas of the built-up area which are poorly served, such as the south-west (Shenley Brook End, Furzton and Westcroft) and the east (Monkston, Broughton). Central Milton Keynes also has poor access, as the only post office is located in the Theatre District.

Figure 18.4.1 Location of Post Offices



- 18.5 There are many cash machines distributed throughout the City. There is a particular concentration in the City Centre, although most of the built-up area appears to be well-served. Areas of concern are primarily the smaller rural settlements to the north of the City, namely Sherington, Castlethorpe, Hanslope and Stoke Goldington. There are no cash machines in these villages, and residents would likely have to drive to access their nearest cash machines.

Figure 18.5.1 Location of Cash Machines



## Food Deserts

- 18.6 Food deserts are defined as areas which are poorly served by supermarkets and where residents struggle to access healthy food at a good price<sup>56</sup>. Food deserts, therefore, are not just about the availability of food, but also about the quality and affordability of food. In recognition of this, we have plotted food stores in the Local Authority area, but have differentiated between national retailers and convenience stores.
- 18.7 National retailers are considered to be the top supermarket retailers in the UK, which are Tesco, Sainsbury's, Asda, Morrisons, Co-operative, Waitrose, Marks & Spencer, Aldi and Lidl<sup>57</sup>. These shops are considered to have fresh food availability, and are generally considered to be more affordable. Convenience stores, conversely, are primarily independent retailers, but also smaller national retailers such as Spar, McColls and Premier. These shops are smaller and less likely to stock fresh, healthy food.

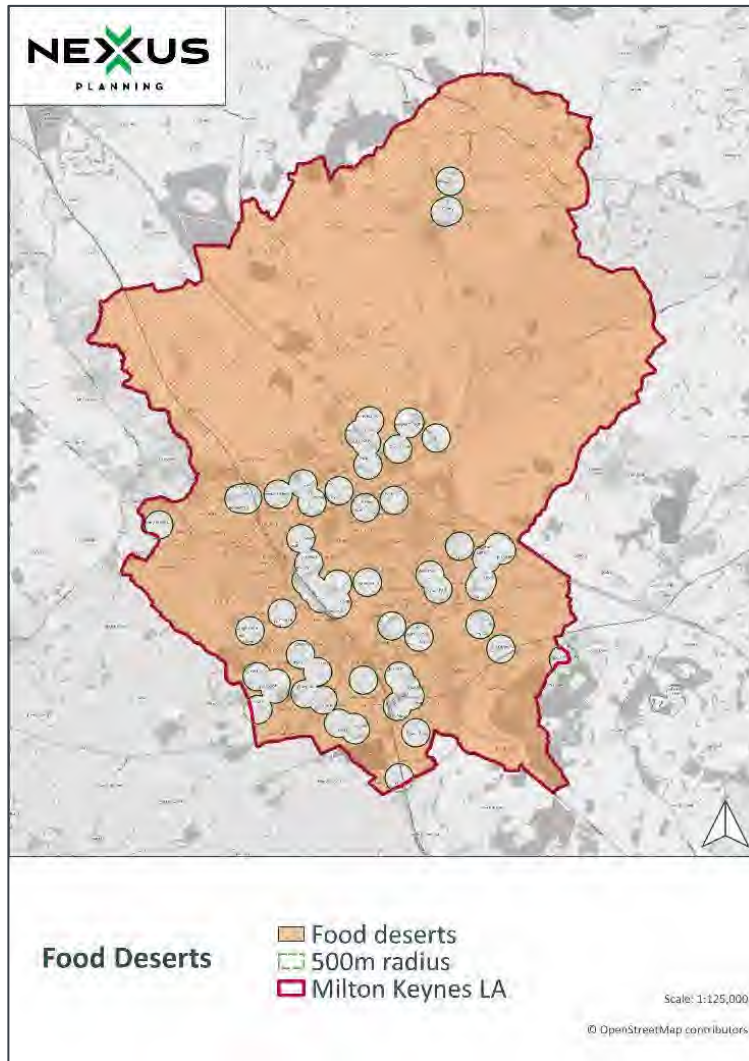
<sup>56</sup> Social Market Foundation (2018). What are the barriers to eating healthily in the UK?

<sup>57</sup> Excluding those shops which are attached to filling stations; these are considered to be convenience stores.



- 18.8 Research from Harper Adams University has recommended that residents live no more than a 500m walk from a shop that sells healthy food<sup>58</sup>. In view of this, we have plotted a 500m walking distance from the national retailers only to understand geographical inequalities in access to healthy food.

Figure 18.8.1 Food Deserts in Milton Keynes



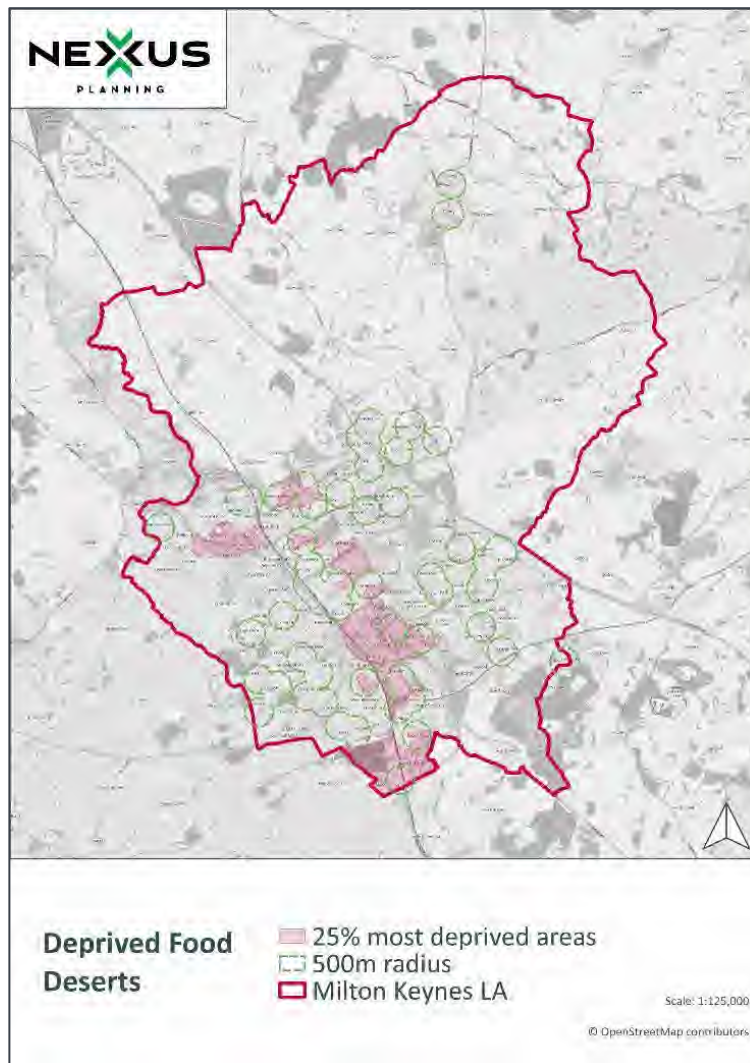
- 18.9 As seen, by removing convenience stores from consideration, the geographical reach of the national retailers is considerably smaller. There are large residential areas of the City which do not fall within 500m from a national retailer. This includes small settlements towards the north of the City, such as Sherington, Stoke Goldington and Lavendon. For residents of these villages, the nearest large supermarkets are located in Olney and Newport Pagnell and therefore not within an easily walkable distance.
- 18.10 However, there are also some areas in the Milton Keynes built-up area where there are no large supermarkets within 500m. Certain areas of Central Milton Keynes are poorly served, including the east of the City Centre and Conniburrow to the north. The north-western area of the City, such as Fairfields, also appears to lack easy access to supermarkets on

<sup>58</sup> <https://www.harper-adams.ac.uk/news/2816/britains-towns--village-are-becoming-food-deserts>

foot. Whitehouse Park, part of the Western Expansion area for Milton Keynes, has been recognised for a complete lack of local shops and other community services and facilities<sup>59</sup>.

- 18.11 Deprived food deserts are food deserts which are located in the most deprived 25% of areas, according to the Index of Multiple Deprivation (IMD)<sup>60</sup>. The map below illustrates the areas in the City which fall into the 25% most deprived areas nationally.

Figure 18.11.1 Deprived Food Deserts

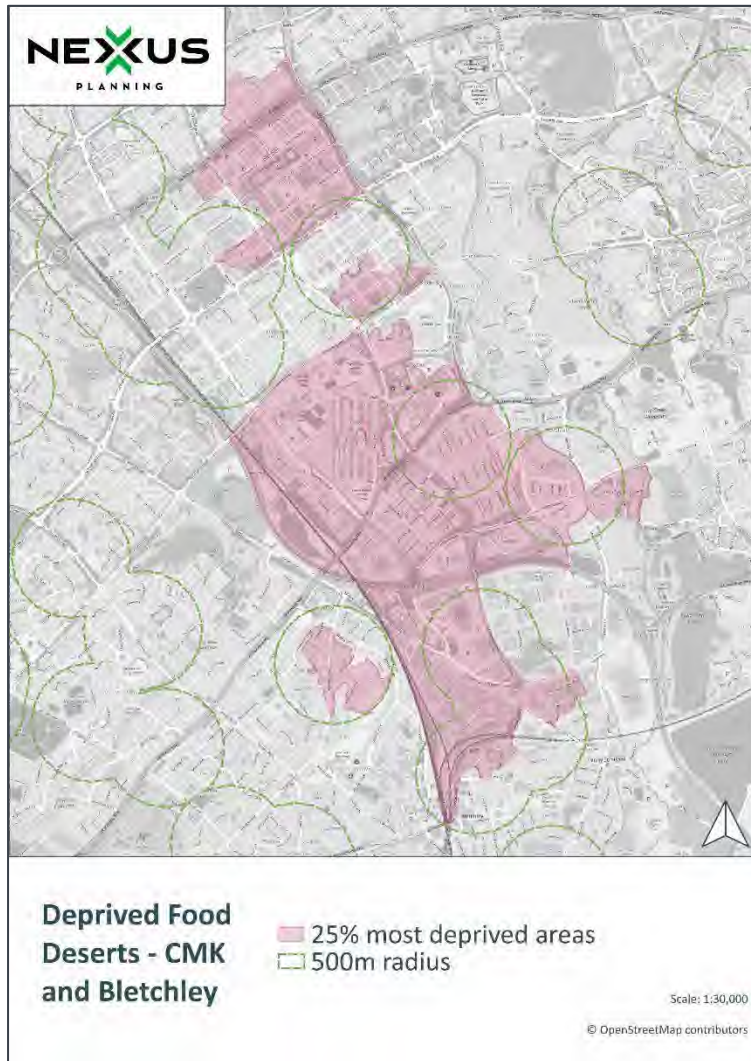


- 18.12 Combining this data with the food desert data, therefore, we can see that although there are rural food deserts to the north which lack easy access to supermarkets, these areas are less deprived and therefore of less concern. The areas of most concern are all in the built-up area of Milton Keynes, primarily Greenleys, Central Milton Keynes and certain areas of Bletchley. A closer examination of food deserts in Central Milton Keynes and Bletchley can be seen in the figure below.

<sup>59</sup> MK Citizen (2024) 'We've lived for six years without a shop' complain residents on one of biggest estates in Milton Keynes

<sup>60</sup> Department for Levelling Up, Housing and Communities (2019) English indices of deprivation

Figure 18.12.1 Deprived Food Deserts – Central Milton Keynes and Bletchley



## 19. Policy & Proposals

### Introduction

19.1 This section brings together the findings of the Study, as well as considers a number of specific policy areas, and advises on the following:

- Retail and Leisure Capacity and Strategy
- Hotels
- Retail Hierarchy
- Town Centre and Primary Shopping Area Boundaries
- Policies Mapping
- Retail connected with Greenfield Development
- Local Centre Development
- General Policy Recommendations

### Retail and Leisure Capacity and Strategy

19.2 Section 4 of this Study described the empirical survey work undertaken and summarised the market share findings in terms of where residents of the Study Area carry out their convenience and comparison goods shopping. Applying those market shares to census-based population and expenditure estimates for the Study Area geography, capacities for additional convenience, comparison and food/beverage floorspace over the period to 2050 were estimated for two different population scenarios A and B.

19.3 Scenario A is based on Scenario 2b of the draft HEDNA, which proposes an average annual housing growth of 1,902 dwellings over the period 2022-2050, with a 2050 population of 384,000.

19.4 Scenario B is based on Scenario 3 of the draft HEDNA, which proposes an average annual housing of 2,265 dwellings over the period 2022-2050, with a 2050 population of 410,000.

19.5 The Study further analysed the capacity which might exist in Central Milton Keynes (CMK) and the capacity which might exist in the rest of the City Council Area outside CMK.

19.6 The resultant capacities for Scenario A are summarised below.

Figure 19.6.1 CMK – Scenario A - Floorspace Capacity Projections to 2050

Year	Convenience Goods (sqm net)	Comparison Goods (sqm net)
2026	-2,562 to -3,508	228 to 358
2030	-2,256 to -3,088	8,090 to 12,713
2035	-1,821 to -2,493	14,634 to 22,996
2040	-1,371 to -1,876	21,870 to 34,367
2050	-403 to -552	37,348 to 58,690

Figure 19.6.2 Rest of MKCC Area – Scenario A - Floorspace Capacity Projections to 2050

Year	Convenience Goods (sqm net)	Comparison Goods (sqm net)
2026	1,247 to 1,707	-3,285 to -5,162
2030	3,059 to 4,188	6,678 to 10,494
2035	5,628 to 7,704	14,377 to 22,593
2040	8,297 to 11,345	23,249 to 36,534
2050	14,005 to 19,172	42,227 to 66,356

19.7 The resultant capacities for Scenario B are summarised as follow.

Figure 19.7.1 CMK – Scenario B - Floorspace Capacity Projections to 2050 (sqm net)

Year	Convenience Goods (sqm net)	Comparison Goods (sqm net)
2026	-2,532 to -3,466	756 to 1,189
2030	-2,186 to -2,992	9,335 to 14,669
2035	-1,702 to -2,330	16,757 to 26,332
2040	-1,201 to -1,645	24,877 to 39,092
2050	-131 to -180	42,125 to 66,196

Figure 19.7.2 Rest of MKCC Area – Scenario B - Floorspace Capacity Projections to 2050 (sqm net)

Year	Convenience Goods (sqm net)	Comparison Goods (sqm net)
2026	1,428 to 1,955	-2,637 to -4,144
2030	3,484 to 4,769	8,203 to 12,891
2035	6,331 to 8,666	16,980 to 26,683
2040	9,288 to 12,715	26,936 to 42,328
2050	15,610 to 21,369	48,083 to 75,558

19.8 At the outset, given current economic uncertainties and, more relevantly, pressures on the retail sector, we would stress the need to treat long-term forecasts with caution. As highlighted within the PPG<sup>61</sup>: *“Given the uncertainty in forecasting long-term retail trends and consumer behaviour, this assessment may need to focus on a limited period (such as the next*

<sup>61</sup> (Town Centres and Retail) Planning Practice Guidance, Paragraph: 004, Reference ID: 2b-004-20190722

*five years) but will also need to take the lifetime of the plan into account and be regularly reviewed” (our emphasis). The 2040 and 2050 forecasts set out above should therefore be treated as indicative and reviewed over time.*

- 19.9 Additionally, capacity does not equate to need. Need is more than just a quantitative measure; it should also involve qualitative considerations around issues such as any residents’ dissatisfaction with the current level of provision, and the potential impacts of realising capacities on the ground from our health check work. Fundamentally, capacity modelling should not be seen as an absolute; it is a guide to a Plan-led approach.
- 19.10 Any consideration of allocations for new retail floorspace should take into account an assessment of the performance and vitality and viability of a centre in order to ensure that any identified capacity meets both a quantitative and qualitative need and does not harm existing businesses.
- 19.11 Taking each of the above factors into account, we consider firstly the potential strategy for CMK. The capacity assessment shows that there is unlikely to be capacity for any further convenience goods provision for the entirety of the Plan period, under either Scenario A or B<sup>62</sup>. There does though exist potential for comparison goods expansion. At 2030, this is estimated as being between 8,090 and 12,713 sqm net (Scenario A) or between 9,355 and 14,669 sqm net (Scenario B). However, as we have noted in the CMK health-check, there are some notable existing vacant units, particularly in Midsummer Place, which should be monitored for their re-occupation in the first instance.
- 19.12 Turning to the rest of the MKCC area, the capacity assessment shows reasonable capacity to expand both convenience and comparison goods provision over the period to 2030. As we have identified in Section 18, there are certain areas where access to a foodstore is more limited, and it may therefore be sensible to consider additional provision in these areas:
- A larger foodstore to re-establish significant convenience goods provision within Bletchley Town Centre following closure of the previous Sainsbury’s store.
  - A small food store to serve Conniburrow and the area north of the City Centre.
  - A small foodstore to serve areas to the north-west of the City, such as Fairfields.
  - Small-scale convenience goods provision to increase access to convenience goods provision for residents in Stoke Goldington, Sherington and Emberton.
- 19.13 In terms of comparison goods provision, there is no obvious requirement to develop any further facilities outside of existing centres, and therefore we suggest that any capacity be diverted towards supporting existing, and potentially new, comparison goods retailers within the existing centres.
- 19.14 In our leisure assessment, we have specifically identified a potential shortfall in two categories; ten-pin bowling, and food and beverage floorspace. The ten-pin bowling shortfall is being addressed through the opening of one new facility at Midsummer Place in CMK, and extant permission for another nearby.
- 19.15 In terms of food and beverage floorspace, as previously noted, we are highly cognisant of the fact that the recent pandemic will have resulted in the closure of a large amount of restaurant, bar and café floorspace across the Council area. In addition to the pandemic, there has also been significant increases to business costs including energy and transport. Whilst our figures show that there is likely to be a substantial pent-up consumer demand for additional

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<sup>62</sup> To note – our capacity assessment does not account for any major future development which might arise but does not yet have planning permission. This might include additional new dwellings being developed in the City which are the subject of discussions at the time of writing. Were any such proposals to come to fruition, then a revised assessment of retail capacity to support this population would be expected.

spending this area, this does not mean that all of that demand should be met through new floorspace. The potential re-occupation of vacant floorspace should be accounted for in the first instance. The Council should also account for any existing committed leisure developments in this respect.

19.16 Notwithstanding, we have identified the following capacities:

Figure 19.16.1 Restaurant, Pubs, Bars and Café Capacity – Scenario A

Year	Residual Spending	Sales Density	Floorspace (sqm)
2026	£17.5	£5,005	3,502
2030	£43.0	£5,075	8,467
2035	£78.1	£5,126	15,227
2040	£115.9	£5,178	22,391
2050	£200.8	£5,282	38,013

Source: Nexus analysis

Figure 19.16.2 Restaurant, Pubs, Bars and Café Capacity – Scenario B

Year	Residual Spending	Sales Density	Floorspace (sqm)
2026	£20.0	£5,005	4,003
2030	£49.1	£5,075	9,668
2035	£76.6	£5,126	14,951
2040	£132.1	£5,178	25,517
2050	£228.9	£5,282	43,336

19.17 In addition, the Council has exciting plans to bring forward a new multi-purpose indoor events arena in the City. Such a facility would undoubtedly help general footfall and attraction if it were to be located centrally and provide a facility which would comfortably sit alongside the attraction of the outdoor Stadium MK and the Milton Keynes Bowl, as well as other smaller venues.

## Hotels

19.18 Section 5 of this Study found that the Council area currently has a supply of 46 hotels, or 4,010 rooms, which is a significant increase since 2018. However, the occupancy rate is currently only at 68.5%, which is below the national average, and has not yet recovered to reach the occupancy rates that were achieved pre-pandemic.

19.19 A geographical analysis of current hotel supply demonstrated that the majority of available hotel rooms are located within Central Milton Keynes, or within a 1-mile radius of a defined centre. There are a smaller number of rooms available in out-of-centre locations, and very few available within Town and District centres. Furthermore, the existing supply of hotels is not evenly distributed throughout the Council area, with the majority of hotels concentrated in the built-up area, and relatively few located in the rural areas to the north.

19.20 In terms of hotel quality, the largest proportion of rooms are within budget hotels, followed by 3-star and 4-star hotels. There are also a small number of rooms available within apart-hotels. Notably, there are currently no 5-star hotels present within the Council area.

- 19.21 Our capacity analysis explored future demand for hotel rooms in the Council area, and contrast this against current and future supply to understand to what extent there is potential for new hotel facilities. This was done by applying two scenarios based on different growth rates, forecast to 2031. In our low growth scenario, it was found that existing supply of hotels is ample to cater for future needs. In our high growth scenario, however, capacity from 2030 onwards becomes negative, which suggests that more hotel facilities may be required to cater to future demand.
- 19.22 Tying the above together, it is evident that there is no quantitative capacity within the existing hotel base to accommodate growth in visitor numbers over the early part of the Plan period. Whilst there is a small amount of capacity identified under the higher-growth scenario from 2030 onwards, we note that there are two extant permissions and two current applications for additional hotel space in the Council area (see Section 6). Given also the number of new hotels in the area, and that occupancy levels have not yet reached UK averages, we consider that the Council may wish to be conservative with future growth, so that the existing and new hotels can take root and increase their occupancy rates.

### Retail Hierarchy

- 19.23 In Sections 8-16 we set out a detailed health-check of the main centres of MKCC. These centres comprise the top three tiers of the current retail hierarchy, as defined at Table 6.2 of Plan:MK. This Study has analysed the health of each of centres under a series of checks specified in the PPG, as well as understanding market shares and qualitative likes and dislikes deriving from a widespread household telephone survey described in Section 5. The culmination of this work allows us to recommend an appropriate hierarchy of centres for the Council area, taking account both of present circumstances, and the Council's wider plan-making aims and objectives.
- 19.24 By way of background, as described previously in Section 2, Paragraph 86 of the NPPF explains that:
- “Planning policies should define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters”.*
- 19.25 Building on this guidance, we think it is helpful to quickly examine the purpose of defining a hierarchy of centres. Symbolically, it is a signal to investors as to where the Council is looking to provide for future growth to build on or improve the vitality and viability of town centres. But in more practical planning terms, it is also a key component of the ‘impact’ and ‘sequential’ tests in decision-making for town centre uses. We consider this further in the section on Plan Policy below, but in brief, the higher up in the hierarchy a centre is, the more varied you might expect its range of town centre uses to be, and the more resilient and welcoming of new developments within, or close by, its centre it might be.
- 19.26 More importantly still, the hierarchy determines how the sequential test is applied under a ‘town centre first’ regime. By way of example, a proposal for an out-of-centre foodstore nearby a Local Shopping Parade would be expected to pass the test of having first examined the availability, suitability and viability of central or edge-of-centre sites in nearby higher order centres (i.e. a Town Centre).
- 19.27 Turning specifically to the position in the MKCC area, as previously mentioned, Plan:MK (2019) has a specified retail hierarchy set out at Table 6.2. This is summarised below:



Figure 19.27.1 Existing Retail Hierarchy

Hierarchy	Centre/s
City Centre	The Primary Shopping Area of Central Milton Keynes
Town Centres	Bletchley, Kingston, Westcroft and Wolverton
District Centres	Newport Pagnell, Olney, Stony Stratford and Woburn Sands
Local Centres	Not listed

- 19.28 Having established the position in the adopted Plan, it is first relevant to consider whether the groupings used remain appropriate i.e. City Centre, Town Centres, District Centres and Local Centres. Town Centres and Retail Planning Practice Guidance refers to this exact hierarchy at its Paragraph 001. The existing titles used by MKCC are therefore aligned with national guidance.
- 19.29 Beyond titles, it is also important to define the role and characteristics of centres at each tier of the hierarchy, recognising that town centres are the focus of community life as well as their commercial life. This is specified at Paragraph 86 of the NPPF. The adopted Plan does so at Policy ER9, as set out below.

Figure 19.29.1 Existing Definitions at each Tier of the Retail Hierarchy

Hierarchy	Role
City Centre	The Primary Shopping Area within CMK will function and develop as a regional shopping centre for comparison shopping. CMK will also act as a centre catering for the daily and weekly convenience needs of its growing workforce and residential population.
Town Centres	The Town Centres will cater for the daily and weekly convenience and comparison shopping and service needs of their catchment populations.
District Centres	The District Centres will function primarily as local shopping destinations catering for the shopping and service needs of their local catchment populations and in recognition of the constraints placed on their development by conservation and allied considerations.
Local Centres	Local Centres will provide convenience shopping and service facilities in order to reduce car dependency and to ensure ready access by non-car owning households and other people with limited or impaired mobility.

- 19.30 We recommend broadening the description of the role of the City Centre to encompass recognition of its existing leisure function, and its important cluster of civic and public buildings. It may also be helpful to draw a distinction between the suburban role of the Town Centres, which are more closely associated with the City, and the District Centres, which function more as distinct places with a rural hinterland. We make recommendations in these respects in Figure 19.26.1 below.
- 19.31 Having considered the title, role and function of the retail hierarchy, we move on next to consider whether the centres of the current retail hierarchy are appropriately placed. There is no set methodology for defining a retail hierarchy in the NPPF or PPG. We have therefore utilised our empirical evidence to assess a range of criteria that, we feel, provides a suitable basis for supporting the proposed hierarchy. The figure below provides an assessment of each of the ten centres which have been subject to detailed consideration under this Study. Descriptors that have been chosen include the number of units, comparison and convenience goods market share (from our survey work), average market rent, and supermarket and community services provision. This list is not intended to be exhaustive, but we consider these to be some of the key characteristics which define the hierarchy.

Figure 19.31.1 Retail Hierarchy Indicators

Centre	No of Units	Market Share – Comparison Goods	Market Share – Convenience Goods	Market Rent	Community Services <sup>63</sup>	Large Super-markets <sup>64</sup>
Milton Keynes City Centre (CMK)	426	26.4%	6.6%	£35.49/sq ft	Lib, DS, PS, TS	3
Bletchley Town Centre	181	1.1%	0.1%	£15.79/sq ft	Lib, LC, DS, PS, TS	0
Kingston Town Centre	41	1.9%	3.4%	£39.73/sq ft	Lib	2
Westcroft Town Centre	25	0.9%	2.9%	£21.15/sq ft	Lib, DS	2
Wolverton Town Centre	76	1.4%	5.6%	£19.43/sq ft	Lib, LC, DS	1
Newport Pagnell District Centre	130	0.4%	0.2%	£22.79/sq ft	Lib, DS	1
Olney District Centre	92	0.5%	0.4%	£20.47/sq ft	Lib, DS	1
Stony Stratford District Centre	142	0.4%	0.1%	£22.461/sq ft	Lib, DS	1
Woburn Sands District Centre	43	0.3%	0.6%	£25.43/sq ft	Lib, DS, TS	0

**19.32** Our assessment shows a clear distinction between CMK and the remainder of the hierarchy. CMK has a clearly distinguishable number of units, comparison goods market share, convenience goods market share and market rental values, when compared to the other centres.

**19.33** Differences between the Town Centre and District Centre tier are more muted. One variable where there is a notable difference, though is convenience goods market share, with all centres except for Bletchley having a significantly enhanced convenience goods market share when compared to the District Centres. Whilst Bletchley has a lower convenience goods market share, it does have its own distinguishing features in terms of the wide range of community

<sup>63</sup> Community facilities key = LIB (Library), LC (Leisure Centre), DS (Doctors Surgery), PS (Police Station), TS (Train Station) – included if within 300m of centre boundary

<sup>64</sup> Defined as supermarkets with 500 sqm + gross floorspace

services, as well as overall unit numbers, which it provides. All four Town Centres also have larger comparison goods market shares than their District Centre counterparts.

19.34 In terms of any potential amendments to the hierarchy, there are therefore no obvious ‘outliers’ which would warrant a move away from the current hierarchy. We therefore recommend that the Council proceeds with the centres of the Retail Hierarchy as they are currently ordered.

19.35 Based on these indicators, we therefore suggest that the hierarchy set out in the following Figure might be appropriate. Where we have recommended additional text in respect of the role of each tier of the hierarchy, this is underlined for emphasis.

Figure 19.35.1 Recommended Classification of Centres

Hierarchy	Role	Centres
City Centre	The Primary Shopping Area within CMK will function and develop as a regional shopping centre for comparison shopping. CMK will also act as a centre catering for the daily and weekly convenience needs of its growing workforce and residential population. <u>CMK will provide significant leisure functions, as well as important clusters of civic and public buildings.</u>	The Primary Shopping Area of Central Milton Keynes
Town Centres	The Town Centres will cater for the daily and weekly convenience and comparison shopping and service needs of their <u>suburban</u> populations <u>as well as the populations of neighbouring suburbs.</u>	Bletchley, Kingston, Westcroft and Wolverton
District Centres	The District Centres will function primarily as local shopping destinations catering for the shopping and service needs of their local catchment populations <u>and surrounding rural hinterland</u> , in recognition of the constraints placed on their development by conservation and allied considerations.	Newport Pagnell, Olney, Stony Stratford and Woburn Sands
Local Centres	Local Centres will provide convenience shopping and service facilities in order to reduce car dependency and to ensure ready access by non-car owning households and other people with limited or impaired mobility.	Not listed

Source: Nexus Planning

### Town Centre and Primary Shopping Area Boundaries

19.36 Town Centre and Primary Shopping Area (PSA) boundaries enable developers and decision-makers to consider the sequential and impact tests when considering individual proposals for development and/or change of use. It is also relevant for consideration of the impact thresholds (nationally set at 2,500 sqm gross external area under the NPPF), which we discuss in more detail further below.

19.37 MKCC has defined PSA boundaries, and Edge-of-centre is therefore defined as sites which are within a 300m walking distance of a PSA boundary, whilst out-of-centre is defined as those areas beyond that 300m. Defining suitable Town Centre and PSA boundaries is therefore important in this context.

19.38 The Council must weigh up the advantage of having sufficiently large, defined areas to cater for the likely demands of the range of existing and future town centre uses within a centre, but also, the disadvantages of defining too wide an area,

whereby a number of sites which are not suitable for development fall within the edge-of-centre category. A balance must therefore be struck between the two.

- 19.39 In practice, local authorities often utilise the Primary Shopping Area definition to help designate those frontages which they are keenest to see prosper in retail use, with more flexible town centre uses allowed within Primary and Secondary Shopping Frontages.
- 19.40 In this context, we note that Paragraph 86 of the NPPF requires local plans to “define the extent of town centres and primary shopping areas”, with there now being no specific requirement to identify Primary and Secondary Retail Frontages (since 2019).
- 19.41 Annex 2 of the revised NPPF indicates that a Primary Shopping Area is the “Defined area where retail development is concentrated”. Annex 2 also identifies that a town centre is the “Area defined on the local authority’s policies map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area”.
- 19.42 The Council may therefore wish to consider whether it is any longer appropriate to designate Primary and Secondary Shopping Frontages within a Primary Shopping Area. There is no requirement to do so in the NPPF, and whilst it can be introduced as a locally applicable development management tool, when viewed in the context of the Use Class Order and Permitted Development changes outlined in Section 2, they are now inherently difficult to police. Whereas previous policy may have been aimed at retaining retail uses within a tightly defined core area, such policies now have less teeth due to the policy changes. There is, of course, also merit as to why the Government has introduced Class E and the permitted development right. This is to alleviate planning restrictions on property owners so that they can more speedily bring forward alternative uses, which would generate additional footfall to a centre with wider overall benefits.
- 19.43 Having conducted the health checks as part of this study, we are of the view that the Council could remove the Primary and Secondary Frontages for all centres with the exception of CMK. We consider that there remains a policy basis for continuing to identify the Primary and Secondary Frontages in CMK because of their role in providing core retail function for the sub-region.
- 19.44 Furthermore, we have conducted an on-foot assessment of each existing Town Centre and Primary Shopping Area boundary. We recommend the following amendments:
- Woburn Sands – The District Centre Boundary should be extended to the south to include a number of existing units in town centre uses.
  - Wolverton – The PSA be contracted at its eastern end to exclude industrial units, whilst the Town Centre Boundary is extended to include the Lidl store. The former Agora Centre and the square to the south is removed from the PSA.
- 19.45 OS mapping for all centres, including any proposed boundary revisions or omissions, is included at **Appendix J**.

## Policies Mapping

- 19.46 The Policies Map for Plan:MK identifies retail and leisure uses within a single designation at present. The question arises as to whether the two uses should be split and identified separately. However, for the reasons we have set out in this study regarding the practical implementation of modern Use Class E, as well as general need for flexibility, we suggest that the current situation persists.

## Greenfield Development

- 19.47 The Council has asked that consideration is given to a ‘rule of thumb’ when considering how much new retail and leisure floorspace might be appropriate to support large greenfield development, without impacting unduly on existing provision elsewhere.
- 19.48 This will need to be considered by any individual applicant at the time of their planning application submission. However, in terms of a methodology, we set out below a suggested stepped methodology:
1. Establish the likely resident population. This is a product of either the known unit mix, or can be based on an estimate average household size.
  2. Estimate the proportion of residents which would be ‘new’ to the defined Catchment Area. This is important in order not to ‘double-count’ those residents who might be switching homes within the Catchment Area.
  3. Apply an average spend per new resident in the Catchment Area. This will be defined by sources such as Experian, which we utilise in this Study.
  4. Estimate the percentage of resident spending which would be likely to support the new facilities, versus that which would be likely to support existing higher-order centres, such as CMK.
  5. Convert the resident spend to floorspace using a suitable sales density.
- 19.49 Taking a worked example of the above, a 1,500-home development might be expected to have a resident yield of 3,600, based on an average household size of 2.4 people. If it was then assumed that 30% of those residents might be moving within the Catchment Area, then that would leave a newly resident population of 2,520 people in the Catchment Area. Applying then a known estimate of spend per head (e.g. £2,500 for convenience goods), this would result in a cumulative spend of £6.3m per annum. Assuming then that 30% of that spend would be met locally through top-up shopping, with 70% going to major food shopping facilities elsewhere, this would result in £1.9m being available to support local facilities on the new development. Translated to floorspace using a suitable convenience goods sales density (this Study has utilised £9,341/sqm as the lower threshold at 2023), then this would result in capacity for around 202 sqm net in support of the development.
- 19.50 Linked to this assessment, we are asked whether the Council should consider applying a ‘maximum’ floorspace to local centre convenience goods floorspace. Our advice is that this might be difficult to substantiate as doing so might lead to unsustainable travel patterns where a large housing development is proposed, with in isolation itself might support a large foodstore for the benefit of its walk-in catchment. Instead, we would advocate following the sort of methodology we have set out above in each individual circumstance, thereby treating each development on its own merits.

## General Policy Recommendations

- 19.51 The key retail and leisure related policies of Plan:MK (2019) have been described in Section 2. In light of the recommendations of this Study, we have reviewed those policies and make the following suggestions for revisions under the next Plan review:
- Policy ER9 (Character and Function of the Shopping Hierarchy) – Part A sets out the detailed objectives for each tier of the hierarchy. We have suggested revisions to the definitions under each tier at Figure 19.32.1 above. We also consider Part B of the policy sound, whereby it recommends that the scale of retail and service provision within new residential development should be commensurate with the day-to-day needs of the resident population. We have

considered above whether there are grounds to set a maximum limit to such floorspace and find that each proposal should be considered on its own merits. We have also set out a skeleton methodology for doing so.

- Policy ER10 (Assessing Edge of Centre and Out of Centre Proposals) – This policy explains how the NPPF impact test and sequential test will be employed at the local level. For all parts of the Policy, it may be beneficial to refer specifically to the tests applying to proposals outside the Primary Shopping Area, rather than the Town Centre (given that all centres have a defined Primary Shopping Area). This is currently referred to in Footnote 16, but for clarity, we consider that it would be beneficial to add reference in the wording of the policy itself.

Part B sets out a Local Impact Threshold of 900 sqm gross for proposals outside CMK and 350 sqm gross for all other centres. Paragraph 6.49 explains that the 350 sqm gross limit is proposed as a result of the typical scale of small convenience stores (c.370 sqm gross) as well as major comparison goods retailers (c465 sqm). There is though no detailed explanation for the 900 sqm gross limit set for proposals outside CMK and this may need re-evaluating following the passage of time.

- Policy ER11 (Protection of Local Shops, Post Offices, Banks and Public Houses) – Section 18 of this Study has highlighted the importance of service uses. This policy is therefore supported. For clarity purposes, we would suggest that the Policy itself refers to the fact that it applies only to the District Centres and Local Centres (as explained at Paragraph 6.53 of the Plan).
- Policy ER12 (New Shops in the Rural Area) – This Policy is supported and we have no recommended changes.
- Policy ER13 (Non-Retail Uses in Local Centres within the City) – This Policy is supported and we have no recommended changes.
- Policy ER14 (New Local Centres) – This Policy sets out designated Local Centres and we make no comment on those designations. We support the suggestion that Local Centres should be located within 500 metres walking distance of the majority of new dwellings.
- Policy ER15 (Car Related Retail Uses) – This Policy is supported and we have no recommended changes.
- Policy ER16 (Hotel and Visitor Accommodation) – We agree with the Policy support for new hotels and purpose built accommodation in the CMK, Town and District Centres. Whilst we have urged some caution above in terms of promoting new hotels, and would stop short of specifically allocate any sites for visitor accommodation purposes, this should not stymie the market generally if market demand is proven to exist for new accommodation within existing centres.
- Policy ER17 (Tourism, Visitor and Cultural Destinations) – Based on our leisure assessment, this Policy is supported and we have no recommended changes.
- Policy ER18 (Non-Retail Uses on Ground Floor Uses in Town Centres) – This Policy will need updating in light of the changes to the Use Classes Order and the introduction of Class E, as discussed earlier on. References to former Class A1 will need replacing with Class E, where appropriate. We have recommended that Primary and Secondary Frontages are dropped from all centres except CMK, and suggest that the re-worded version of this policy make it clear which ground-floor uses are acceptable within a) the Primary and Secondary Frontages of CMK, and b) the Primary Shopping Area of all centres. As per Table 6.3 of CMK, this would still allow the Council to impose different levels of restrictions within the Primary Shopping Area of each centre.

## Glossary of Terms

<b>Bulky goods:</b>	Goods of a large physical nature (for example DIY, furniture, carpets) that sometimes require large areas for storage or display.  <i>Source: Planning Portal</i>
<b>Capacity:</b>	Forecast resident spending within the catchment area, with which to support existing and additional retail floorspace.  <i>Source: Planning Portal</i>
<b>Comparison Goods:</b>	Retail items not bought on a frequent basis, for example televisions and white goods (fridges, dishwashers etc.).  <i>Source: Planning Portal</i>
<b>Convenience Goods:</b>	Everyday essential items, such as food.  <i>Source: Planning Portal</i>
<b>Edge-of-Centre:</b>	For retail purposes, a location that is well connected to, and up to 300 metres from, the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.  <i>Source: NPPF</i>
<b>Expenditure per Capita:</b>	The amount of money spent on retail goods per person in each Zone across the Study Area.
<b>Expenditure:</b>	Average annual expenditure levels for various forms of goods, multiplied by the population within the defined Study Area.
<b>Experian GOAD:</b>	Experian GOAD is a retail property intelligence system that helps retail developers, property investors, planning professionals, and commercial agents to identify profitable locations for retail property development and investment projects. It offers comprehensive retail location plans and easy to use reports covering over 3,000 shopping areas in the UK.
<b>Experian App Library Micromarketer:</b>	A population, expenditure and socio-demographic dataset that utilises the 2021 Census release, projected forward by using growth rates derived from Office for National Statistics projections and current age and gender estimates.
<b>Experiential Retail</b>	Experiential retail is a strategy that is focused on creating memorable and engaging customer experiences rather than just selling products. The idea is to provide a unique, immersive and interactive shopping environment that encourages consumers to connect with the brand on a deeper level.
<b>Financial &amp; Business Services:</b>	An Experian GOAD category comprising the likes of banks, building societies, employment agencies, legal services, estate agents and business services.  <i>Source: Experian GOAD</i>
<b>GOAD Plans:</b>	A plan showing a bird's-eye view of a retail centre including the exact location of all retail outlets and vacant premises, fascia name, retail category, and floor space. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing you to instantly assess the site quality of existing

or prospective store locations.

*Source: Experian*

**Gross Value Added (GVA)**

Gross value added (GVA) is an economic productivity metric that measure the contribution of a corporate subsidiary, company, or municipality to an economy, producer, sector or region.

**Impact Test**

The purpose of the test is to consider the impact over time of certain out of centre and edge of centre proposals on town centre vitality/viability and investment. The test relates to retail and leisure developments (not all main town centre uses) which are not in accordance with up-to-date plan policies and which would be located outside existing town centres.

*Source: Planning Practice Guidance*

**Independent Retailers:**

Retailers with less than ten outlets/ stores.

*Source: Experian*

**Leisure Services:**

An Experian GOAD category for town centre leisure units which includes bars, cafes, cinemas, nightclubs, take-aways, hotels, public houses and restaurants. For clarity, it does not include facilities for leisure pursuits e.g. sports centres, swimming pools or health & fitness clubs.

*Source: Experian GOAD*

**Market Share:**

The proportion of residents that visit a particular retail destination, derived from household survey results.

**National Multiple:**

Defined as retailers with ten or more stores/ outlets.

*Source: Experian*

**Primary shopping area:**

Defined area where retail development is concentrated.

*Source: NPPF*

**Retail Floorspace:**

Total floor area of the property that is associated with all retail uses in square metres. May be expressed as a net figure (the sales area) or in gross (including storage, preparation and staff areas).

*Source: Planning Portal*

**Retail Impact:**

The potential effects of proposed retail development upon existing shops.

*Source: Planning Portal*

**Retail Services:**

An Experian GOAD category comprising the likes of dry cleaners, health & beauty, opticians, photo processing, post offices and travel agents.

*Source: Experian GOAD*

**Sales Density:**

Turnover, per square metre. Various retail planning sources such as Verdict UK Food & Grocery Company Briefing Reports and Mintel Retail Rankings provide average (or benchmark) sales densities for national multiple convenience retailers.

**Sequential Approach:**

A planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield housing sites before greenfield sites, or town centre retail sites before out-of-centre sites.



*Source: Planning Portal*

**Special Forms of Trading:**

Special forms of trading (SFT) are defined as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies.

*Source: Experian*

**Turnover:**

Amount of sales per unit area of retail floorspace

*Source: Planning Portal*

**Town Centre:**




Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

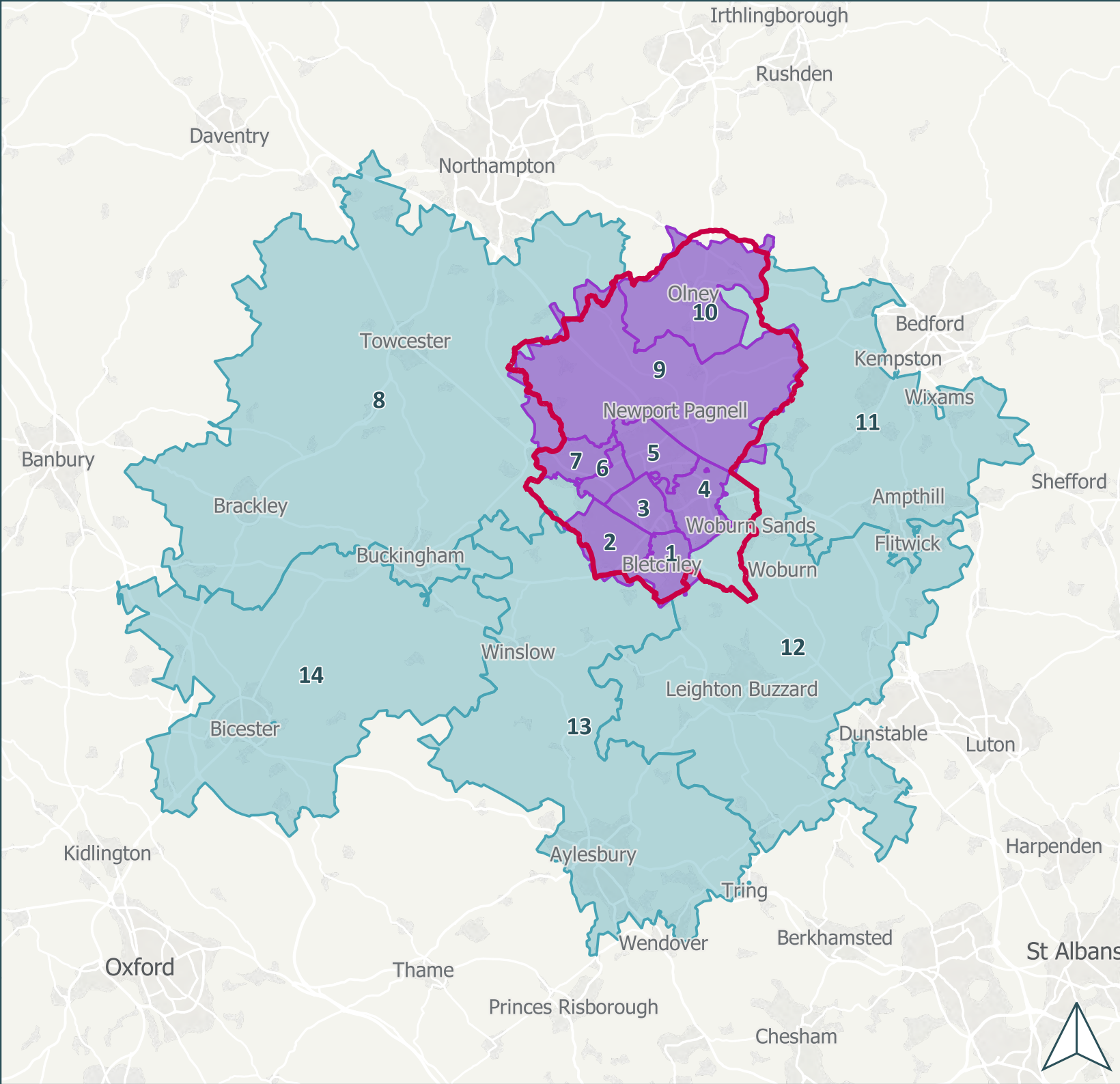
*Source: NPPF*

## Appendix A – Plans of the Study Area



# Study Area Zones

-  Milton Keynes LA
-  Inner Study Area Zones
-  Outer Study Area Zones



Scale: 1:350,000

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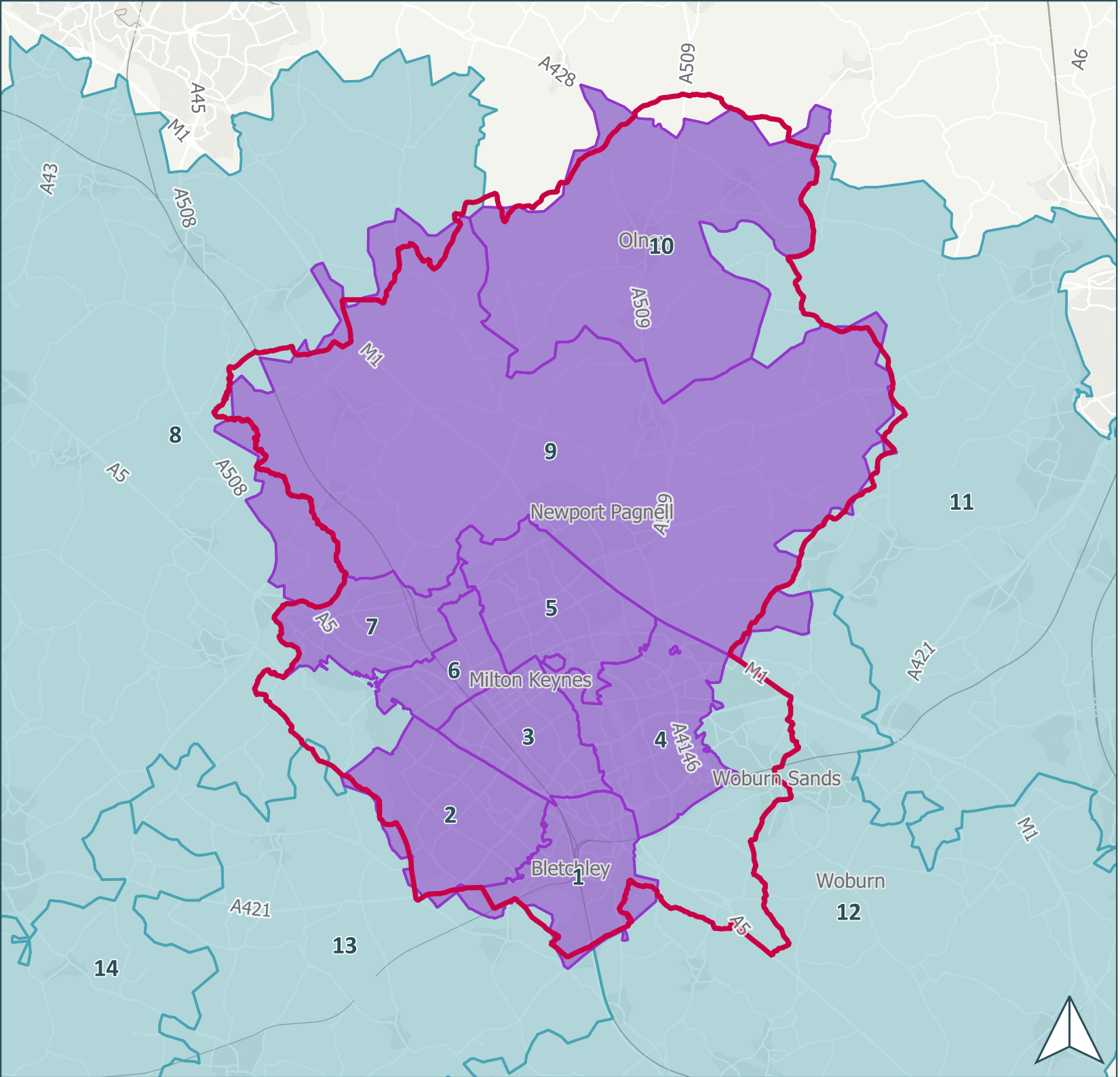
# Inner Study Area Zones

- Milton Keynes LA
- Inner Study Area Zones
- Outer Study Area Zones

Scale: 1:150,000

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## Appendix B – Study Area Household Survey (NEMS)



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**Milton Keynes Household Survey  
for  
Nexus Planning**

February 2022

Job Ref: 012A23

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# Introduction

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## 1.1 Research Background & Objectives

To conduct a survey amongst residents in and around the Milton Keynes City Council area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities.

## 1.2 Research Methodology

A total of 1409 interviews were conducted between Tuesday 14<sup>th</sup> and Thursday 9<sup>th</sup> March 2023. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.



## 1.3 Sampling

### 1.3.1 Survey Area

The survey area was segmented into 14 zones defined by postcode sector. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	MK1 1, MK2 2, MK2 3, MK3 5, MK3 6	103
2	MK3 7, MK4 1, MK4 2, MK4 3, MK4 4, MK5 6, MK5 7, MK8 0	101
3	MK5 8, MK6 1, MK6 2, MK6 4, MK6 5, MK9 1, MK9 2, MK9 3	100
4	MK6 3, MK7 6, MK7 7, MK7 8, MK10 0, MK10 7, MK10 9	100
5	MK9 4, MK14 5, MK14 6, MK14 7, MK15 0, MK15 8, MK15 9	100
6	MK8 8, MK8 9, MK13 7, MK13 8, MK13 9	100
7	MK11 1, MK11 2, MK11 3, MK12 5, MK12 6, MK13 0	100
8	MK8 1, MK11 4, MK18 1, MK18 5, MK18 6, MK18 7, MK19 6, NN7 2, NN7 3, NN12 6, NN12 7, NN12 8, NN13 5, NN13 6, NN13 7	104
9	MK16 0, MK16 8, MK16 9, MK19 7	101
10	MK46 4, MK46 5	100
11	MK43 0, MK43 1, MK43.2, MK43 8, MK43 9, MK45 1, MK45 2, MK45 3	100
12	LU5 6, LU6 2, LU7 0, LU7 1, LU7 2, LU7 3, LU7 4, LU7 9, MK17 7, MK17 8, MK17 9, MK45 5	100
13	HP19 0, HP19 7, HP19 8, HP19 9, HP20 1, HP20 2, HP21 7, HP21 8, HP21 9, HP22 0, HP22 4, HP22 5, HP22 7, HP23 4, MK17 0, MK18 3	100
14	MK18 2, MK18 4, OX25 1, OX25 2, OX25 3, OX26 1, OX26 2, OX26 3, OX26 4, OX26 5, OX26 6, OX27 0, OX27 7, OX27 8, OX27 9	100
<b>Total</b>		<b>1409</b>

### **1.3.2 Telephone Numbers**

The landline numbers are generated through a process known as Random Digit Dialling (RDD), whereby we start with known 'seed' numbers and then generate all possible number combinations around these. Known business numbers are removed and the remaining numbers are randomly sorted to give each number the same and equal chance of being selected.

The benefit of using RDD numbers (as opposed to those generated from pre-existing lists such as telephone directories and Electoral Register entries) is that ex-directory numbers are also included in the survey sample. In practice, this means that the sample provided is in no way preselected, and that consumers who had opted-out of providing their telephone contact details to directory operators had the opportunity to take part in the research, thereby removing potential bias in the sample.

Mobile numbers were also included in the survey sample to further increase the inclusivity of the survey, given the increase in the number of mobile-only households amongst certain demographic groups (especially younger people and lower income households). These numbers are generated from a variety of commercial sources, where permission has been given to use such contact information for research and marketing purposes.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

### **1.3.3 Time of Interviewing**

Approximately two-thirds of all calls are made outside normal working hours.

### **1.3.4 Sample Profile**

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

### **1.3.5 Monitoring of Calls**

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

## 1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	22.4%	201	1.5725
35-44	20.6%	136	2.1371
45-54	19.2%	128	2.1146
55-64	18.2%	252	1.0174
65+	19.5%	692	0.3977
<b>Total</b>		<b>1409</b>	

Further weightings were then applied to the zone data, to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

<b>Zone</b>	<b>Population *</b>	<b>Interviews Achieved</b>	<b>Interviews Achieved (Weighted by Age)</b>	<b>Zone Weightings</b>
1	30,903	103	63	0.6260
2	53,666	101	110	1.0548
3	29,766	100	61	0.6420
4	39,473	100	81	0.5325
5	29,134	100	60	0.6371
6	22,200	100	46	0.5497
7	27,871	100	57	0.5346
8	89,088	104	183	1.3552
9	24,511	101	50	0.7378
10	9,611	100	20	0.3047
11	60,461	100	124	1.4275
12	92,619	100	190	1.8527
13	118,705	100	244	2.1393
14	58,853	100	121	1.1882
<b>Total</b>	<b>686,861</b>	<b>1409</b>	<b>1409</b>	

\* Source: 2011 Census

## 1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

*For example, if 50% of a sample of 1409 answers “Yes” to a question, we can be 95% sure that between 47.4% and 52.6% of the population holds the same opinion (i.e. +/- 2.6%).* The following is a guide showing confidence intervals attached to various sample sizes from the study:

<b>%ge Response</b>	<b>95% confidence interval</b>
10%	±1.6%
20%	±2.1%
30%	±2.4%
40%	±2.6%
50%	±2.6%

## 1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

## Appendix 1:

Data Tabulations

By Zone Filtered Nulls & SFT (Part 1)

(Weighted)



Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>We now have a few questions about where you go Food shopping. In answering these questions the location may be a store, a town, a specific road or area, or it could be the internet.</b>																
<b>Q01 Where did you last undertake your main food and grocery shopping?</b>																
<i>Excl. Nulls &amp; SFT</i>																
<b>Zone 1</b>																
Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	1.5%	17	7.7%	4	4.9%	5	4.2%	2	1.8%	1	0.0%	0	1.1%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	4.7%	54	5.4%	3	7.1%	7	13.7%	8	13.4%	9	4.5%	2	0.6%	0	6.3%	3
Asda, Islay Court, Jersey Drive, Newton Leys, Bletchley, Milton Keynes, MK3 5QW	0.8%	9	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Newton Road, Bletchley, Milton Keynes, MK3 5BS	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Brunel Centre, The Concourse, Bletchley, Milton Keynes, MK2 2ES	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dukes Drive, Bletchley, MK2 2QG	0.3%	3	2.3%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Watling Street, Bletchley, MK1 1YY	0.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	0.6%	7	6.4%	4	0.4%	0	0.4%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0
Local shops, Bletchley Town Centre	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	0.1%	1	1.3%	1	0.0%	0	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Tesco Express, Buckingham Road, Bletchley, Milton Keynes, MK3 5BP	1.8%	21	4.0%	2	0.0%	0	3.5%	2	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes, MK3 6PB	0.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	4.5%	51	32.8%	19	16.4%	16	5.5%	3	6.5%	4	1.0%	1	0.6%	0	2.4%	1
<b>Zone 2</b>																
Aldi, Westcroft Retail Park, Barnsdale Drive, Westcroft, MK4 4DD	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.4%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	4.3%	49	2.9%	2	32.8%	33	5.7%	3	4.8%	3	0.0%	0	6.1%	2	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	1.4%	16	0.4%	0	8.8%	9	2.7%	2	0.0%	0	1.0%	1	2.8%	1	0.0%	0
Tesco Express, Dulverton Drive, Furzton, Milton Keynes, MK4 1EN	0.2%	3	0.0%	0	1.7%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																
Aldi, The Place Retail Park, Milton Keynes, MK9 1EN	1.2%	14	0.0%	0	3.3%	3	2.0%	1	0.8%	1	1.8%	1	10.2%	4	1.7%	1
B&M, Farthing Grove, Netherfield, Milton Keynes, MK6 4JH	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2YA	0.4%	5	0.0%	0	0.0%	0	8.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beanhill Local Centre, Milton Keynes, MK6 4LP	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elder Gate, Milton Keynes, MK9 1BB	0.1%	1	1.7%	1	0.0%	0	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Marks and Spencer (M&S), Sunset Walk, Burns Way, Milton Keynes, MK9 3PD	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	1.4%	16	0.0%	0	2.3%	2	8.7%	5	2.5%	2	4.5%	2	4.8%	2	3.2%	2
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	4.6%	52	5.1%	3	10.0%	10	20.7%	12	5.6%	4	17.9%	9	15.4%	6	3.2%	2
<b>Zone 4</b>																
Aldi, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Home Bargains, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Fen Street, Milton Keynes, MK10 7NP	0.3%	3	0.0%	0	0.0%	0	0.4%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingston Local Centre, Milton Keynes, MK10 0AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	3.7%	42	0.0%	0	0.4%	0	4.2%	2	16.0%	10	10.2%	5	5.8%	2	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes, MK10 9SU	1.4%	15	0.4%	0	3.3%	3	2.7%	2	3.7%	2	7.2%	4	2.5%	1	0.0%	0
<b>Zone 5</b>																
Aldi, Stantonbury, Milton Keynes, MK14 6GU	2.9%	33	4.1%	2	0.0%	0	0.0%	0	1.8%	1	19.7%	10	10.8%	4	12.2%	6
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.5%	2	2.0%	1	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	1.2%	13	0.0%	0	0.0%	0	1.1%	1	0.0%	0	9.7%	5	0.6%	0	0.0%	0
Sainsbury's Local, Granville Square, Willen, Milton Keynes, MK15 9JL	0.5%	6	4.7%	3	0.0%	0	2.4%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swinden Court, Heelands, Milton Keynes, MK13 7PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
<b>Zone 7</b>																
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.4%	1
Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	7.7%	4
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes, MK12 6AX	1.8%	20	5.8%	3	0.0%	0	3.5%	2	10.6%	7	2.0%	1	2.2%	1	7.8%	4
Tesco Express, Cofferridge Close, Stony Stratford, MK11 1BY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	4.9%	56	0.0%	0	2.3%	2	1.1%	1	0.8%	1	5.7%	3	25.3%	10	40.3%	20
<b>Zone 8</b>																
Aldi, Old Greens Norton Road, Towcester, NN12 8AX	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Osier Way, Buckingham, MK18 1TG	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Buckingham, MK18 7RB								
Local shops, Brackley Town Centre, NN13 7AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wellington Road, Brackley, NN13 6RE	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pavillons Way, Lark Rise, Brackley, NN13 6JR	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham, MK18 1AB	1.7%	20	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Old Tiffield Road, Towcester, NN12 6PF	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley, NN13 7EF	1.9%	22	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Meadow Walk, Buckingham, MK18 1RS	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Manor Road, Brackley, NN13 6BE	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Water Lane, Towcester, NN12 6HZ	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Newport Pagnell, MK16 8AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Stanley Court, Weston Road, Olney, MK46 5NH	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.8%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Olney, MK46 4BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Bedford, MK43 0DP	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Station Road, Marston Moretaine, Bedford, MK43 0PH	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Ampthill Town Centre, MK45 2NG	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Flitwick Town Centre, MK45 1AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Folkes Road, Bedford, MK43 9BY	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	3.3%	37	0.0%	0	0.0%	0	2.7%	1
Waitrose, Bedford Street, Ampthill, MK45 2LU	0.5%	6	0.0%	0	0.0%	0	0.0%	0
<b>Zone 12</b>								
Aldi, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	1.0%	11	0.0%	0	0.0%	0	2.7%	1
Co-Op Food, Birds Hill, Heath and Reach, Leighton Buzzard, LU7 0AQ	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Woburn Sands, MK17 8RF	0.1%	2	0.0%	0	0.0%	0	1.3%	1
Local shops, Leighton Buzzard Town Centre, LU7 1DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Grovebury Retail Park, Grovebury Road, Leighton Buzzard, LU7 4EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard,	1.5%	17	1.1%	1	0.0%	0	0.0%	0

Column %ges.

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LU7 1WS								
Tesco Express, Aries Court, Appenine Way, Leighton Buzzard, LU7 3XW	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Woburn Sands, Milton Keynes, MK17 8RQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	2.7%	31	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterborne Walk, Leighton Buzzard, LU7 1DH	0.7%	7	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>								
Aldi, Cambridge Street, Aylesbury, HP20 1BT	2.7%	31	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury, HP19 8AW	1.1%	12	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury, HP21 8BD	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Way, Aylesbury, HP20 2HX	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Jansel Square, Camborne Avenue, Bedgrove, HP21 7ET	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Oakfield Road, Aylesbury, HP20 1LL	0.5%	5	0.0%	0	0.0%	0	0.0%	4.1%
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Gatehouse Road, Aylesbury, HP19 8ED	1.0%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Jackson Road, Aylesbury, HP19 9BF	0.1%	1	0.0%	0	0.0%	0	1.3%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	4.3%	49	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	2.9%	33	0.0%	0	0.0%	0	0.0%	0
Waitrose, Exchange Street, Waterside, Aylesbury, HP20 1AL	0.5%	5	0.0%	0	0.0%	0	0.0%	0
<b>Zone 14</b>								
Aldi, Launton Road, Bicester, OX26 6PZ	1.1%	12	0.0%	0	0.0%	0	0.0%	0
Costcutter, Bicester Road, Launton, OX26 5DQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Sheep Street, Bicester, OX26 6TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	1.2%	14	0.0%	0	0.0%	0	0.0%	0
Local shops, Ardley Village Centre, OX27 7PF	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Bicester Town Centre, OX26 6FA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	1.3%	14	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hart Place, Bicester, OX26 4FR	0.2%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Tesco Express, Holm Square, Southwold, Bicester, OX26 3YQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.2%	14	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>								
Aldi, Church Street, Dunstable, LU5 4RP	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Fairhill, Bedford, MK41 7FY	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Dallow Road, Luton, LU1 1HL	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	1.8%	20	0.0%	0	0.0%	0	0.0%	0
Aldi, Weedon Road, Northampton, NN5 5DE	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Westville Road, Bedford, MK42 9BL	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.3%	4	0.0%	0	0.0%	0	1.3%	1
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.5%	5	0.0%	0	0.0%	0	1.8%	1
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.2%	3	1.7%	1	0.0%	0	2.6%	2
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Alban Retail Park, Bedford, MK42 0NW	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Greenhill Street, Bedford, MK40 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Evesham Road, Bishops Cleeve, GL52 8NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Houghton Road, Houghton Regis, Dunstable, LU5 5AX	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Luton Road, Dunstable, LU5 4LW	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Ridge Road, Bedford, MK42 7LZ	0.4%	4	0.0%	0	2.2%	2	0.0%	0
Lidl, Weedon Road, Northampton, NN5 5DF	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Ampthill Road, Bedford, MK42 9PP	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, High Street, Houghton Regis, Dunstable, LU5 5BJ	0.4%	4	0.4%	0	0.0%	0	0.0%	0
Morrisons Superstore, Oxford Street, Wellingborough, NN8 4JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Swan Close Road, Banbury, OX16 5AQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Victoria Promenade, Northampton, NN1 1HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade, SG18 0NA	0.4%	5	2.3%	1	0.0%	0	1.8%	1
Sainsbury's Superstore,	0.1%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Clapham Road, Bedford, MK41 7PJ								
Sainsbury's Superstore, Gambrel Road, Westgate Industrial Estate, Northampton, NN5 5DG	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Thame, OX9 2BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Luton Road, Dunstable, LU5 4RF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Priors Road, Cheltenham, GL52 5AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saxon Centre, Bedford Road, Kempston, Bedford, MK42 8AY	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0.4%
Tesco Express, Abington Street, Northampton, NN1 2AN	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Andrew Close, Shenley, Radlett, WD7 9LP	0.2%	2	0.0%	0	2.2%	2	0.0%	0
Tesco Express, Coppice Drive, Spinney Hill, Northampton, NN3 6ND	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Sundon Park, Luton, LU3 3BJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jarman Way, Hemel Hempstead, HP2 4JS	0.1%	1	0.0%	0	0.0%	0	0.0%	2.4%
Tesco Extra, Skimpot Road, Dunstable, LU5 4JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Riverfield Drive, Bedford, MK41 0SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldington Road, Bedford, MK41 0UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FW	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Wilko, High Street, Bedford, MK40 1RY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1135	57	100	57	64	50	39	49
Sample:	1189	93	94	94	80	85	90	86

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q02 Which retailer do you usually use for your main food internet / delivery shopping?</b>								
<i>Asked to those who said 'Internet / delivery' at Q01</i>								
Amazon Pantry	3.4%	9	0.0%	0	0.0%	0	0.0%	0
Asda	12.5%	34	8.1%	0	0.0%	0	33.4%	1
Iceland	2.2%	6	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	2.7%	7	0.0%	0	0.0%	0	0.0%	0
Morrisons	4.7%	13	0.0%	0	21.9%	2	0.0%	0
Ocado	12.9%	35	0.0%	0	43.4%	4	0.0%	0
Sainsbury's	10.1%	28	0.0%	0	14.5%	1	42.6%	2
Tesco	41.7%	115	91.9%	6	20.2%	2	24.0%	1
Waitrose	9.8%	27	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	274	6	10	4	17	9	6	9
Sample:	220	10	7	6	20	15	10	14
<b>Q03 How do you normally receive your main food internet / delivery shopping?</b>								
<i>Asked to those who said 'Internet / delivery' at Q01</i>								
Home delivered	87.1%	239	96.0%	6	100.0%	10	100.0%	4
Click and collect	8.4%	23	4.0%	0	0.0%	0	0.0%	0
Starship robots	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Deliveroo	4.2%	11	0.0%	0	0.0%	0	0.0%	0
Uber Eats Grocery	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	274	6	10	4	17	9	6	9
Sample:	220	10	7	6	20	15	10	14
<b>Q04 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?</b>								
<i>Not asked to those who said 'Internet / delivery' at Q01</i>								
Private Vehicle (car / van / Motorcycle, scooter or moped; as passenger or driver; or taxi)	88.3%	1001	77.1%	44	94.4%	94	78.6%	45
Bus (including the busway or guided bus), minibus or coach	2.5%	28	8.1%	5	1.3%	1	2.7%	2
Walk	8.3%	94	14.8%	8	4.4%	4	16.4%	9
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.3%	3	0.0%	0	0.0%	0	2.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	3.1%	2
Weighted base:	1135	57	100	57	64	50	39	49
Sample:	1189	93	94	94	80	85	90	86
<b>Q05 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?</b>								
<i>Not asked to those who said 'Internet / delivery' at Q01</i>								
1 - 10 minutes	62.6%	710	59.4%	34	90.2%	90	70.2%	40
11 - 20 minutes	24.4%	277	21.5%	12	9.3%	9	20.0%	11
21 - 30 minutes	7.6%	87	14.8%	8	0.0%	0	2.8%	2
31 - 40 minutes	0.7%	8	1.7%	1	0.0%	0	0.0%	0
41 - 50 minutes	0.4%	5	1.7%	0	0.0%	0	2.8%	2
51 - 60 minutes	0.4%	5	0.0%	0	0.0%	0	0.0%	0
61 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 80 minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0
81 - 90 minutes	0.4%	4	0.0%	0	0.4%	0	0.4%	0
Over 90 minutes	0.7%	8	0.0%	0	0.0%	0	2.8%	2
(Don't know / varies)	2.6%	29	0.9%	0	0.0%	0	0.9%	1
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	12.70	13.54	6.88	13.57	14.70	10.53	10.08	11.54
Weighted base:	1135	57	100	57	64	50	39	49
Sample:	1189	93	94	94	80	85	90	86

Weighted:

February 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q06 How much did you spend on your last main food and grocery shopping at (STORE MENTIONED AT Q01)?</b>																
£1 - £5	0.1%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.4%	0
£6 - £10	1.8%	26	2.5%	2	1.4%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.4%	0
£11 - £15	0.6%	9	5.8%	4	0.0%	0	2.5%	2	2.1%	2	0.0%	0	0.5%	0	0.0%	0
£16 - £20	3.3%	46	3.0%	2	0.4%	0	6.8%	4	2.1%	2	1.3%	1	3.6%	2	4.2%	2
£21 - £25	2.3%	32	0.8%	0	0.4%	0	6.8%	4	0.9%	1	0.4%	0	1.4%	1	1.8%	1
£26 - £30	4.8%	67	2.3%	1	10.4%	11	11.3%	7	3.1%	3	6.7%	4	2.7%	1	1.5%	1
£31 - £35	1.6%	22	2.1%	1	0.4%	0	1.3%	1	2.4%	2	3.1%	2	0.0%	0	1.5%	1
£36 - £40	4.1%	57	5.5%	3	6.2%	7	5.6%	3	1.0%	1	8.6%	5	7.2%	3	4.8%	3
£41 - £45	2.7%	38	5.4%	3	2.4%	3	3.1%	2	6.2%	5	1.9%	1	0.0%	0	2.0%	1
£46 - £50	8.3%	117	4.9%	3	8.4%	9	9.9%	6	4.1%	3	9.9%	6	6.9%	3	9.1%	5
£51 - £55	1.9%	26	0.8%	0	0.4%	0	2.5%	2	1.0%	1	3.5%	2	4.8%	2	2.6%	1
£56 - £60	6.4%	90	12.1%	8	8.3%	9	8.0%	5	11.7%	9	6.3%	4	17.5%	8	14.6%	8
£61 - £65	2.7%	37	2.5%	2	1.7%	2	1.7%	1	1.4%	1	3.0%	2	2.7%	1	4.8%	3
£66 - £70	5.2%	73	6.6%	4	6.6%	7	2.7%	2	0.8%	1	7.4%	4	7.6%	3	4.4%	3
£71 - £75	2.7%	38	0.8%	0	1.7%	2	0.4%	0	3.7%	3	4.6%	3	7.0%	3	3.0%	2
£76 - £80	8.0%	112	6.0%	4	3.4%	4	7.3%	4	8.0%	6	9.5%	6	4.1%	2	5.7%	3
£81 - £85	1.3%	18	1.0%	1	3.0%	3	0.0%	0	2.4%	2	3.1%	2	1.0%	0	0.0%	0
£86 - £90	3.0%	43	0.8%	0	4.4%	5	4.6%	3	2.7%	2	0.0%	0	3.6%	2	0.7%	0
£91 - £95	0.6%	9	0.4%	0	2.0%	2	1.1%	1	0.0%	0	0.0%	0	1.7%	1	2.0%	1
£96 - £100	9.2%	130	14.3%	9	6.2%	7	6.8%	4	11.8%	10	11.8%	7	6.2%	3	7.0%	4
£101 - £120	8.4%	119	8.2%	5	7.0%	8	7.7%	5	8.9%	7	0.4%	0	0.5%	0	4.7%	3
£121 - £140	3.2%	45	3.0%	2	1.9%	2	0.0%	0	3.1%	3	0.4%	0	0.0%	0	3.8%	2
£141 - £160	4.8%	68	3.6%	2	6.2%	7	2.7%	2	2.7%	2	5.4%	3	3.5%	2	7.3%	4
£161 - £180	1.2%	16	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.0%	1
£181 - £200	2.0%	28	1.6%	1	0.0%	0	0.0%	0	0.7%	1	2.2%	1	0.5%	0	0.0%	0
£201 - £250	1.2%	18	0.0%	0	3.0%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	2.0%	1
£250+	0.9%	13	0.0%	0	2.0%	2	1.1%	1	3.8%	3	0.0%	0	0.0%	0	2.0%	1
(Don't know)	6.1%	87	1.6%	1	8.6%	9	6.2%	4	6.5%	5	8.4%	5	14.2%	6	8.4%	5
(Refused)	1.6%	23	3.1%	2	3.5%	4	0.0%	0	2.1%	2	0.4%	0	0.5%	0	0.4%	0
Mean:		82.43		72.87		86.23		70.60		90.28		70.37		70.02		82.51
Weighted base:		1409		63		110		61		81		60		46		57
Sample:		1409		103		101		100		100		100		100		100

**Q07 How often do you do your main food shopping at (STORE MENTIONED AT Q01)?**

7 times a week	0.5%	7	1.9%	1	0.0%	0	0.4%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
4-6 times a week	1.6%	23	1.6%	1	1.5%	2	0.4%	0	2.1%	2	2.3%	1	0.0%	0	4.6%	3
2-3 times a week	12.2%	172	10.9%	7	13.1%	14	16.5%	10	14.9%	12	11.3%	7	15.8%	7	17.1%	10
Once a week	62.9%	886	67.3%	43	71.6%	79	58.3%	36	61.9%	50	60.2%	36	63.0%	29	50.5%	29
Once a fortnight	12.5%	176	8.5%	5	7.2%	8	14.9%	9	15.4%	12	19.9%	12	11.8%	5	21.8%	12
Once a month	6.8%	96	8.6%	5	5.2%	6	3.4%	2	4.1%	3	4.0%	2	8.4%	4	2.7%	2
Less than once a month	2.0%	28	0.0%	0	0.0%	0	4.1%	3	0.0%	0	1.3%	1	0.5%	0	1.5%	1
Have only used once	0.2%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	19	1.2%	1	1.5%	2	0.8%	1	0.3%	0	0.0%	0	0.5%	0	1.8%	1
Mean:		1.15		1.24		1.19		1.15		1.29		1.11		1.12		1.30
Weighted base:		1409		63		110		61		81		60		46		57
Sample:		1409		103		101		100		100		100		100		100

**Q08 Do you make 'top up' shopping trips in between your main food shopping trip? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.**

Yes	75.8%	1068	72.6%	46	81.0%	89	82.6%	50	80.9%	66	71.9%	43	78.3%	36	83.6%	48
No	24.2%	341	27.4%	17	19.0%	21	17.4%	11	19.1%	15	28.1%	17	21.7%	10	16.4%	9
Weighted base:		1409		63		110		61		81		60		46		57
Sample:		1409		103		101		100		100		100		100		100



Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q09 Where did you last undertake your 'top up' shopping?</b>																
<i>Asked to those who do top up shopping at Q10 AND Excl. Nulls &amp; SFT</i>																
<b>Zone 1</b>																
Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	0.4%	4	0.5%	0	1.0%	1	1.4%	1	2.1%	1	0.0%	0	0.0%	0	2.6%	1
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	2.5%	24	5.1%	2	10.9%	9	5.6%	3	9.7%	5	1.7%	1	0.7%	0	2.6%	1
Asda, Islay Court, Jersey Drive, Newton Leys, Bletchley, Milton Keynes, MK3 5QW	0.7%	7	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Newton Road, Bletchley, Milton Keynes, MK3 5BS	0.4%	4	7.0%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Water Eaton Road, Bletchley, Milton Keynes, MK2 3AQ	0.3%	3	2.2%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Brunel Centre, The Concourse, Bletchley, Milton Keynes, MK2 2ES	0.2%	2	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Beacon Retail Park, Watling Street, Bletchley, MK1 1BN	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Queensway, Bletchley, Milton Keynes, MK2 2DR	0.2%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dukes Drive, Bletchley, MK2 2QG	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Watling Street, Bletchley, MK1 1YY	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	1.1%	11	15.4%	7	1.9%	2	0.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bletchley Town Centre	0.2%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Victoria Road, Stratford, Bletchley, MK2 2NP	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	0.6%	6	0.0%	0	4.3%	4	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Road, Bletchley, Milton Keynes, MK3 5BP	1.2%	12	5.7%	3	0.0%	0	2.9%	1	9.7%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes, MK3 6PB	0.3%	3	3.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	1.8%	18	25.0%	11	1.5%	1	4.5%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																
Aldi, Westcroft Retail Park, Barnsdale Drive, Westcroft, MK4 4DD	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Co-Op Food, Guildford Avenue, Kingsmead, Milton Keynes, MK4 4JZ	0.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, New Hill Place, Dunthorne Way, Grange Farm, Milton Keynes, MK8 0LW	0.4%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Tattenhoe Lane, Bletchley, MK3 7AQ	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Winfold Lane, Emerson Valley, Milton Keynes, MK4 2SH	0.6%	5	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive,	1.7%	16	0.5%	0	15.9%	14	0.5%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Westcroft, Milton Keynes, MK4 4DD								
One Stop, White Horse Drive, Emerson Valley, Milton Keynes, MK4 2AS	0.4%	4	0.0%	0	4.4%	4	0.0%	0
Premier Stores, Whaddon Way, Bletchley, MK3 7DG	0.1%	1	0.0%	0	1.2%	1	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	2.3%	22	3.5%	2	7.2%	6	7.9%	4
Tesco Express, Dulverton Drive, Furzton, Milton Keynes, MK4 1EN	0.6%	6	0.0%	0	4.8%	4	2.1%	1
Tesco Express, Egerton Gate, Shenley Brook End, Milton Keynes, MK5 7HH	0.9%	9	0.0%	0	9.6%	8	0.0%	0
<b>Zone 3</b>								
Aldi, The Place Retail Park, Milton Keynes, MK9 1EN	0.4%	4	0.0%	0	0.0%	0	0.0%	0
B&M, Farthing Grove, Netherfield, Milton Keynes, MK6 4JH	0.3%	3	0.0%	0	0.0%	0	4.5%	2
Budgens, Dodkin, Beanhill, Milton Keynes, MK6 4LP	0.1%	1	0.0%	0	0.0%	0	2.9%	1
Co-Op Food, Farthing Grove, Netherfield, Milton Keynes, MK6 4JH	0.6%	6	2.9%	1	0.0%	0	8.0%	4
Co-Op Food, Fishermead Boulevard, Fishermead, Milton Keynes, MK6 2AD	0.3%	3	0.0%	0	0.0%	0	5.9%	3
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2YA	0.6%	6	0.0%	0	0.0%	0	5.4%	3
Local shops, Milton Keynes City Centre, MK9 3ES	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elder Gate, Milton Keynes, MK9 1BB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Sunset Walk, Burns Way, Milton Keynes, MK9 3PD	0.1%	1	0.5%	0	0.0%	0	0.0%	0
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	1.3%	12	0.0%	0	0.0%	0	6.2%	3
One Stop, Garraways, Coffee Hall, Milton Keynes, MK6 5DD	0.3%	3	0.0%	0	0.0%	0	2.5%	1
Premier Eagle Supermarket, Harrier Court, Eaglestone, Milton Keynes, MK6 5BZ	0.1%	1	0.0%	0	0.0%	0	2.9%	1
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	1.4%	14	0.0%	0	0.0%	0	7.5%	4
Tesco Express, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2JB	1.0%	9	0.0%	0	2.6%	2	13.2%	6
<b>Zone 4</b>								
Aldi, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	0.3%	3	0.0%	0	0.0%	0	0.5%	0
Co-Op Food, Bodmin Place, Broughton, Milton Keynes, MK10 7DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Plaistow Crescent, Monkston Park, Milton Keynes, MK10 9PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Tanfield Lane, Broughton, Milton Keynes, MK10 9NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes,	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>MK10 0DB</b>								
Lidl, Fen Street, Milton Keynes, MK10 7NP	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Springfield Local Centre, Milton Keynes, MK6 3JH	0.1%	1	0.0%	0	0.0%	0	2.1%	1
Local shops, Tinkers Bridge Local Centre, MK6 3DD	0.0%	0	0.0%	0	0.0%	0	0.4%	0
One Stop, Springfield Local Centre, Springfield, Milton Keynes, MK6 3JH	0.2%	2	0.0%	0	0.0%	0	3.1%	2
Tesco Express, Fyfield Barrow, Walnut Tree, Milton Keynes, MK7 7AN	0.1%	1	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Holst Crescent, Old Farm Park, Milton Keynes, MK7 8QU	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	0.3%	3	0.0%	0	0.0%	0	1.1%	1
Waitrose, Babbage Gate, Oakgrove, Milton Keynes, MK10 9SU	1.1%	11	0.0%	0	0.0%	0	4.3%	2
<b>Zone 5</b>								
Aldi, Stantonbury, Milton Keynes, MK14 6GU	0.8%	7	0.0%	0	0.0%	0	0.5%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.8%	8	0.0%	0	0.0%	0	0.0%	0
B & K News Convenience Store, Conniburrow Boulevard, Conniburrow, Milton Keynes, MK14 7AH	0.3%	3	0.0%	0	1.9%	2	2.9%	1
Budgens, Dalgin Place, Milton Keynes, MK9 4BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Downs Barn Boulevard, Downs Barn, Milton Keynes, MK14 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, St Leger Court, Great Linford, Milton Keynes, MK14 5HA	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Tower Crescent, Tower Drive, Neath Hill, MK14 6JY	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Great Linford Community Fridge, St Leger Court, Great Linford, MK14 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	1.0%	10	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Local, Granville Square, Willen, Milton Keynes, MK15 9JL	1.3%	13	0.0%	0	2.6%	2	2.1%	1
Tesco Express, Giffard Park, Milton Keynes, MK14 5QD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>								
McColl's, Highgrove Hill, Great Holm, Milton Keynes, MK8 9AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Bradwell Common Boulevard, Bradwell Common, Milton Keynes, MK13 8DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The High Street, Two Mile Ash, Milton Keynes, MK8 8HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swinden Court, Heelands, Milton Keynes, MK13 7PN	0.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>								

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	4
Co-Op Food, High Street, New Bradwell, Milton Keynes, MK13 0BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	3.6%	2
Farmfoods, Glyn Square, Wolverton, Milton Keynes, MK12 5JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.5%	0
Gurkah Groceries, Jersey Road, Wolverton, MK12 5BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Hodgelea Food & Wine, Brookside, Hodge Lea, Milton Keynes, MK12 6JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.7%	0	6.9%	3
Local shops, Stony Stratford Town Centre, MK11 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Local shops, Wolverton Town Centre, MK12 5JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Londis, London Road, Stony Stratford, Milton Keynes, MK11 1JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Marks and Spencer (M&S), Bradwell Abbey BP, Monks Way, Stacey Bushes, Linford Wood, MK12 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Nisa Local, Wolverton Road, Stony Stratford, MK11 1ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes, MK12 6AX	3.3%	32	5.1%	2	4.5%	4	0.0%	0	12.3%	7	2.6%	1	0.0%	0	12.2%	5
Tesco Express, Cofferridge Close, Stony Stratford, MK11 1BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	1.9%	19	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	0	7.3%	2	31.4%	14
<b>Zone 8</b>																
Aldi, Old Greens Norton Road, Towcester, NN12 8AX	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Brackley, Northampton, NN13 7BW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Deanshanger, Milton Keynes, MK19 6HR	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Park End, Croughton, Brackley, NN13 5LX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heyford Meats, The Green, Nether Heyford, NN7 3LE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Buckingham Town Centre, MK18 1EL	0.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bugbrooke Village Centre, NN7 3PG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, School Lane, Yardley Gobion, NN12 7UL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Chandos Road, Buckingham, MK18 1AL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Sainsbury's Superstore, Wellington Road, Brackley, NN13 6RE	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smith and Clay, Market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Place, Brackley, NN13 7DP								
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Old Tiffield Road, Towcester, NN12 6PF	0.6%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley, NN13 7EF	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Meadow Walk, Buckingham, MK18 1RS	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, Manor Road, Brackley, NN13 6BE	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Water Lane, Towcester, NN12 6HZ	1.0%	9	0.0%	0	0.0%	0	0.0%	0
<b>Zone 9</b>								
Castlethorpe Village Shop, The Chestnuts, Castlethorpe, MK19 7EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Newport Pagnell, MK16 8AB	0.7%	7	0.0%	0	0.0%	0	0.7%	0
Co-Op Food, Wordsworth Avenue, Newport Pagnell, MK16 8SB	0.7%	7	0.0%	0	0.0%	0	0.0%	0
G J Douglas Family Butchers, High Street, Newport Pagnell, MK16 8AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hanslope Village Centre, MK19 7LU	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, North Crawley Village Centre, MK16 9HJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Tickford Street, Newport Pagnell, MK16 9BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Tickford Street, Newport Pagnell, MK16 9BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Annesley Road, Newport Pagnell, MK16 0BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Gold Street, Hanslope, Milton Keynes, MK19 7LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Elthorne Way, Green Park Drive, Newport Pagnell, MK16 0JR	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tompkins Butchers, Gold Street, Hanslope, MK19 7LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 10</b>								
Amazing-Grains, Fountain Court, Olney, MK46 4DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Stanley Court, Weston Road, Olney, MK46 5NH	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Harvest, Fountain Court, Olney, MK46 4DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Olney, MK46 4EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, High Street, Lavendon, MK46 4EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Olney, MK46 4BA	0.4%	3	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Zone 11</b>								
Budgens, Ampthill Road, Maulden, MK45 2DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, Stagsden Road, Bromham, MK43 8PU	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Clay Avenue, Stewartby, Bedford, MK43 9SU	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Bedford, MK43 0DP	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Station Road, Marston Moretaine, Bedford, MK43 0PH	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Haynes Post Office, Silver End Road, Haynes, MK45 3PS	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Maulden Village Centre, MK45 2DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wootton Village Centre, MK43 9JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Molivers Lane, Bromham, Bedford, MK43 8LD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Folkes Road, Bedford, MK43 9BY	0.4%	4	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Cause End Road, Wootton, MK43 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	0.9%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Ampthill, MK45 2LU	1.3%	13	0.0%	0	0.0%	0	0.0%	0
<b>Zone 12</b>								
Aldi, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Birds Hill, Heath and Reach, Leighton Buzzard, LU7 0AQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Woburn Sands, MK17 8RF	1.3%	13	0.0%	0	0.0%	0	1.5%	1
Co-Op Food, Stanbridge Road, Leighton Buzzard, LU7 4DF	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Hunters Farm Shop, Watling Street, Little Brickhill, MK17 9DN	0.4%	3	2.8%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S), Grovebury Retail Park, Grovebury Road, Leighton Buzzard, LU7 4EG	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	1.3%	12	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Barkham Close, Cheddington, LU7 0RT	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Premier Stores, High Street, Westoning, MK45 5JG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Marsworth Road, Pitstone, LU7 9AT	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coniston Road, Linslade, Leighton Buzzard, LU7 2PJ	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Woburn Sands, Milton Keynes, MK17 8RQ	0.9%	9	0.0%	0	0.0%	0	0.0%	1.9%
Tesco Superstore, Vimy Road, Leighton Buzzard,	0.9%	9	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
LU7 1ER								
Waitrose, Waterborne Walk, Leighton Buzzard, LU7 1DH	0.7%	7	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>								
Aldi, Cambridge Street, Aylesbury, HP20 1BT	1.3%	13	0.0%	0	0.0%	0	1.5%	1
Aldi, Rimmington Way, Aylesbury, HP19 8AW	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury, HP21 8BD	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Winslow, MK18 3DQ	0.9%	8	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Jansel Square, Bedgrove, Aylesbury, HP21 7ET	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Wedgewood Street, Aylesbury, HP19 7HL	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Elm Farm Food & Wine, Elm Court, Elm Farm Road, Aylesbury, HP21 7NQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Aylesbury, HP20 1SA	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury, HP20 1GD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, North Marston Village Centre, MK18 3PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Winslow Town Centre, MK18 3DQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Aylesbury, HP20 1SH	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Way, Aylesbury, HP20 2HX	0.7%	6	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Winslow, Buckingham, MK18 3HF	0.3%	3	0.0%	0	0.0%	0	0.0%	0
P S Tilbury, Jansel Square, Bedgrove, HP21 7ET	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Jansel Square, Camborne Avenue, Bedgrove, HP21 7ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Oakfield Road, Aylesbury, HP20 1LL	1.4%	13	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	1.1%	11	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Gatehouse Road, Aylesbury, HP19 8ED	1.1%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Jackson Road, Aylesbury, HP19 9BF	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	1.5%	14	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	3.0%	29	0.0%	0	0.0%	0	0.0%	0
The Shop, Granborough Road, North Marston, MK18 3PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Waitrose, Exchange Street, Waterside, Aylesbury, HP20 1AL	0.2%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 14</b>								
Aldi, Launton Road, Bicester, OX26 6PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Barberry Place, Bicester, OX26 3HA	0.5%	5	0.0%	0	0.0%	0	1.5%	1
Co-Op Food, West Street, Steeple Claydon, MK18 2NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Willowvale Way, Steeple Claydon, MK18 2PP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Bicester Road, Launton, OX26 5DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sheep Street, Bicester, OX26 6TB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	1.2%	12	0.0%	0	0.0%	0	0.0%	0
Local shops, Bicester Town Centre, OX26 6FA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.2%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Woodpiece Road, Upper Arnott, OX25 1PJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Padbury Meats, Main Street, Padbury, MK18 2AY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	1.4%	13	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bowmont Square, Shakespeare Drive, Bicester, OX26 2GJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hart Place, Bicester, OX26 4FR	0.4%	4	0.0%	0	0.0%	0	2.1%	1
Tesco Express, Holm Square, Southwold, Bicester, OX26 3YQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nightingale Place, Langford Village, Bicester, OX26 6XX	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Aldi, Fairhill, Bedford, MK41 7FY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Towcester Road, Northampton, NN1 1BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	1.2%	11	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.1%	1	0.0%	0	0.0%	0	2.1%	1
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.2%	2	0.0%	0	0.0%	0	3.1%	2
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Barry Road, Northampton, NN1 5JS	0.1%	1	0.0%	0	0.0%	0	0.0%	1.9%
Co-Op Food, Biscot Road, Luton, LU3 1AW	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Brooklands	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.



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Avenue, Bedford, MK42 6AE								
Co-Op Food, Cherwell Drive, Oxford, OX3 0LY	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Lowther Road, Dunstable, LU6 3NL	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Oakley Road, Chinnor, OX39 4HB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Queensway Shopping Centre, Mewburn Road, Banbury, OX16 9PQ	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-Op Food, St Dominics Square, Lewsey Farm, Luton, LU4 0UN	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Westfield Road, Dunstable, LU6 1DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Kensworth Village Stores, Common Road, Kensworth, LU6 3RG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Kings Farm Shop, Nash Lee End, Wendover, HP22 6BH	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Great North Road, Eaton Socon, Saint Neots, PE19 8EN	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Houghton Road, Houghton Regis, Dunstable, LU5 5AX	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, Luton Road, Dunstable, LU5 4LW	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Perkins Road, Bedford, MK41 0GX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Ridge Road, Bedford, MK42 7LZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Rope Walk, Bedford, MK42 0DJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Frogmore Street, Tring, HP23 5BN	1.0%	10	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Sam Clark Way, Kempston, MK42 7GB	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Ampthill Road, Bedford, MK42 9PP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, High Street, Houghton Regis, Dunstable, LU5 5BJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0
S C Sinfield, Balls Lane, Willington, MK44 3PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Berryfields Local Centre, Aylesbury, HP18 0PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bramingham Park, Quantock Rise, Luton, LU3 4AB	0.2%	2	0.0%	0	2.6%	2	0.0%	0
Sainsbury's Superstore, Clapham Road, Bedford, MK41 7PJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Gambrel Road, Westgate Industrial Estate, Northampton, NN5 5DG	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.2%	2	0.0%	0	0.0%	0	1.5%	1

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Luton Road, Dunstable, LU5 4RF								
Tesco Express, Beauvais Square, Shortstown, MK42 0GE	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bordeaux Close, Duston, Northampton, NN5 6YR	0.1%	1	0.0%	0	0.0%	0	0.0%	1.9%
Tesco Express, Butts Road, East Hunsbury, Northampton, NN4 0UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cannon Street, Wellingborough, NN8 4DU	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coppice Drive, Spinney Hill, Northampton, NN3 6ND	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Grafton Close, Bushfield Centre, Wellingborough, NN8 5WA	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Langdale Road, Dunstable, LU6 3BS	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tring Road, Wendover, HP22 6NU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Skimpot Road, Dunstable, LU5 4JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.1%	1	0.0%	0	0.0%	0	1.8%	1
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Newport Pagnell Road, Northampton, NN4 6HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FW	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	967	45	87	47	55	38	32	44
Sample:	975	68	74	72	69	70	70	75

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q10 How much did you spend on your last top-up food and grocery shopping at (STORE MENTIONED AT Q09)?</b>								
<i>Asked to those who do top up shopping at Q10</i>								
£1 - £5	11.2%	120 18.9%	9 10.6%	9 18.2%	9 8.1%	5 13.4%	6 17.7%	6 19.3%
£6 - £10	17.8%	190 22.0%	10 23.9%	21 15.1%	8 8.6%	6 29.6%	13 21.1%	8 18.2%
£11 - £15	13.2%	141 12.3%	6 13.9%	12 19.3%	10 17.9%	12 12.5%	5 12.2%	4 8.4%
£16 - £20	18.2%	194 8.8%	4 14.2%	13 21.4%	11 24.6%	16 12.8%	6 11.4%	4 20.0%
£21 - £25	6.8%	73 12.0%	6 4.7%	4 2.8%	1 1.3%	1 5.9%	3 2.8%	1 12.2%
£26 - £30	6.3%	68 3.0%	1 11.2%	10 7.2%	4 6.9%	4 10.5%	5 7.3%	3 4.0%
£31 - £35	2.3%	24 2.7%	1 6.0%	5 0.5%	0 3.5%	2 0.0%	0 0.6%	0 1.8%
£36 - £40	4.2%	45 4.0%	2 4.6%	4 0.0%	0 5.1%	3 4.3%	2 1.2%	0 7.5%
£41 - £45	2.1%	22 0.5%	0 0.0%	0 2.7%	1 0.6%	0 0.0%	0 0.0%	0 1.8%
£46 - £50	3.2%	35 5.0%	2 0.0%	0 0.5%	0 3.0%	2 2.9%	1 3.3%	1 0.0%
£51 - £55	1.0%	11 0.0%	0 0.0%	0 0.0%	0 3.0%	2 0.0%	0 0.0%	0 0.0%
£56 - £60	2.0%	21 0.5%	0 0.0%	0 0.0%	0 1.7%	1 3.8%	2 2.4%	1 2.4%
£61 - £65	0.3%	4 0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£66 - £70	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.5%	1 0.0%	0 1.1%
£71 - £75	0.1%	2 0.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.2%	0 0.0%
£76 - £80	0.8%	8 0.0%	0 3.0%	3 1.3%	1 0.0%	0 0.0%	0 0.6%	0 0.0%
£81 - £85	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£86 - £90	0.5%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£91 - £95	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£96 - £100	0.3%	3 2.9%	1 0.0%	0 0.0%	0 1.3%	1 1.5%	1 0.6%	0 0.0%
£101 - £120	0.1%	1 1.4%	1 0.0%	0 0.0%	0 1.3%	1 0.0%	0 0.0%	0 0.0%
£121 - £140	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£141 - £160	0.3%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.3%	1 0.0%
£161 - £180	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£181 - £200	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	0 0.0%
£201 - £250	0.1%	1 0.0%	0 0.0%	0 0.0%	0 1.7%	1 0.0%	0 0.0%	0 0.0%
£250+	0.1%	1 0.0%	0 0.0%	0 0.0%	0 1.7%	1 0.0%	0 0.0%	0 0.0%
(Don't know)	7.3%	78 2.7%	1 6.9%	6 10.5%	5 7.0%	5 1.2%	1 13.0%	5 3.1%
(Refused)	1.5%	16 2.7%	1 1.2%	1 0.0%	0 2.7%	2 0.0%	0 0.6%	0 0.4%
<i>Mean:</i>	<i>23.51</i>	<i>21.73</i>	<i>19.40</i>	<i>16.46</i>	<i>47.29</i>	<i>20.07</i>	<i>24.66</i>	<i>18.89</i>
Weighted base:	1068	46	89	50	66	43	36	48
Sample:	1050	69	78	78	80	75	77	81

**Q11 How often do you do your top-up food shopping at (STORE MENTIONED AT Q09)?***Asked to those who do top up shopping at Q10*

7 times a week	1.6%	17 3.8%	2 3.7%	3 3.2%	2 0.3%	0 1.8%	1 1.2%	0 0.0%
4-6 times a week	3.4%	36 0.0%	0 2.8%	2 5.7%	3 5.9%	4 4.3%	2 0.6%	0 9.0%
2-3 times a week	33.4%	357 27.4%	13 29.5%	26 47.8%	24 23.4%	15 32.2%	14 26.1%	9 35.1%
Once a week	35.9%	384 36.1%	17 38.0%	34 26.5%	13 43.3%	28 38.8%	17 26.7%	10 35.5%
Once a fortnight	13.2%	141 19.0%	9 14.2%	13 9.7%	5 13.6%	9 14.0%	6 31.1%	11 15.6%
Once a month	5.4%	57 6.4%	3 2.1%	2 2.3%	1 6.5%	4 2.3%	1 4.5%	2 4.0%
Less than once a month	2.2%	23 2.9%	1 2.8%	2 0.0%	0 1.3%	1 0.6%	0 1.8%	1 0.0%
Have only used once	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	0 0.0%
(Don't know / varies)	5.0%	53 4.5%	2 6.8%	6 4.8%	2 5.7%	4 5.9%	3 7.3%	3 0.9%
<i>Mean:</i>	<i>1.64</i>	<i>1.49</i>	<i>1.72</i>	<i>2.13</i>	<i>1.51</i>	<i>1.71</i>	<i>1.30</i>	<i>1.79</i>
Weighted base:	1068	46	89	50	66	43	36	48
Sample:	1050	69	78	78	80	75	77	81

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
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We now have a few questions about where you go for non-food shopping. In answering these questions, the location may be a town centre, a retail park, a free-standing store, or it could be facilities such as the internet, TV shopping or catalogue.

**Q12 Where did you last buy clothing or footwear goods?***Excl. Nulls & SFT***Zone 1**

Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	3.1%	23	3.2%	1	2.4%	1	9.7%	3	9.1%	3	5.6%	2	4.0%	1	7.5%	3
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	2.7%	19	8.9%	3	3.3%	2	2.7%	1	9.8%	3	3.8%	1	3.0%	1	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	1.5%	11	13.7%	5	1.3%	1	1.5%	1	0.0%	0	1.8%	1	0.8%	0	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	0.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Watling Street, Bletchley, Milton Keynes, MK1 1HS	1.1%	8	0.6%	0	2.4%	1	0.8%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	17.6%	128	32.9%	13	34.1%	21	27.2%	9	21.3%	7	7.8%	3	10.1%	3	14.8%	5
Tesco Express, Buckingham Road, Bletchley, Milton Keynes, MK3 5BP	0.2%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	1.0%	7	3.9%	1	0.7%	0	4.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Kingsmead Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	0.3%	2	0.0%	0	0.7%	0	1.9%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	0.3%	2	3.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Marks and Spencer (M&S), Elder Gate, Milton Keynes, MK9 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Marks and Spencer (M&S), Sunset Walk, Burns Way, East, Milton Keynes, MK9 3PD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	31.5%	229	25.2%	10	48.9%	31	38.4%	13	14.0%	5	65.6%	23	60.3%	17	39.6%	13
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	1.1%	8	0.0%	0	0.0%	0	4.0%	1	0.0%	0	4.5%	2	5.4%	2	3.3%	1
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																
Aldi, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.5%	1
Kingston District Centre	0.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	1.2%	9	0.0%	0	0.0%	0	2.7%	1	2.2%	1	0.7%	0	1.5%	0	1.6%	1
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	0.8%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.8%	1	3.0%	1	6.5%	2
<b>Zone 7</b>																
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
New Bradwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Stony Stratford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.0%	1	5.6%	2
Wolverton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Brackley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>																
Amphill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Newport Road, Woburn Sands, Milton Keynes, MK17 8UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Leighton Buzzard Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands Town Centre	0.4%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	2.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	2.5%	18	0.0%	0	0.0%	0	0.0%	0	3.3%	1	3.8%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Aylesbury, HP20 1SH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winslow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester, OX26 6WD	1.0%	8	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.9%	1	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
6FA								
Tesco Superstore, Lakeview Drive, Bicester, OX26	0.2%	1	0.0%	0	0.0%	0	0.0%	0
IDE								
Asda, Court Drive, Dunstable, LU5 4JD	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	2.0%	14	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre, HP9 1QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Berkhamsted Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Biggleswade Retail Park (also known as A1 Trading Park), Biggleswade, SG18 8PS	2.1%	16	0.0%	0	0.0%	0	4.1%	1
Boundary Outlet, A1, Grantham, NG32 2AB	0.1%	1	0.0%	0	0.7%	0	0.0%	0
Boundary Outlet, Poplar Way, Catcliffe, Rotherham, S60 5TR	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre, BN1 1HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.9%	6	0.0%	0	0.0%	0	0.0%	0
Chicksands Village Centre, SG17 5XY	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Newport Pagnell Road, Northampton, NN4 6HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dorking Town Centre, RH4 1AW	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.1%	1	0.6%	0	0.0%	0	0.0%	0
Hatfield Town Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0
Hemel Hempstead Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2DQ	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	1.6%	11	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.1%	1	2.6%	1	0.0%	0	0.0%	0
Llandudno Town Centre, LL30 2RP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
London Designer Outlet, Wembley Park Boulevard, London, HA9 0TG	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre, LE16 7DR	0.1%	1	0.0%	0	0.0%	0	1.5%	1
Marks and Spencer (M&S), Barnet Road, London Colney, St Albans, AL2 1AB	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), London Road, Biggleswade, SG18 8PS	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Queens Gate Shopping Centre, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Peterborough, PE1 1NT								
Marks and Spencer (M&S), Western Road, Brighton, BN1 2BJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.7%	5	0.0%	0	0.0%	0	0.8%	0
Oxford City Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade, SG18 0NA	0.1%	1	0.0%	0	0.0%	0	2.5%	1
Sainsbury's Superstore, Bramingham Park, Quantock Rise, Luton, LU3 4AB	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Clapham Road, Bedford, MK41 7PJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Luton Road, Dunstable, LU5 4RF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sandy Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.8%	6	0.0%	0	0.0%	0	0.0%	0
St Albans City Centre, AL1 3DH	0.3%	2	0.0%	0	0.0%	0	0.0%	0
St Neots Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.3%	2	0.0%	0	0.0%	0	0.0%	0
The Westgate, Queen Street, Oxford, OX1 1PB	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	727	38	63	34	34	36	29	34
Sample:	786	63	62	61	45	61	59	58

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q13 Where did you last buy books, stationery, CDs, DVDs?</b>																
<i>Excl. Nulls &amp; SFT</i>																
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	3.3%	12	5.4%	1	0.0%	0	10.2%	2	17.3%	4	4.3%	1	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	0.6%	2	0.0%	0	1.6%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	5.0%	18	36.1%	7	4.8%	1	14.0%	3	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	0.4%	1	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	1.6%	6	0.0%	0	6.4%	2	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	1.3%	5	4.1%	1	1.6%	0	3.6%	1	8.6%	2	0.0%	0	0.0%	0	0.0%	0
Water Eaton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	1.4%	5	0.0%	0	12.7%	3	5.9%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	1.9%	7	0.0%	0	17.6%	5	1.2%	0	0.0%	0	0.0%	0	13.1%	2	0.0%	0
Westcroft District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	1.0%	4	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	24.2%	86	24.5%	4	47.3%	12	43.6%	9	12.9%	3	37.8%	6	49.8%	7	29.5%	5
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	1.3%	5	0.0%	0	6.4%	2	4.8%	1	5.0%	1	1.7%	0	4.0%	1	0.0%	0
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1AJ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	2.9%	10	0.0%	0	0.0%	0	6.4%	1	5.9%	1	12.4%	2	1.6%	0	0.0%	0
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home Bargains)	1.7%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	4.0%	1	0.0%	0
Co-Op Food, St Leger Court, Great Linford, Milton Keynes, MK14 5HA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Willen District Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	1.7%	6	0.0%	0	1.6%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	14.9%	2
Stony Stratford Town Centre	0.7%	3	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	3.1%	0	12.3%	2
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	2.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	18.0%	3	20.7%	3
Wolverton Town Centre	1.3%	5	0.0%	0	0.0%	0	1.2%	0	0.0%	0	3.4%	1	1.6%	0	8.3%	1
Brackley Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Buckingham Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.9%	3	1.4%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.1%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>								
Ampthill Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Bromham Village Centre, MK43 8JT	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Wilstead Village Centre, MK45 3BT	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	0.6%	2	7.2%	1	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Woburn Sands Emporium, Newport Road, Woburn Sands, Milton Keynes, MK17 8UF	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	5.3%	19	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	0.2%	1	0.0%	0	0.0%	0	3.7%	1
Sainsbury's Superstore, Gatehouse Road, Aylesbury, HP19 8ED	1.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	3.5%	12	0.0%	0	0.0%	0	5.0%	1
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	1.3%	5	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	3.9%	14	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Fairhill, Bedford, MK41 7FY	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Arlesey Town Centre	0.2%	1	0.0%	0	0.0%	0	3.7%	1
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.3%	5	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	2.7%	10	0.0%	0	0.0%	0	0.0%	0
Berkhamsted Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Denham Giant Car Boot Sale, Denham Court Drive, Denham, UB9 5PG	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford, Hounslow, TW6 1AH	0.2%	1	0.0%	0	0.0%	0	4.3%	1
Hitchin Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Huntingdon Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	0.7%	2	7.3%	1	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.3%	1	5.4%	1	0.0%	0	0.0%	0
London Luton Airport,	0.1%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Airport Way, Luton, LU2 9LY								
Morrisons Superstore, High Street, Houghton Regis, Dunstable, LU5 5BJ	1.1%	4	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade, SG18 0NA	0.6%	2	0.0%	0	0.0%	0	8.6%	2
Sainsbury's Superstore, Clapham Road, Bedford, MK41 7PJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	0.3%	1	0.0%	0	0.0%	0	0.0%	0
St Albans City Centre, AL1 3DH	0.4%	1	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Retail Park, Rope Walk, Bedford, MK42 0DJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Whitworth Way, Wellingborough, NN8 2EF	0.4%	1	0.0%	0	0.0%	0	9.1%	1
Wellingborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable, LU5 4WL	1.1%	4	0.0%	0	0.0%	0	3.7%	1
Witney Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5JS	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	354	18	26	21	23	15	14	15
Sample:	422	31	25	37	27	31	32	31

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q14 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?</b>								
<i>Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	0.1%	1	2.0%	1	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	2.5%	16	5.0%	2	3.8%	2	0.0%	0
Asda, Islay Court, Jersey Drive, Newton Leys, Bletchley, Milton Keynes, MK3 5QW	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	2.1%	13	18.0%	6	6.6%	4	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	1.0%	6	9.9%	3	2.0%	1	2.1%	1
Fenny Stratford Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	4.9%	32	3.0%	1	0.0%	0	9.4%	2
Matalan, Watling Street, Bletchley, Milton Keynes, MK1 1HS	0.4%	2	3.0%	1	0.0%	0	5.5%	1
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	3.0%	19	7.1%	2	4.0%	2	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	0.7%	4	5.3%	2	2.8%	1	1.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	0.8%	5	0.0%	0	4.9%	3	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	0.2%	2	0.0%	0	2.0%	1	0.0%	0
Westcroft District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	0.3%	2	0.0%	0	2.8%	1	0.0%	0
Grafton Retail Park, Oldbrook, Milton Keynes, MK6 2RX	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	26.8%	173	15.4%	5	49.6%	27	24.5%	6
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	9.7%	63	14.8%	5	12.4%	7	27.6%	7
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	1.6%	10	0.0%	0	0.0%	0	13.7%	3
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	1.1%	7	0.8%	0	0.0%	0	0.0%	0
Winterhill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1AJ	0.4%	3	0.0%	0	0.0%	0	5.6%	1
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.5%	3	2.0%	1	0.0%	0	0.0%	0
Kingston District Centre	0.6%	4	0.0%	0	2.0%	1	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton	0.4%	2	2.0%	1	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Keynes, MK10 0AH																
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home Bargains)	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Milton Keynes, MK10 9SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	0.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	2.4%	15	0.8%	0	1.5%	1	4.1%	1	0.0%	0	0.9%	0	3.6%	1	3.8%	1
Stony Stratford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	6
Wolverton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
B&M, Old Tiffield Road, Towcester, NN12 6PF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley, NN13 7EF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Newport Road, Woburn Sands, Milton Keynes, MK17 8UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands Town Centre	0.7%	4	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Clinton Village Centre, HP22 5HL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	2.1%	14	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	4.3%	28	3.0%	1	0.8%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Way, Aylesbury, HP20 2HX	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale Retail Park, Vale Park Drive, Aylesbury, HP20	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
IDH								
Winslow Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester, OX26 6WD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	1.6%	10	0.0%	0	0.0%	0	0.0%	0
Sobell House Bicester Warehouse, Launton Business Centre, Murdock Road, Bicester, OX26 4PL	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Alban Retail Park, London Road, Bedford, MK42 0NW	1.8%	12	0.0%	0	0.0%	0	0.0%	0
Aldi, Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.1%	1	0.0%	0	0.0%	0	3.0%	1
Asda, Court Drive, Dunstable, LU5 4JD	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.2%	1	3.0%	1	0.0%	0	0.0%	0
B&M, Southern Cross Trading Estate, Bognor Regis, PO22 9SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	1.1%	7	0.0%	0	0.8%	0	0.0%	0
Banbury Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Padholme ROAD, Peterborough, PE1 5UY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, Wellingborough, NN8 2DP	1.7%	11	0.0%	0	0.0%	0	0.0%	0
Crawley Town Centre, RH10 1HS	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Luton Road, Dunstable, LU5 4JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	0.9%	6	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	0.1%	1	0.0%	0	0.0%	0	2.7%	1
Hemel Hempstead Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.2%	1	0.0%	0	0.0%	0	4.1%	1
Interchange Retail Park, Bedford, MK42 7RW	1.4%	9	0.0%	0	0.0%	0	4.1%	1
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.3%	2	0.0%	0	0.0%	0	6.1%	2
Madford Retail Park, Dunstable Road, Luton, LU4 8DN	0.6%	4	3.0%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S), Oxford Road Eden Place High Wycombe, HP11 2DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, Towester Road, Northampton, NN1 1ET	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre, PE1 1NH	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton, NN1 1ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton, NN1 1ET	0.1%	1	0.0%	0	0.0%	0	2.8%	1

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Dunstable Road, Luton, LU1 1DY								
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.4%	3	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towester Road, Northampton, NN1 1EE	0.1%	1	0.0%	0	0.0%	0	3.0%	1
St Johns Centre / Retail Park, Rope Walk, Bedford, MK42 0DJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.2%	1	0.0%	0	0.0%	0	3.0%	1
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable, LU5 4WL	1.1%	7	0.0%	0	0.0%	0	0.0%	0
Weighted base:	647	32	54	25	27	28	22	30
Sample:	674	55	52	44	38	49	46	49

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q15 Where did you last buy goods such as toys, games, bicycles and recreational goods?</b>																
<i>Excl. Nulls &amp; SFT</i>																
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	1.3%	5	6.6%	1	0.0%	0	5.6%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	3.5%	14	19.5%	3	1.4%	0	9.0%	2	13.7%	3	0.0%	0	0.0%	0	4.4%	1
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	0.2%	1	1.7%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	1.4%	5	0.0%	0	3.6%	1	15.2%	3	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	0.4%	2	1.7%	0	2.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft District Centre	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																
Aldi, The Place Retail Park, Milton Keynes, MK9 1EN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	16.7%	65	15.8%	2	21.9%	6	33.6%	6	6.3%	1	49.5%	7	16.8%	3	15.5%	3
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	1.7%	7	1.7%	0	7.6%	2	1.4%	0	4.1%	1	0.0%	0	5.9%	1	11.0%	2
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.6%	2	0.0%	0	0.0%	0	7.6%	1	0.0%	0	7.3%	1	0.0%	0	0.0%	0
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	0.8%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.8%	0	2.6%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1AJ	1.6%	6	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape, Marlborough Gate, Milton Keynes, MK9 3XS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.3%	0	0.0%	0
Kingston District Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	0.2%	1	0.0%	0	0.0%	0	1.4%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home Bargains)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																
Aldi, Stantonbury, Milton Keynes, MK14 6GU	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	25.9%	101	25.6%	4	52.0%	15	23.3%	4	32.8%	7	18.6%	3	66.3%	11	44.8%	9
<b>Zone 7</b>																
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Stacey Bushes Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Stony Stratford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.3%	0	2.8%	1
Wolverton Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2
Aldi, Old Greens Norton Road, Towcester, NN12 8AX	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Osier Way, Buckingham, MK18 1TG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	2	0.0%	0	0.0%	0
Olney Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Amphill, Bedford, MK45 2LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 12</b>																
Aldi, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspley Guise & Woburn Sands Golf Club, West Hill, Aspley Guise, Milton Keynes, MK17 8DX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.1%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	0.2%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works, Harlington Road, Toddington, Dunstable, LU5 6HE	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands Emporium, Newport Road, Woburn Sands, Milton Keynes, MK17 8UF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	10.0%	39	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	6.0%	1
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.3%	1	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester, OX26 6WD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester, OX26 4JQ	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>																
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Banbury Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	2.5%	10	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering, NN16 9TS	0.2%	1	0.0%	0	0.0%	0	4.1%	1
Central London / West End	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre, IP22 4LB	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre, NR30 2EJ	0.4%	2	0.0%	0	5.6%	2	0.0%	0
Hatters Way Retail Park / Chaul End Lane, Luton, LU4 8EZ	2.3%	9	0.0%	0	0.0%	0	5.5%	1
Hitchin Town Centre	0.1%	0	0.0%	0	0.0%	0	1.0%	0
Interchange Retail Park, Bedford, MK42 7RW	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.3%	1	6.6%	1	0.0%	0	0.0%	0
Lidl, Northfield Avenue, Mariners Way, Kettering, NN16 8AR	0.2%	1	0.0%	0	0.0%	0	4.1%	1
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Amphill Road, Bedford, MK42 9PP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Oakley Village Centre, MK43 7RJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Portishead Town Centre, BS20 6AH	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Gambrel Road, Westgate Industrial Estate, Northampton, NN5 5DG	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saxon Centre, Bedford Road, Kempston, Bedford, MK42 8AY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Tilling Road, Brent Cross, London, NW2 1LW	0.3%	1	0.0%	0	0.0%	0	5.5%	1
Waltham Cross Town Centre, EN8 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable, LU5 4WL	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre, SL4 ITG	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	390	15	30	18	21	14	17	19
Sample:	382	23	29	26	25	30	32	31

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q16 Where did you last buy chemist goods, including health and beauty products?</b>																
<i>Excl. Nulls &amp; SFT</i>																
<b>Zone 1</b>																
Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	0.1%	1	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	1.1%	11	4.7%	2	0.0%	0	2.1%	1	4.0%	2	0.0%	0	1.3%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	5.5%	55	15.5%	8	4.9%	4	9.5%	5	33.5%	16	0.0%	0	0.7%	0	10.1%	4
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	2.5%	25	33.0%	16	5.3%	4	3.8%	2	0.0%	0	0.0%	0	0.7%	0	0.5%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	0.2%	2	0.5%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Melrose Avenue Local Centre, Bletchley, MK3 6PB	0.2%	2	3.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	1.4%	14	3.7%	2	3.2%	2	2.4%	1	1.7%	1	0.0%	0	0.0%	0	3.0%	1
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	1.7%	17	11.9%	6	9.4%	7	2.9%	1	1.7%	1	0.0%	0	0.0%	0	2.7%	1
Furztown District Centre	0.2%	2	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jardines Pharmacy, Benbow Court, Shenley Church End, Milton Keynes, MK5 6JG	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	0.5%	5	0.0%	0	3.1%	2	0.0%	0	2.3%	1	0.0%	0	3.5%	1	0.0%	0
Rainbow Pharmacy, Witham Court, Bletchley, Milton Keynes, MK3 7QU	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	0.8%	8	0.0%	0	2.1%	1	3.3%	2	2.3%	1	0.0%	0	2.0%	1	0.0%	0
Shenley Church End Village Centre	0.3%	3	0.0%	0	2.3%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft District Centre	0.8%	8	0.0%	0	7.2%	5	0.0%	0	0.0%	0	1.5%	1	2.0%	1	1.5%	1
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	4.3%	43	4.3%	2	36.6%	26	0.0%	0	3.4%	2	0.0%	0	10.2%	3	4.7%	2
Whaddon Way Local Centre, Bletchley, Milton Keynes, MK3 7DG	0.1%	1	0.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																
Aldi, The Place Retail Park, Milton Keynes, MK9 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Beanhill Local Centre, Milton Keynes, MK6 4LP	0.2%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishermead Local Centre, Milton Keynes, MK6 2AG	0.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	12.1%	122	13.1%	6	17.7%	13	36.9%	18	12.7%	6	32.4%	14	39.1%	13	17.4%	7
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0
Netherfield Local Centre, Milton Keynes, MK6 4HS	0.5%	5	0.0%	0	0.0%	0	4.7%	2	2.2%	1	3.6%	2	0.7%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	1.1%	11	0.5%	0	0.0%	0	9.0%	4	0.0%	0	4.2%	2	5.0%	2	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Keynes, MK6 1AJ																
Brookland Local Centre, Milton Keynes, MK10 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Brownswood Local Centre, MK7 8DQ	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Kingston District Centre	1.3%	13	0.5%	0	0.0%	0	0.5%	0	2.3%	1	0.0%	0	0.7%	0	0.0%	0
Lidl, Fen Street, Milton Keynes, MK10 7NP	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Village Centre, MK10 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	0.8%	8	2.0%	1	0.0%	0	2.8%	1	3.2%	2	1.5%	1	2.6%	1	0.0%	0
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home Bargains)	2.7%	27	4.7%	2	0.0%	0	1.3%	1	15.1%	7	5.1%	2	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Milton Keynes, MK10 9SU	0.2%	2	0.5%	0	0.0%	0	1.3%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Walnut Tree Local Centre, Milton Keynes, MK7 7AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																
Aldi, Stantonbury, Milton Keynes, MK14 6GU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Neath Hill Local Centre, Milton Keynes, MK14 6JY	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	5	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Stantonbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Willen District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Bradville Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Bradwell Common Local Centre, Milton Keynes, MK13 8RN	0.3%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.6%	3	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	0.5%	5	0.0%	0	3.7%	3	0.0%	0	1.7%	1	0.0%	0	2.6%	1	2.7%	1
Great Holm Village Centre, MK8 9HN	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Heelands Local Centre, Milton Keynes, MK13 7PN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.7%	1	1.3%	1
Greenleys Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3
Greenleys Local Centre, Milton Keynes, MK12 6AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
New Bradwell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Stony Stratford Town Centre	1.2%	12	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	2.1%	21	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.3%	2	8.6%	3	19.8%	8
Wolverton Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	17.2%	7
Aldi, Old Greens Norton Road, Towcester, NN12 8AX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

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February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Aldi, Osier Way, Buckingham, MK18 1TG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Medical Centre, Wellington Road, Brackley, NN13 6QZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bugbrooke Village Centre, NN7 3PG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham, MK18 1AB	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Old Tiffield Road, Towcester, NN12 6PF	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Towcester, NN12 6HZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Astons Pharmacy, Wordsworth Avenue, Newport Pagnell, MK16 8SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0
Olney Town Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>																
Amphill Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranfield Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Marston Moretaine Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilstead Village Centre, MK45 3BT	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 12</b>																
Aldi, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Edlesborough Village Centre, LU6 2JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivinghoe Village Centre, LU7 9EQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toddington Village Centre, LU5 6BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Pharmacy, Coniston Road, Leighton Buzzard, LU7 2PJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterborne Walk, Leighton Buzzard, LU7 1DH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	6.5%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Way, Aylesbury, HP20 2HX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Marston Village Centre, MK18 3PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

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February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Gatehouse Road, Aylesbury, HP19 8ED								
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	5.1%	51	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	1.0%	10	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Vale Retail Park, Vale Park Drive, Aylesbury, HP20 1DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Walton Court Centre, Hannon Road, Aylesbury, HP21 8TJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Winslow Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	4.0%	40	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester, OX26 6WD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester, OX26 4JQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Town Centre, Hatfield, AL10 0JP	0.3%	3	0.0%	0	0.0%	0	0.0%	0
B&M, Southern Cross Trading Estate, Bognor Regis, PO22 9SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	0.4%	4	0.0%	0	0.0%	0	2.8%	1
Banbury Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Berkhamsted Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Biggleswade Retail Park (also known as A1 Trading Park), Biggleswade, SG18 8PS	0.3%	3	0.0%	0	0.0%	0	2.1%	1
Central 6 Retail Park, Warwick Road, Coventry, CV3 6TA	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Harrold Village Centre, MK43 7BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	1.9%	19	0.0%	0	0.0%	0	0.0%	0
Kempston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Houghton Road, Houghton Regis, Dunstable, LU5 5AX	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Lloyds Pharmacy, West Way, Botley, Oxford, OX2 9TJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Ampthill Road, Bedford, MK42 9PP								
Northampton Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park, Fairground Way, Northampton, NN3 9HG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bramingham Park, Quantock Rise, Luton, LU3 4AB	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Clapham Road, Bedford, MK41 7PJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Thame, OX9 2BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Luton Road, Dunstable, LU5 4RF	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saxon Centre, Bedford Road, Kempston, Bedford, MK42 8AY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Shefford Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Shortstown Village Centre, MK42 0UX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.9%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, New Street, Daventry, NN11 4BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Wendover Village Centre, HP22 6DX	0.2%	2	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable, LU5 4WL	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5JS	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1005	49	72	49	49	45	33	42
Sample:	1091	81	71	82	64	80	76	78

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q17 Where did you last buy electrical items, such as televisions, washing machines and computers?</b>								
<i>Excl. Nulls &amp; SFT</i>								
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	2.1%	12	0.0%	0	1.0%	0	7.1%	2
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	0.7%	4	5.9%	1	1.0%	0	4.8%	2
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	1.0%	6	3.0%	1	0.0%	0	6.4%	2
Argos, Grafton Gate, West, Milton Keynes, MK9 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafton Retail Park, Oldbrook, Milton Keynes, MK6 2RX	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	33.7%	190	32.3%	8	34.9%	15	26.8%	9
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	0.9%	5	0.0%	0	6.1%	3	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.5%	3	2.0%	0	0.0%	0	3.8%	1
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	21.0%	118	36.7%	9	47.2%	20	28.0%	9
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	1.3%	8	1.0%	0	3.9%	2	6.8%	2
Kingston District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	0.5%	3	0.0%	0	1.0%	0	2.0%	1
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home Bargains)	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	2.1%	12	1.0%	0	3.9%	2	6.8%	2
<b>Zone 7</b>								
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Benchmark Kitchens & Joinery, Dean's Road, Wolverton, Milton Keynes, MK12 5NA	0.1%	0	0.0%	0	1.0%	0	0.0%	0
Stony Stratford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	0.7%	4	0.0%	0	0.0%	0	0.8%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Buckingham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	0.4%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.1%	6	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	4.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Gatehouse Road, Aylesbury, HP19 8ED	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale Retail Park, Vale Park Drive, Aylesbury, HP20 1DH	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester, OX26 4JQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Interchange Retail Park, Bedford, MK42 7GA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering, NN16 9TS	1.8%	10	3.9%	1	0.0%	0	0.0%	0	20.0%	5	0.0%	0	3.4%	1	4.2%	1
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Village Centre, MK43 7JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey, WD25 8JS	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatters Way Retail Park / Chaul End Lane, Luton, LU4 8EZ	0.6%	3	0.0%	0	0.0%	0	3.0%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Hemel Hempstead Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Howdens, Arkwright Road Industrial Estate, Bedford, MK42 0LQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Bridge Road, Welwyn Garden City, AL8 6TP	0.3%	2	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Kempston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	1	3.9%	1	0.0%	0	0.0%	0
Lidl, Luton Road, Dunstable, LU5 4LW	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, Towester Road, Northampton, NN1 1ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0
Riverfield Drive, Bedford, MK41 0UE (Wickes, B&M)	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park, Fairground Way, Northampton, NN3 9HG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saxon Centre, Bedford Road, Kempston, Bedford, MK42 8AY	0.2%	1	1.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.6%	3	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towester Road, Northampton, NN1 1EE	0.5%	3	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Retail Park, Rope Walk, Bedford, MK42 0DJ	3.8%	21	3.9%	1	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tudor Rose Patchwork, Oakley Park Station Road, Oakley, MK43 7RB	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Wendover Village Centre, HP22 6DX	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	565	25	42	33	24	29	25	27
Sample:	671	53	45	58	32	57	55	52

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q18 Where did you last buy DIY or gardening goods?</b>																
<i>Excl. Nulls &amp; SFT</i>																
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.4%	4	0.0%	0	0.6%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	1.2%	11	0.7%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	1.0%	0	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	1.2%	10	20.2%	7	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Fenny Stratford Town Centre	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.2%	2	0.0%	0	2.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selco Builders Warehouse, Denbigh Road, Bletchley, Milton Keynes, MK1 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	0.2%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Denbigh Road, Bletchley, Milton Keynes, MK1 1AX	0.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Watling Street, Bletchley, Milton Keynes, MK1 1BX	0.1%	1	0.7%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																
Aldi, Westcroft Retail Park, Barnsdale Drive, Westcroft, MK4 4DD	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	0.9%	7	0.7%	0	4.9%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Grafton Retail Park, Oldbrook, Milton Keynes, MK6 2RX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2YA	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	2.5%	22	4.2%	1	3.6%	3	5.4%	2	1.5%	1	0.0%	0	6.0%	1	3.7%	1
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	7.5%	65	3.5%	1	23.8%	18	26.7%	9	15.1%	6	21.7%	7	11.8%	3	11.9%	4
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	0.5%	4	0.0%	0	1.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Winterhill House, Winterhill, Milton Keynes, MK6 1AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Winterhill Local Centre	0.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1AJ	1.1%	10	18.8%	7	2.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston District Centre	0.5%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home	0.7%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.8%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Bargains)																
Waitrose, Babbage Gate, Milton Keynes, MK10 9SU	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																
Aldi, Stantonbury, Milton Keynes, MK14 6GU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	0.3%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.9%	2	0.0%	0	0.0%	0
<b>Zone 6</b>																
B&Q, Patriot Drive, Milton Keynes, MK13 8PU	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	21.3%	184	22.8%	8	41.8%	32	36.4%	13	31.5%	12	55.1%	18	64.0%	14	53.0%	20
Jewsons, Dickens Road, Old Wolverton, Wolverton, Milton Keynes, MK12 5QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
New Bradwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	0	0.6%	0
Screwfix, Stacy Bushes Trading Centre, Erica Road, Stacey Bushes, Milton Keynes, MK12 6HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Sid Telfers, Newport Road, New Bradwell, Milton Keynes, MK13 0AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Stacey Bushes Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Stony Stratford Town Centre	0.8%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tools4Trade, Wolverton Mill, Wolverton, Milton Keynes, MK12 6LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Stacey Bushes Trading Estate, Erica Road, Milton Keynes, MK12 6HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Wolverton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
<b>Zone 8</b>																
Adstone Village Centre, NN12 8DY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Old Tiffield Road, Towcester, NN12 6PF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bell Plantation, Watling Street, Towcester, NN12 6GX	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Watling Street, Potterspury, Towcester, NN12 7QN	1.5%	13	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.5%	1	1.5%	1
Huws Gray, Old Greens Norton Road, Towcester, NN12 8AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Stratford Village Centre, MK19 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Tungsten Business Park, Wellington Road, Brackley, NN13 6RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Valley Business Park, Old Tiffield Road,	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

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Towcester, NN12 6PG								
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley, NN13 7EF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 9</b>								
Alban Hill Nurseries, High Street, Sherington, Newport Pagnell, MK16 9QP	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sherington Nurseries, Bedford Road, Sherington, MK16 9NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emberton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Kempston Nurseries, Green End Road, Bedford, MK43 8RL	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Seasons Garden Centre, Bedford Road, Bedford, MK45 3HU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
B&M, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	2.0%	18	9.1%	3	2.0%	1	6.1%	2
Flitvale Garden Centre, Flitwick Road, Westoning, Bedford, MK45 5AA	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Newport Road, Woburn Sands, Milton Keynes, MK17 8UE	2.3%	20	1.4%	0	5.2%	4	2.2%	1
Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.7%	6	0.0%	0	0.0%	0	0.0%	0
Harlington Village Centre, LU5 6LS	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Linslade, Leighton Buzzard, LU7 1ER	2.2%	19	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Garden Centre, Hockliffe Road, Leighton Buzzard, LU7 9NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	3.3%	28	3.7%	1	0.0%	0	0.0%	0
Poplars Garden Centre, Harlington Road, Toddington, Dunstable, LU5 6HE	0.6%	6	0.7%	0	0.0%	0	0.0%	0
Wavendon Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Woburn Sands Emporium, Newport Road, Woburn Sands, Milton Keynes, MK17 8UF	0.6%	5	0.0%	0	0.0%	0	0.7%	0
Woburn Sands Town Centre	0.7%	6	0.0%	0	1.4%	1	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	4.0%	35	0.0%	0	2.2%	2	0.0%	0

Column %ges.

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Aylesbury Town Centre	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 IEA	3.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Kempson Close, Gatehouse Way, Gatehouse Industrial Area, Aylesbury, HP19 8UQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale Retail Park, Vale Park Drive, Aylesbury, HP20 1DH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winslow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Nurseries & Garden Centre, Tingewick Road, Buckingham, MK18 4AE	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester, OX26 4JQ	4.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Bissett Nurseries, Bushey Lane, Preston Bissett, Buckingham, MK18 4ND	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Bissett Village Centre, MK18 4LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Launton Road, Bicester, OX26 6PZ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alban Retail Park, London Road, Bedford, MK42 0NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Washbrook Road, Rushden, NN10 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Interchange Retail Park, Bedford, MK42 7GA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Laporte Retail Park, Dallow Road, Luton, LU1 1HJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way, Southam Road, Banbury, OX16 2RL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Banbury Cross Retail Park, Banbury, OX16 1LX	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Banbury Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering, NN16 9TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Berkhamsted Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade Retail Park (also known as A1 Trading Park), Biggleswade, SG18 8PS	0.4%	4	2.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, Wellingborough, NN8 2DP	1.5%	13	1.8%	1	0.0%	0	2.8%	1	9.8%	4	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Newport Pagnell Road, Northampton, NN4 6HP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham Garden Centre, Stanbridge Road, Haddenham, Aylesbury, HP17 8HN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertfordshire Garden Centre, Redding Lane, Redbourn, St Albans, AL3 7PS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Bramingham Business Park, Enterprise Way, Luton, LU3 4BU	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	4.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ridge Road, Bedford, MK42 7LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Dunstable Road, Luton, LU4 8DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, Towester Road, Northampton, NN1 1ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Podington by Cherry Lane, High Street, Podington, Wellingborough, NN29 7HS	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Potton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Riverfield Drive, Bedford, MK41 0UE (Wickes, B&M)	0.5%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Portland Close, Dunstable, LU5 5AW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shefford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
St James Retail Park, Towester Road, Northampton, NN1 1EE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Welwyn Garden City Town Centre	0.1% 1	0.0% 0	0.0% 0	0.0% 0	3.1% 1	0.0% 0	0.0% 0	0.0% 0
Weighted base:	866	35	76	36	37	33	22	37
Sample:	909	64	72	59	51	65	55	68

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q19 Where did you last buy furniture, carpets and floor coverings?</b>								
<i>Excl. Nulls &amp; SFT</i>								
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	1.6%	9	1.0%	0	0.0%	0	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	0.6%	3	7.5%	2	1.1%	0	1.1%	0
Coleman Flooring, Barton Road, Bletchley, Milton Keynes, MK2 3BS	0.2%	1	0.0%	0	2.9%	1	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	6.9%	38	5.0%	1	12.9%	5	12.7%	3
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	0.6%	3	9.4%	2	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	0.2%	1	0.0%	0	0.0%	0	4.3%	1
Grafton Retail Park, Oldbrook, Milton Keynes, MK6 2RX	1.2%	6	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	17.3%	97	10.1%	2	22.6%	8	21.8%	5
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	19.9%	111	35.1%	9	51.7%	19	33.2%	8
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.2%	1	0.0%	0	0.0%	0	4.3%	1
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	1.2%	7	0.0%	0	0.0%	0	0.0%	0
Winterhill Local Centre	0.6%	3	5.2%	1	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1AJ	1.2%	7	7.6%	2	1.1%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Blakelands Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>								
B&Q, Patriot Drive, Milton Keynes, MK13 8PU	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	3.2%	18	1.0%	0	2.3%	1	12.7%	3
Kiln Farm Local Centre, Milton Keynes, MK11 3EW	0.3%	2	5.4%	1	0.0%	0	0.0%	0
Stacey Bushes Local Centre	0.5%	3	1.0%	0	1.1%	0	0.0%	0
Stony Stratford Town Centre	1.2%	7	0.0%	0	0.0%	0	2.8%	1
Willen Hospice Furniture Store, Burners Lane, Kiln Farm, Milton Keynes, MK11 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Town Centre	0.2%	1	2.6%	1	0.0%	0	0.0%	0
Brackley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Buckingham Industrial Estate, Top Angel, Buckingham, MK18 1WA	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Buckingham Road Industrial Estate, Brackley, NN13	0.5%	3	0.0%	0	0.0%	0	0.0%	0

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
7BE																
Buckingham Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets Northampton, Towcester Road, Milton Malsor, Northampton, NN7 3AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Watling Street, Potterspur, Towcester, NN12 7QN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverstone Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavendon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>																
Amphill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Flooring, Woburn Road, Leighton Buzzard, LU7 0AR	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edlesborough Village Centre, LU6 2JH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath and Reach Village Centre, LU7 0AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Clinton Village Centre, HP22 5HL	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	3.8%	21	0.0%	0	4.1%	1	2.8%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Carpets, Warren Road, Milton Keynes, MK17 0PS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Vale Retail Park, Vale Park Drive, Aylesbury, HP20 1DH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winslow Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets 4 Less, Telford Road, Launton Road, Bicester, OX26 4LD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester, OX26 4JQ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Weldon South Industrial Estate, Cronin Road, Corby, NN18 8AG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Aspects Leisure Park, Newnham Avenue, Bedford, MK41 9LN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Laporte Retail Park, Dallow Road, Luton, LU1 1HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering, NN16 9TS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	6.6%	1
Bennetts Family Furnishing,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Warwick Road, Banbury, OX16 2AB																
Biggleswade Retail Park (also known as A1 Trading Park), Biggleswade, SG18 8PS	0.9%	5	4.0%	1	0.0%	0	4.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Carlton Village Centre, MK43 7JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, Wellingborough, NN8 2DP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading, RG1 3JD	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatters Way Retail Park / Chaul End Lane, Luton, LU4 8EZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Hatters, Goldington Road, Bedford, MK41 0DX	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laporte Retail Park, Dallow Road, Luton, LU1 1HJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	3.0%	17	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.1%	0	0.0%	0	0.0%	0
Madford Retail Park, Dunstable Road, Luton, LU4 8DN	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), St Peter's Street, St Albans, AL1 3DP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, North Avenue, Marston Green, Birmingham, B40 1NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, Towester Road, Northampton, NN1 1ET	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northants Flooring, Rothersthorpe Avenue, Northampton, NN4 8JH	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town Centre, HP27 0TT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park, Fairground Way, Northampton, NN3 9HG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towester Road, Northampton, NN1 1EE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Retail Park, Rope Walk, Bedford, MK42 0DJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rural Shopping Yard, Castle Ashby, NN7 1LF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre, EN8 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whilton Locks, Whilton, Daventry, NN11 2NH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable, LU5 4WL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Weighted base:	560	25	37	24	21	22	15	17
Sample:	583	41	41	34	30	44	38	33

**Q20 Which of the following forms of shopping do you carry out? [MR]**

Internet	76.1%	1072	69.2%	44	84.8%	93	70.8%	43	80.1%	65	71.2%	43	68.9%	31	68.2%	39
Portable internet shopping (through mobile phone)	49.4%	696	46.6%	30	45.9%	51	45.0%	27	60.1%	49	44.0%	26	36.2%	16	54.0%	31
TV Shopping (None of these)	6.3%	89	10.3%	7	3.5%	4	6.2%	4	12.4%	10	5.7%	3	2.7%	1	10.2%	6
Collection at click and collect hub	13.6%	191	22.6%	14	9.0%	10	17.0%	10	7.7%	6	18.8%	11	23.2%	11	15.2%	9
Weighted base:	1409	63	110	61	81	60	46	57								
Sample:	1409	103	101	100	100	100	100	100								

**Q21 For your last Internet or TV order, how did you receive your goods? [MR]***Asked to those who carry out digital shopping at Q20*

Collection at store	9.8%	120	11.3%	6	11.8%	12	10.2%	5	24.4%	18	13.6%	7	6.8%	2	4.6%	2
Home delivery	89.8%	1094	92.2%	45	88.9%	89	87.8%	44	82.9%	62	91.2%	44	93.1%	33	91.7%	44
Delivery to place of work	2.4%	30	2.0%	1	2.2%	2	4.0%	2	6.7%	5	3.4%	2	1.6%	1	2.2%	1
Collection at click and collect hub	4.0%	49	5.2%	3	5.2%	5	8.7%	4	4.8%	4	3.9%	2	1.2%	0	6.1%	3
Collection at other location (Don't know / can't remember)	1.3%	16	4.7%	2	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1218	49	100	51	75	49	35	48								
Sample:	1090	66	82	73	91	75	68	75								

**I would now like to ask you some questions about your views on certain Town Centres as a place for shopping, leisure activities, and using other town centre services.**

**Q22 Have you visited Milton Keynes City centre for shopping purposes in the past year / 12 months?**

Yes	75.6%	1065	75.7%	48	73.9%	81	94.1%	57	87.9%	71	93.1%	56	86.6%	39	92.0%	53
No	24.4%	344	24.4%	15	26.1%	29	5.9%	4	12.1%	10	6.9%	4	13.4%	6	8.0%	5
Weighted base:	1409	63	110	61	81	60	46	57								
Sample:	1409	103	101	100	100	100	100	100								

**Q23 How do you usually travel to Milton Keynes City Centre for shopping purposes?***Asked to those who have visited Milton Keynes City Centre in the last year*

Car / van / Motorcycle, scooter or moped (as driver or passenger)	86.8%	924	71.4%	34	92.0%	75	61.2%	35	75.7%	54	84.6%	47	81.5%	32	75.7%	40
Bus (including the busway or guided bus), minibus or coach	8.1%	86	25.3%	12	2.9%	2	7.5%	4	13.0%	9	8.8%	5	4.2%	2	19.7%	10
Walk	2.7%	29	2.8%	1	1.8%	1	26.5%	15	6.2%	4	5.7%	3	6.6%	3	0.4%	0
Taxi	1.6%	17	0.5%	0	3.3%	3	3.7%	2	2.4%	2	0.5%	0	4.1%	2	2.6%	1
Train	0.7%	8	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.2%	1	1.6%	1
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.4%	1	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1065	48	81	57	71	56	39	53								
Sample:	1064	72	71	92	85	91	87	89								

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q24 What do you like about Milton Keynes City Centre? [MR]</b>								
<i>Asked to those who have visited Milton Keynes City Centre in the last year</i>								
Attractive environment / nice place	21.4%	228 23.5%	11 29.7%	24 23.6%	14 24.3%	17 19.9%	11 14.4%	6 19.4%
Close to home	20.3%	216 21.5%	10 28.1%	23 23.2%	13 32.7%	23 28.7%	16 27.9%	11 18.7%
Easy to get to by car	20.0%	213 17.9%	9 19.7%	16 15.8%	9 47.1%	34 11.8%	7 10.9%	4 20.9%
Good layout / shops close together	19.2%	204 19.2%	9 21.6%	18 3.1%	2 22.7%	16 17.1%	10 11.8%	5 28.2%
Good cafés / restaurants	16.1%	171 26.7%	13 10.3%	8 12.7%	7 25.7%	18 5.1%	3 8.5%	3 23.0%
Familiar / know where everything is	14.6%	156 19.9%	10 13.1%	11 14.0%	8 19.0%	14 8.7%	5 6.8%	3 16.5%
Has undercover shopping	14.6%	156 3.3%	2 4.4%	4 12.9%	7 8.8%	6 24.0%	13 15.0%	6 9.4%
Parking - it's easy to find a space	14.1%	150 8.6%	4 13.5%	11 2.2%	1 13.7%	10 15.1%	8 7.1%	3 7.5%
You can get everything you need there	11.9%	126 11.9%	6 11.3%	9 10.2%	6 5.0%	4 13.3%	7 7.5%	3 15.8%
Clean streets / well maintained	11.7%	125 15.1%	7 18.5%	15 14.7%	8 22.0%	16 10.9%	6 7.4%	3 9.0%
Shops - good range of 'high street' retailers	11.4%	121 3.8%	2 11.8%	10 6.5%	4 8.2%	6 5.4%	3 7.8%	3 8.2%
Good for a day out	9.9%	105 17.8%	9 2.0%	2 13.1%	8 22.9%	16 8.5%	5 2.0%	1 12.6%
Shops - good range of clothing shops	8.9%	95 1.3%	1 6.4%	5 4.0%	2 3.5%	3 5.0%	3 8.6%	3 8.4%
Shops - good range of non-food shops generally	8.2%	87 6.9%	3 2.0%	2 9.9%	6 4.5%	3 9.5%	5 9.3%	4 9.4%
Shops - good opening hours / open on Sundays	6.6%	70 4.1%	2 0.0%	0 8.3%	5 9.9%	7 3.6%	2 6.0%	2 3.8%
Easy to get to by bus	6.3%	68 15.3%	7 3.3%	3 6.3%	4 10.2%	7 5.0%	3 0.0%	0 0.8%
Good market	6.2%	65 10.2%	5 0.0%	0 13.2%	8 4.7%	3 5.8%	3 2.5%	1 8.2%
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	5.5%	59 3.8%	2 0.5%	0 7.6%	4 11.9%	8 3.6%	2 3.6%	1 9.0%
Shops - good range of independent shops	5.4%	58 10.1%	5 13.5%	11 0.9%	1 5.1%	4 1.8%	1 3.3%	1 7.2%
Shops - good range of affordable shops	5.4%	57 6.9%	3 2.0%	2 1.8%	1 8.2%	6 0.0%	0 4.4%	2 11.1%
Shops - good range of quality shops	5.1%	54 6.4%	3 6.6%	5 5.5%	3 2.8%	2 5.9%	3 5.5%	2 9.7%
Good pubs / bars	4.8%	51 2.1%	1 0.0%	0 6.5%	4 9.1%	6 3.6%	2 2.2%	1 3.8%
Parking - it's cheap	4.4%	46 0.0%	0 4.8%	4 3.5%	2 2.8%	2 1.2%	1 4.4%	2 0.0%
Nice atmosphere / friendly people	4.0%	42 0.5%	0 0.5%	0 7.0%	4 9.0%	6 6.7%	4 0.6%	0 5.2%
Close to work / en route to work	3.4%	36 7.6%	4 2.8%	2 10.0%	6 8.3%	6 0.0%	0 0.0%	0 2.0%
Good for financial services (e.g. banks / building societies)	2.8%	30 7.6%	4 0.0%	0 6.5%	4 8.3%	6 9.1%	5 7.4%	3 3.2%
Good disabled access	2.1%	22 2.1%	1 0.5%	0 5.2%	3 5.1%	4 2.4%	1 0.0%	0 5.2%
Good range of other services (e.g. library, hairdresser, vets etc.)	2.1%	22 2.8%	1 1.3%	1 4.1%	2 3.5%	3 0.0%	0 5.7%	2 8.5%
Parking - it's free	1.9%	20 4.1%	2 1.3%	1 1.8%	1 2.8%	2 4.2%	2 0.0%	0 3.6%
Shops - good range of supermarkets	1.6%	17 4.8%	2 2.6%	2 0.0%	0 1.6%	1 2.7%	2 0.6%	0 0.4%
Easy to get to by train	1.4%	15 0.0%	0 0.0%	0 3.5%	2 5.1%	4 1.8%	1 2.2%	1 1.6%
Specific retailer	1.4%	15 0.5%	0 0.5%	0 0.4%	0 0.3%	0 0.9%	1 0.0%	0 0.0%
Traffic free areas / pedestrianisation	1.1%	11 0.0%	0 4.1%	3 0.0%	0 1.2%	1 4.2%	2 0.0%	0 0.0%
Shops - good range of bakers / butchers / greengrocers	1.0%	11 0.0%	0 0.0%	0 1.8%	1 2.4%	2 1.8%	1 5.2%	2 1.6%
Traditional / quaint	0.8%	8 0.0%	0 0.0%	0 0.0%	0 4.7%	3 0.0%	0 0.0%	0 1.0%
Quiet / not busy	0.7%	8 0.0%	0 0.0%	0 2.4%	1 6.0%	4 0.0%	0 5.2%	2 0.0%
Easily accessible	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	0 0.0%
Green spaces	0.2%	2 0.0%	0 0.0%	0 2.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%
Feels safe	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Good public toilet facilities	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%
Seating areas	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	0 0.0%
(Nothing)	10.9%	116 10.9%	5 21.6%	18 21.0%	12 6.3%	4 10.2%	6 17.6%	7 12.0%
(Don't know)	1.1%	12 0.5%	0 0.0%	0 0.4%	0 0.0%	0 0.5%	0 4.1%	2 4.3%
Weighted base:	1065	48	81	57	71	56	39	53
Sample:	1064	72	71	92	85	91	87	89

Column %ges.

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q25 What do you dislike about Milton Keynes City Centre? [MR]</b>																
<i>Asked to those who have visited Milton Keynes City Centre in the last year</i>																
Parking - expensive parking	22.6%	241	22.1%	11	21.5%	18	15.9%	9	12.9%	9	18.9%	11	24.5%	10	17.5%	9
Parking - no free parking	10.0%	106	4.7%	2	12.7%	10	5.3%	3	13.1%	9	9.9%	6	9.6%	4	7.3%	4
Too busy / noisy	7.4%	79	14.7%	7	6.4%	5	9.8%	6	8.3%	6	3.8%	2	5.3%	2	15.7%	8
Too many empty shops	7.0%	75	5.7%	3	14.6%	12	3.3%	2	4.2%	3	6.3%	4	8.7%	3	19.1%	10
Parking - not enough spaces available	7.0%	75	3.6%	2	8.3%	7	12.6%	7	10.2%	7	4.2%	2	6.3%	2	0.4%	0
Needs an update / revamp	6.2%	66	11.0%	5	8.0%	7	4.1%	2	11.5%	8	9.6%	5	2.0%	1	4.3%	2
Dirty streets / poorly maintained	6.1%	65	4.6%	2	2.6%	2	3.5%	2	15.5%	11	12.0%	7	9.4%	4	7.0%	4
Shops - need more independent shops	5.8%	61	6.1%	3	3.8%	3	7.0%	4	6.8%	5	7.5%	4	8.3%	3	1.6%	1
Not attractive / poor environment	4.8%	51	0.0%	0	0.0%	0	1.8%	1	4.7%	3	5.2%	3	3.6%	1	4.8%	3
Traffic congestion	4.6%	49	2.1%	1	4.8%	4	2.4%	1	4.0%	3	3.0%	2	0.0%	0	2.6%	1
Poor layout / shops too far apart	4.5%	48	0.5%	0	0.5%	0	1.8%	1	2.8%	2	3.2%	2	3.5%	1	0.0%	0
Shops - need more / better clothes shops	4.1%	43	2.8%	1	3.4%	3	6.2%	4	7.9%	6	7.1%	4	3.9%	2	1.6%	1
Not enough / poor quality public toilets	3.7%	39	4.8%	2	2.8%	2	7.2%	4	9.4%	7	4.2%	2	3.0%	1	5.4%	3
Lack of security / don't feel safe	3.3%	35	6.2%	3	3.3%	3	1.8%	1	19.8%	14	4.2%	2	0.0%	0	1.6%	1
Hard to get to by bus	3.1%	34	3.3%	2	4.6%	4	3.3%	2	13.4%	10	5.4%	3	10.7%	4	2.6%	1
Shops - need more affordable shops	3.0%	32	10.4%	5	0.5%	0	4.4%	3	5.1%	4	5.0%	3	0.6%	0	4.2%	2
Shops - need more / better range of non-food shops generally	3.0%	32	0.5%	0	5.0%	4	3.3%	2	4.5%	3	2.4%	1	4.2%	2	7.6%	4
Not enough / poor quality seating areas	2.9%	31	5.6%	3	0.0%	0	6.5%	4	4.7%	3	2.4%	1	6.0%	2	3.8%	2
Not enough / poor quality cafés / restaurants	2.7%	29	3.3%	2	2.6%	2	4.0%	2	5.9%	4	2.4%	1	3.0%	1	3.6%	2
Poor nightlife	2.7%	29	2.8%	1	2.0%	2	11.3%	6	7.9%	6	0.0%	0	2.2%	1	3.2%	2
Shops - need more 'high street' retailers	2.6%	28	0.0%	0	2.0%	2	7.2%	4	4.3%	3	2.3%	1	0.6%	0	0.4%	0
Poor atmosphere / unfriendly people	2.6%	27	0.0%	0	2.8%	2	0.4%	0	8.2%	6	2.9%	2	5.9%	2	2.0%	1
Shops - need more quality shops	2.5%	27	4.8%	2	1.8%	1	0.4%	0	8.7%	6	0.5%	0	1.4%	1	1.6%	1
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.2%	24	4.8%	2	0.0%	0	1.8%	1	6.7%	5	0.0%	0	8.1%	3	3.2%	2
Too many betting shops	2.1%	23	4.1%	2	0.0%	0	1.8%	1	7.1%	5	0.0%	0	0.0%	0	1.6%	1
Poor market	1.8%	19	4.1%	2	0.5%	0	2.4%	1	4.0%	3	1.8%	1	2.2%	1	7.0%	4
Not enough financial services (e.g. banks / building societies)	1.7%	19	2.1%	1	0.0%	0	2.4%	1	4.4%	3	2.4%	1	3.0%	1	1.6%	1
Shops - need more bakers / butchers / greengrocers	1.7%	18	2.1%	1	1.3%	1	4.8%	3	2.4%	2	1.8%	1	0.0%	0	1.6%	1
Poor disabled access	1.4%	15	1.8%	1	2.0%	2	2.9%	2	3.5%	3	1.8%	1	0.6%	0	3.4%	2
Shops - need longer opening hours / more open on Sundays	1.4%	15	2.1%	1	0.0%	0	4.1%	2	0.0%	0	1.8%	1	2.2%	1	2.6%	1
Too many takeaways	1.3%	14	2.6%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0	1.4%	1	0.0%	0
Lack of pedestrianised areas	1.2%	13	0.5%	0	0.0%	0	2.4%	1	4.0%	3	1.8%	1	5.2%	2	3.2%	2
Not enough other services (e.g. library, hairdresser, vets etc.)	1.2%	12	2.1%	1	0.0%	0	0.0%	0	3.5%	3	2.4%	1	2.2%	1	3.6%	2
Lack of undercover shopping	1.1%	12	2.8%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.6%	1
Not enough / poor quality pubs / bars	1.0%	11	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	4.4%	2	1.6%	1
Hard to get to by train	0.8%	9	0.0%	0	0.0%	0	1.8%	1	5.5%	4	0.0%	0	1.4%	1	1.6%	1
Too far away	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more / better range of supermarkets	0.7%	8	2.1%	1	0.0%	0	0.4%	0	1.2%	1	4.5%	3	4.4%	2	2.6%	1
Poor access by road	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.6%	1
Better security / police presence	0.5%	5	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Poor heating facilities	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Too many cafés / restaurants	0.3%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	0.0%	0
More disabled parking	0.3%	3	0.0%	0	2.0%	2	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Too many jewellers	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Marble floor causes legs to ache / surface is slippery	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.3%	0	0.0%	0	0.0%	0	0.4%	0
Easy to use parking meters / better payment options	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Too many shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	0	0.0%	0
No loyalty schemes / vouchers	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Unfamiliar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of specialist shops	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Expensive restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many phone shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Too many cosmetic shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
More charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Too many clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many beggars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	26.7%	284	27.6%	13	21.1%	17	30.8%	18	9.5%	7	27.7%	15	26.9%	11	21.9%	11
(Don't know)	2.7%	29	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.6%	0	2.2%	1
Weighted base:	1065		48		81		57		71		56		39		53	
Sample:	1064		72		71		92		85		91		87		89	

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q26 Are there any measures that would encourage you to visit Milton Keynes City Centre, more often? [MR]</b>																
<i>Asked to those who have visited Milton Keynes City Centre in the last year</i>																
Cheaper parking	28.0%	298	30.5%	15	21.3%	17	18.3%	11	39.0%	28	26.1%	14	34.4%	14	20.7%	11
Increased general choice and range of shops	9.5%	101	9.3%	4	8.9%	7	18.1%	10	15.3%	11	10.9%	6	17.9%	7	11.4%	6
Better environment	8.3%	89	11.0%	5	4.8%	4	7.7%	4	15.4%	11	6.6%	4	3.0%	1	12.3%	6
Improved leisure facilities	8.0%	85	13.0%	6	7.4%	6	4.8%	3	15.8%	11	6.7%	4	4.7%	2	6.4%	3
More parking	7.7%	82	8.7%	4	9.2%	7	11.1%	6	11.5%	8	2.3%	1	7.9%	3	3.0%	2
Better security	7.3%	78	13.8%	7	6.8%	6	6.4%	4	23.3%	17	11.4%	6	5.9%	2	7.0%	4
Improved non-food shops within the town centre	6.7%	71	5.4%	3	4.6%	4	2.9%	2	14.7%	10	4.5%	3	4.7%	2	9.0%	5
Improved quality of shops	6.3%	67	8.9%	4	1.8%	1	5.7%	3	11.9%	8	3.4%	2	1.4%	1	1.6%	1
Increased public transport	6.2%	66	7.4%	4	9.1%	7	3.3%	2	13.0%	9	0.5%	0	11.3%	4	5.0%	3
Improved food shops within the town centre	6.2%	66	7.6%	4	3.3%	3	7.0%	4	16.6%	12	5.8%	3	1.7%	1	6.9%	4
Cheaper public transport	6.0%	64	11.1%	5	5.5%	4	3.5%	2	9.5%	7	1.8%	1	5.0%	2	9.1%	5
Discount foodstores within the town centre	5.5%	58	6.9%	3	7.4%	6	10.5%	6	6.7%	5	2.4%	1	6.0%	2	11.8%	6
Improved street cleaning	5.3%	56	0.0%	0	4.1%	3	6.5%	4	14.6%	10	7.9%	4	0.0%	0	4.8%	3
Longer opening hours	5.1%	54	2.8%	1	0.0%	0	2.4%	1	8.7%	6	3.6%	2	2.2%	1	10.7%	6
More independent shops	1.9%	20	3.3%	2	0.5%	0	1.1%	1	1.1%	1	1.2%	1	1.4%	1	0.4%	0
Better layout	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Revamp / update	0.5%	5	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilet facilities	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
More easily accessible	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
More disabled parking / better disabled access	0.3%	4	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More cafes / restaurants / pubs / nightclubs	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Better maintained roads / pavements	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More loyalty schemes / vouchers	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More affordable shops	0.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
More staff	0.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better parking meters / more payment methods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More seating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
More green spaces	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Less beggars	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better heating in the shopping centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / safer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
More lighting	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop illegal / dangerous parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More dog friendly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
More / better financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	32.6%	347	26.7%	13	44.2%	36	37.6%	22	10.8%	8	40.8%	23	33.8%	13	32.0%	17
(Don't know)	4.9%	52	1.8%	1	4.1%	3	1.3%	1	1.6%	1	2.5%	1	2.2%	1	8.6%	5
Weighted base:		1065		48		81		57		71		56		39		53
Sample:		1064		72		71		92		85		91		87		89

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q27 Which of these Town or District centres do you visit most often?</b>																
Newport Pagnell District Centre	5.5%	78	1.6%	1	2.0%	2	4.8%	3	6.7%	5	29.5%	18	6.5%	3	6.3%	4
Olney District Centre	3.8%	53	3.1%	2	2.0%	2	1.5%	1	3.8%	3	0.4%	0	2.2%	1	3.3%	2
Stony Stratford District Centre	8.2%	116	4.3%	3	7.5%	8	7.9%	5	3.3%	3	9.5%	6	13.9%	6	29.0%	17
Woburn Sands District Centre	4.3%	61	2.1%	1	1.0%	1	1.7%	1	8.2%	7	0.0%	0	6.1%	3	0.0%	0
Bletchley Town Centre	16.2%	228	59.6%	38	23.5%	26	35.6%	22	31.8%	26	5.5%	3	8.6%	4	3.5%	2
Kingston Town Centre	12.4%	175	6.8%	4	1.1%	1	16.0%	10	27.2%	22	20.0%	12	13.0%	6	7.7%	4
Westcroft Town Centre	8.3%	117	8.8%	6	45.2%	50	16.0%	10	0.7%	1	4.3%	3	18.3%	8	9.3%	5
Wolverton Town Centre	3.5%	50	2.1%	1	0.0%	0	2.7%	2	4.5%	4	6.5%	4	11.8%	5	38.4%	22
(Don't visit any of these centres)	37.7%	531	11.6%	7	17.6%	19	13.9%	8	13.8%	11	24.2%	14	19.7%	9	2.6%	1
Weighted base:	1409	63	110	61	81	60	46	57								
Sample:	1409	103	101	100	100	100	100	100								

**Q28 How do you usually travel to (CENTRE MENTIONED IN Q27)?***Not asked to those who don't visit any of the centres mentioned at Q27*

Car / van / Motorcycle, scooter or moped (as driver or passenger)	79.6%	699	53.9%	30	82.5%	75	77.2%	41	64.1%	45	86.1%	39	88.8%	32	61.0%	34
Bus (including the busway or guided bus), minibus or coach	4.9%	43	7.7%	4	3.8%	3	12.2%	6	10.4%	7	9.1%	4	1.8%	1	8.7%	5
Walk	10.9%	96	30.5%	17	13.2%	12	0.0%	0	13.5%	9	4.2%	2	0.6%	0	25.7%	14
Taxi	2.2%	19	5.5%	3	0.5%	0	5.7%	3	6.4%	4	0.0%	0	8.8%	3	0.0%	0
Train	1.3%	11	2.4%	1	0.0%	0	1.9%	1	2.4%	2	0.0%	0	0.0%	0	1.5%	1
Bicycle	0.5%	5	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.6%	0	0.0%	0	3.0%	2
Mobility scooter / disability vehicle	0.4%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	878	56	91	53	70	45	37	56								
Sample:	1007	91	86	86	87	77	77	96								



Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q29 What do you like about (CENTRE MENTIONED IN Q27)? [MR]</b>																
<i>Not asked to those who don't visit any of the centres mentioned at Q27</i>																
Close to home	24.6%	216	34.6%	19	45.3%	41	13.6%	7	26.3%	18	20.9%	9	11.3%	4	23.4%	13
Attractive environment / nice place	15.9%	140	4.6%	3	12.2%	11	9.8%	5	21.5%	15	22.4%	10	12.1%	4	23.1%	13
Easy to get to by car	14.0%	123	7.0%	4	11.7%	11	9.1%	5	21.7%	15	4.4%	2	5.3%	2	19.3%	11
Shops - good range of independent shops	11.1%	97	7.1%	4	10.0%	9	12.8%	7	4.5%	3	9.9%	4	23.4%	9	13.5%	8
Familiar / know where everything is	11.1%	97	12.4%	7	4.9%	4	9.5%	5	21.6%	15	5.7%	3	5.3%	2	13.8%	8
Good cafés / restaurants	10.7%	94	3.3%	2	3.4%	3	20.0%	11	21.6%	15	16.4%	7	9.5%	3	21.2%	12
Shops - good range of supermarkets	10.4%	91	1.3%	1	17.5%	16	9.7%	5	4.4%	3	7.2%	3	14.8%	5	7.9%	4
Parking - it's free	8.3%	73	4.2%	2	11.4%	10	5.6%	3	8.3%	6	8.3%	4	12.1%	4	3.0%	2
Shops - good range of non-food shops generally	7.8%	69	2.6%	1	4.1%	4	18.0%	9	7.5%	5	8.2%	4	9.7%	4	2.3%	1
Parking - it's easy to find a space	7.6%	67	6.4%	4	5.5%	5	7.4%	4	1.2%	1	12.4%	6	5.9%	2	6.4%	4
Nice atmosphere / friendly people	7.4%	65	2.4%	1	4.1%	4	17.2%	9	8.8%	6	2.8%	1	8.2%	3	18.5%	10
Clean streets / well maintained	7.2%	63	4.1%	2	2.5%	2	4.5%	2	14.1%	10	11.0%	5	3.2%	1	3.6%	2
You can get everything you need there	6.9%	61	4.9%	3	4.7%	4	8.5%	4	0.8%	1	6.2%	3	3.9%	1	7.9%	4
Good for a day out	6.8%	60	3.5%	2	4.3%	4	3.8%	2	15.3%	11	9.6%	4	7.0%	3	4.9%	3
Traditional / quaint	5.8%	51	0.0%	0	3.7%	3	1.7%	1	2.4%	2	13.0%	6	7.2%	3	7.1%	4
Close to work / en route to work	5.1%	45	5.3%	3	3.7%	3	9.1%	5	10.9%	8	11.0%	5	3.2%	1	6.6%	4
Shops - good range of quality shops	4.9%	43	4.7%	3	5.4%	5	0.5%	0	2.4%	2	1.4%	1	4.5%	2	2.1%	1
Shops - good range of affordable shops	4.8%	42	8.5%	5	3.6%	3	5.0%	3	7.6%	5	0.6%	0	2.4%	1	3.8%	2
Good layout / shops close together	4.8%	42	4.1%	2	4.3%	4	4.3%	2	10.9%	8	2.5%	1	0.0%	0	7.5%	4
Shops - good range of 'high street' retailers	4.6%	40	4.7%	3	6.5%	6	4.3%	2	7.6%	5	4.4%	2	4.5%	2	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	4.3%	37	4.1%	2	1.2%	1	7.5%	4	8.4%	6	6.1%	3	6.2%	2	9.6%	5
Quiet / not busy	3.8%	34	0.0%	0	0.0%	0	3.1%	2	9.6%	7	2.0%	1	2.1%	1	3.4%	2
Shops - good range of clothing shops	3.7%	32	3.5%	2	0.0%	0	5.1%	3	4.0%	3	3.0%	1	0.6%	0	1.5%	1
Easy to get to by bus	3.7%	32	2.4%	1	2.5%	2	0.0%	0	8.1%	6	3.0%	1	3.2%	1	7.0%	4
Shops - good range of bakers / butchers / greengrocers	3.5%	30	4.1%	2	0.5%	0	9.0%	5	2.4%	2	2.8%	1	0.6%	0	3.4%	2
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.3%	29	3.5%	2	0.0%	0	7.6%	4	6.4%	4	0.0%	0	3.2%	1	5.6%	3
Parking - it's cheap	3.2%	28	2.4%	1	1.2%	1	0.0%	0	2.4%	2	2.2%	1	3.2%	1	3.6%	2
Good pubs / bars	3.1%	27	0.0%	0	2.5%	2	1.9%	1	7.6%	5	2.8%	1	6.9%	3	3.5%	2
Specific retailer	2.6%	23	2.8%	2	0.0%	0	2.2%	1	0.0%	0	1.4%	1	5.0%	2	2.1%	1
Good for financial services (e.g. banks / building societies)	2.6%	23	1.8%	1	1.8%	2	8.1%	4	10.0%	7	0.6%	0	0.0%	0	4.5%	3
Good market	2.2%	19	5.3%	3	0.5%	0	1.0%	1	7.6%	5	0.0%	0	0.0%	0	1.5%	1
Shops - good opening hours / open on Sundays	1.8%	16	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.2%	1	2.4%	1	2.1%	1
Good disabled access	1.6%	14	0.0%	0	2.5%	2	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0
Has undercover shopping	1.6%	14	1.8%	1	0.0%	0	0.0%	0	4.0%	3	5.2%	2	2.4%	1	0.0%	0
Easy to get to by train	1.1%	9	2.4%	1	0.0%	0	1.9%	1	1.2%	1	0.0%	0	0.0%	0	3.0%	2
Loyalty scheme / vouchers	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family and friends	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.6%	0	3.5%	2	1.5%	1	0.0%	0
Green spaces	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	0.2%	1	0.0%	0	1.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of specialist shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free areas / pedestrianisation	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Like to support local businesses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for health services (e.g.	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
doctors, dentist, opticians)								
Good for a change / day out	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Has a garden centre	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Good seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near church	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Good business facilities / meeting rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	6.7%	59	21.8%	12	9.9%	9	6.8%	4
(Don't know)	0.8%	7	1.8%	1	0.5%	0	0.5%	0
Weighted base:	878	56	91	53	70	45	37	56
Sample:	1007	91	86	86	87	77	77	96

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q30 What do you dislike about (CENTRE MENTIONED IN Q27)? [MR]</b>																
<i>Not asked to those who don't visit any of the centres mentioned at Q27</i>																
Parking - not enough spaces available	10.8%	95	4.4%	2	4.0%	4	9.2%	5	14.6%	10	12.2%	6	13.6%	5	7.4%	4
Dirty streets / poorly maintained	7.5%	66	15.8%	9	13.0%	12	7.9%	4	13.7%	10	4.5%	2	3.2%	1	7.9%	4
Needs an update / revamp	6.5%	57	7.5%	4	6.6%	6	7.7%	4	13.7%	10	6.6%	3	6.9%	3	14.6%	8
Shops - need more / better clothes shops	5.4%	47	6.8%	4	4.3%	4	10.2%	5	3.6%	3	3.0%	1	3.9%	1	3.9%	2
Too many empty shops	4.9%	43	16.2%	9	6.7%	6	8.2%	4	5.2%	4	3.6%	2	5.4%	2	4.7%	3
Not enough / poor quality cafés / restaurants	4.8%	42	2.8%	2	2.3%	2	1.9%	1	2.4%	2	3.0%	1	0.6%	0	1.9%	1
Shops - need more 'high street' retailers	4.2%	37	11.4%	6	4.1%	4	3.1%	2	2.8%	2	3.4%	2	2.1%	1	3.6%	2
Shops - need more / better range of supermarkets	3.9%	34	14.9%	8	4.8%	4	6.5%	3	3.8%	3	0.0%	0	0.6%	0	4.2%	2
Shops - need more / better range of non-food shops generally	3.5%	31	4.9%	3	3.4%	3	0.0%	0	6.2%	4	1.1%	1	2.4%	1	6.8%	4
Too busy / noisy	3.2%	28	1.8%	1	0.0%	0	6.2%	3	3.2%	2	0.0%	0	0.0%	0	3.5%	2
Too many charity shops	3.1%	27	11.9%	7	7.4%	7	6.5%	3	1.6%	1	4.8%	2	2.7%	1	0.4%	0
Poor market	3.0%	26	9.8%	5	2.5%	2	3.9%	2	5.7%	4	0.6%	0	2.4%	1	2.5%	1
Traffic congestion	3.0%	26	0.9%	0	0.0%	0	3.9%	2	6.5%	5	3.6%	2	4.5%	2	2.9%	2
Not enough / poor quality public toilets	2.9%	26	1.8%	1	2.5%	2	3.8%	2	7.6%	5	3.0%	1	6.4%	2	7.1%	4
Not attractive / poor environment	2.9%	25	5.6%	3	1.2%	1	3.2%	2	10.9%	8	0.0%	0	6.4%	2	2.4%	1
Shops - need more independent shops	2.8%	25	1.1%	1	0.5%	0	1.2%	1	2.8%	2	1.4%	1	2.7%	1	2.8%	2
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.7%	24	0.0%	0	4.3%	4	2.6%	1	0.0%	0	0.0%	0	1.2%	0	4.5%	3
Not enough / poor quality seating areas	2.6%	23	5.9%	3	2.5%	2	7.1%	4	5.2%	4	2.2%	1	6.4%	2	1.5%	1
Too many betting shops	2.5%	22	10.1%	6	4.8%	4	1.9%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Not enough financial services (e.g. banks / building societies)	2.4%	21	4.1%	2	0.0%	0	2.6%	1	2.8%	2	6.0%	3	3.8%	1	6.3%	3
Hard to get to by bus	2.2%	19	0.4%	0	0.5%	0	1.5%	1	4.8%	3	4.1%	2	0.0%	0	0.0%	0
Poor nightlife	2.1%	19	0.0%	0	1.8%	2	2.6%	1	6.8%	5	0.0%	0	0.0%	0	2.1%	1
Lack of pedestrianised areas	2.1%	18	3.5%	2	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	4.0%	2
Parking - no free parking	2.1%	18	4.1%	2	0.0%	0	1.9%	1	7.6%	5	0.0%	0	0.0%	0	3.0%	2
Lack of undercover shopping	2.1%	18	1.8%	1	1.8%	2	0.0%	0	5.2%	4	4.4%	2	6.4%	2	1.5%	1
Shops - need more quality shops	2.0%	17	8.1%	5	2.5%	2	0.0%	0	2.7%	2	5.0%	2	0.0%	0	0.0%	0
Parking - expensive parking	2.0%	17	0.0%	0	1.6%	1	1.2%	1	10.9%	8	0.0%	0	2.4%	1	4.5%	3
Lack of security / don't feel safe	1.7%	15	0.0%	0	0.5%	0	4.5%	2	4.4%	3	0.0%	0	0.0%	0	5.0%	3
Not enough other services (e.g. library, hairdresser, vets etc.)	1.7%	15	0.0%	0	1.8%	2	0.0%	0	4.0%	3	0.0%	0	3.2%	1	4.5%	3
Shops - need longer opening hours / more open on Sundays	1.6%	14	2.4%	1	1.8%	2	1.9%	1	1.2%	1	0.0%	0	0.0%	0	4.5%	3
Poor layout / shops too far apart	1.6%	14	0.0%	0	0.0%	0	5.2%	3	2.0%	1	2.2%	1	0.0%	0	3.0%	2
Poor atmosphere / unfriendly people	1.5%	13	0.0%	0	0.5%	0	0.0%	0	4.8%	3	0.0%	0	3.2%	1	6.6%	4
Hard to get to by train	1.4%	12	1.8%	1	2.5%	2	0.0%	0	4.5%	3	0.0%	0	3.2%	1	0.0%	0
Shops - need more affordable shops	1.2%	10	2.2%	1	0.0%	0	2.6%	1	2.8%	2	0.0%	0	0.0%	0	0.4%	0
Poor disabled access	1.2%	10	1.8%	1	0.0%	0	3.2%	2	2.4%	2	2.2%	1	3.0%	1	0.0%	0
Not enough / poor quality pubs / bars	1.2%	10	1.8%	1	2.5%	2	0.0%	0	2.4%	2	3.0%	1	0.6%	0	3.0%	2
Shops - need more bakers / butchers / greengrocers	1.0%	8	0.0%	0	0.0%	0	3.1%	2	1.2%	1	0.0%	0	1.5%	1	4.0%	2
Too many hairdressers / beauty salons	1.0%	8	12.0%	7	0.0%	0	1.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	0.8%	7	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	3.6%	2
Poor road access / remove one way system	0.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Better maintained roads / pavements / remove potholes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.9%	1
Too many ethnic shops	0.2%	1	1.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More refuse bins	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
To many cafes / restaurants	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.4%	0
Cycle paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No post office	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dislike undercover parking	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / feels unsafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Too many financial services	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Homelessness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
No pedestrian crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much redevelopment / construction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic pollution	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	43.0%	377	22.5%	13	52.0%	47	38.7%	20	16.1%	11	49.0%	22	49.9%	18	51.2%	29
(Don't know)	2.5%	22	1.8%	1	1.6%	1	0.5%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:		878		56		91		53		70		45		37		56
Sample:		1007		91		86		86		87		77		77		96

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	
<b>Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED IN Q27), more often? [MR]</b>									
<i>Not asked to those who don't visit any of the centres mentioned at Q27</i>									
Increased general choice and range of shops	13.7%	120 29.7%	17 12.7%	11 16.2%	8 9.9%	7 9.4%	4 14.6%	5 13.2%	7
More parking	8.6%	76 5.0%	3 5.1%	5 6.0%	3 10.5%	7 8.9%	4 10.6%	4 8.2%	5
Improved non-food shops within the town centre	8.0%	70 18.2%	10 4.9%	4 11.6%	6 9.5%	7 5.6%	3 1.5%	1 3.9%	2
Improved food shops within the town centre	8.0%	70 22.9%	13 1.8%	2 4.3%	2 8.2%	6 8.0%	4 8.3%	3 3.0%	2
Cheaper parking	7.3%	64 5.3%	3 5.4%	5 8.4%	4 21.4%	15 0.0%	0 1.2%	0 6.0%	3
Better environment	7.3%	64 9.6%	5 9.5%	9 4.8%	3 10.0%	7 9.2%	4 0.0%	0 7.2%	4
Improved quality of shops	6.9%	61 17.9%	10 7.8%	7 2.6%	1 11.2%	8 10.4%	5 4.5%	2 6.0%	3
Discount foodstores within the town centre	5.4%	48 4.6%	3 1.8%	2 6.4%	3 13.7%	10 2.2%	1 3.2%	1 3.0%	2
Improved street cleaning	5.1%	45 4.1%	2 2.5%	2 5.0%	3 10.9%	8 4.4%	2 5.6%	2 3.9%	2
Improved leisure facilities	5.0%	43 0.0%	0 4.3%	4 6.4%	3 14.9%	10 7.4%	3 0.6%	0 10.7%	6
Cheaper public transport	4.8%	42 3.5%	2 0.0%	0 6.9%	4 9.3%	6 2.8%	1 3.2%	1 4.5%	3
Better security	4.7%	42 2.4%	1 2.9%	3 4.5%	2 10.9%	8 0.0%	0 3.2%	1 6.0%	3
Longer opening hours	4.2%	36 7.7%	4 1.8%	2 9.7%	5 9.3%	6 0.0%	0 3.2%	1 7.5%	4
Increased public transport	3.9%	35 8.1%	5 0.5%	0 7.4%	4 8.0%	6 0.0%	0 3.8%	1 2.1%	1
More cafes / restaurants / pubs / nightclubs	1.0%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.1%	1 0.0%	0 2.8%	2
More independent shops	0.7%	6 4.8%	3 0.9%	1 0.5%	0 0.3%	0 1.4%	1 2.4%	1 0.0%	0
Needs an update / revamp	0.6%	5 2.8%	2 0.0%	0 1.2%	1 0.0%	0 1.4%	1 4.7%	2 0.0%	0
More / improved disabled parking	0.5%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More financial services / banks	0.4%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Less traffic congestion / better road access	0.4%	3 0.0%	0 0.0%	0 0.0%	0 1.6%	1 0.0%	0 2.4%	1 1.0%	1
More pedestrianisation	0.4%	3 0.9%	0 0.0%	0 0.0%	0 0.0%	0 3.5%	2 0.0%	0 0.0%	0
Wider parking spaces	0.3%	3 0.0%	0 0.0%	0 0.0%	0 0.8%	1 0.0%	0 0.0%	0 0.0%	0
Better maintained roads / pavements / remove potholes	0.3%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.0%	1 0.6%	0 2.3%	1
Better market	0.2%	2 0.9%	0 0.0%	0 2.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More health services (e.g. doctors, dentist, opticians, chemist)	0.2%	2 1.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better taxi service	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More affordable shops	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better disabled access	0.1%	1 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Less cafes	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More / safer pedestrian crossings	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Cleaner streets	0.1%	1 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More trolley facilities	0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Less beggars	0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More traffic enforcement officers / parking restrictions	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More cycle lanes	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	0 0.0%	0 0.0%	0
Less takeaways	0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More seating areas	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	0
(Nothing / Nothing else)	40.8%	358 24.6%	14 60.0%	54 39.6%	21 14.6%	10 47.0%	21 47.4%	17 43.5%	24
(Don't know)	8.1%	71 3.8%	2 2.5%	2 2.2%	1 6.1%	4 1.7%	1 9.4%	3 4.4%	2
Weighted base:		878	56	91	53	70	45	37	56
Sample:		1007	91	86	86	87	77	77	96

**Q32 Do you ever visit Outdoor or Farmers Markets?**

Yes	33.6%	473 32.9%	21 20.2%	22 24.9%	15 34.0%	28 23.9%	14 24.9%	11 29.4%	17
No	66.4%	936 67.1%	43 79.8%	88 75.1%	46 66.0%	53 76.1%	45 75.1%	34 70.6%	40
Weighted base:		1409	63	110	61	81	60	46	57
Sample:		1409	103	101	100	100	100	100	100

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q33 Which Outdoor or Farmers Markets do you visit? [MR]</b>																
<i>Asked to those who visit outdoor or farmers markets at Q32</i>																
Wolverton Farmers Market	5.2%	25	7.6%	2	7.5%	2	9.0%	1	13.3%	4	1.8%	0	17.2%	2	30.1%	5
Stony Stratford Farmers Market	9.8%	46	0.0%	0	20.1%	4	10.9%	2	18.4%	5	4.5%	1	15.6%	2	20.3%	3
Milton Keynes Outdoor Market	25.7%	122	51.6%	11	56.4%	13	17.4%	3	49.6%	14	37.9%	5	27.8%	3	43.5%	7
Bletchley Market	10.0%	47	23.9%	5	1.9%	0	24.7%	4	28.7%	8	6.3%	1	20.7%	2	13.2%	2
Newport Pagnell Farmers Market	4.6%	22	9.5%	2	0.0%	0	0.0%	0	7.2%	2	29.8%	4	15.3%	2	0.0%	0
Olney Farmers Market	7.3%	35	6.3%	1	11.9%	3	6.0%	1	12.9%	4	6.3%	1	1.9%	0	1.3%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampthill Market	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Market	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Charter Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Market	3.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Charter Market	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Street Market	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooper's Farmers Markets, Amersham Old Town	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Market	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Farmers' Market	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Flitwick Market	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Farmers' Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heyford Park Farmer's & Open Market, Bicester	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Higham Ferrers Farmers Market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Farm Shop	0.7%	3	6.1%	1	1.9%	0	8.3%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Market	7.3%	35	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray Market	0.3%	1	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mursley Farm Shop	0.6%	3	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	10.4%	1	0.0%	0
Olney Market	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheringham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame Market	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester Farmers' Market	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Farmers Market	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Wendover Market	3.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Farmers' Market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wing Village Market	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winslow market	3.6%	17	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Food Market	3.0%	14	2.4%	0	4.8%	1	6.0%	1	2.0%	1	11.6%	2	0.0%	0	0.0%	0
Woburn Sands Community Market	7.3%	35	2.4%	0	18.7%	4	4.3%	1	1.5%	0	4.5%	1	0.0%	0	1.3%	0
Woodstock Farmers Market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.5%	31	7.8%	2	6.7%	1	19.3%	3	6.1%	2	1.8%	0	13.7%	2	8.1%	1
Weighted base:		473		21		22		15		28		14		11		17
Sample:		460		28		19		21		33		22		22		32

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q34 What do you like the most about visiting Outdoor or Farmers Markets? [MR]</b>																
<i>Asked to those who visit outdoor or farmers markets at Q32</i>																
Choice / range / quality of produce	63.0%	298	76.4%	16	64.9%	14	56.7%	9	39.1%	11	64.3%	9	39.7%	5	58.7%	10
Local produce	30.4%	144	17.2%	4	26.8%	6	24.0%	4	13.9%	4	34.0%	5	25.5%	3	28.8%	5
Supporting local traders	23.8%	113	12.3%	3	29.4%	7	10.7%	2	27.2%	7	4.5%	1	12.6%	1	13.8%	2
Friendly atmosphere	22.9%	108	38.6%	8	14.9%	3	42.0%	6	36.8%	10	23.6%	3	12.3%	1	9.5%	2
Good prices	13.0%	62	20.6%	4	10.0%	2	8.6%	1	28.7%	8	22.8%	3	17.1%	2	19.8%	3
Day out / change of scenery	12.3%	58	11.1%	2	10.0%	2	15.7%	2	24.6%	7	0.0%	0	12.3%	1	11.3%	2
Browsing	11.5%	55	12.8%	3	10.0%	2	22.4%	3	18.2%	5	11.6%	2	4.9%	1	11.8%	2
Close to home / work	11.0%	52	14.2%	3	0.0%	0	0.0%	0	31.7%	9	16.5%	2	12.3%	1	13.1%	2
Less packaging / plastic	9.6%	45	6.4%	1	10.0%	2	9.0%	1	14.3%	4	14.0%	2	10.4%	1	3.2%	1
Convenient / Free car parking	6.7%	32	4.7%	1	10.0%	2	27.1%	4	13.3%	4	0.0%	0	0.0%	0	5.0%	1
Easily accessible by public transport	4.5%	21	0.0%	0	0.0%	0	6.6%	1	24.5%	7	0.0%	0	0.0%	0	5.0%	1
Traditional	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoors	0.5%	2	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fast food stall	0.5%	2	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
(Nothing)	1.6%	8	1.2%	0	10.1%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.3%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Weighted base:		473		21		22		15		28		14		11		17
Sample:		460		28		19		21		33		22		22		32

We now have a few questions about a range of different social and leisure activities.

**Q35 Which of these leisure activities do you participate in? [MR]**

Indoor sports or health and fitness activity	27.7%	390	29.7%	19	27.1%	30	24.4%	15	28.8%	23	25.6%	15	24.9%	11	27.9%	16
Cinema	51.6%	728	29.4%	19	38.5%	42	51.1%	31	54.2%	44	50.7%	30	44.7%	20	48.0%	27
Restaurant	71.6%	1009	51.2%	32	67.0%	74	67.1%	41	65.5%	53	69.2%	41	68.7%	31	68.9%	39
Pub / bars / nightclubs	44.0%	619	34.5%	22	38.7%	43	39.1%	24	42.3%	34	45.6%	27	42.2%	19	42.4%	24
Ten pin bowling	17.5%	247	15.3%	10	7.2%	8	16.6%	10	20.5%	17	14.5%	9	12.1%	6	21.1%	12
Casino	3.8%	53	4.3%	3	3.9%	4	7.1%	4	3.1%	3	6.5%	4	5.4%	2	8.8%	5
Theatres / concert halls / museums / art galleries and other cultural facilities	46.4%	654	37.8%	24	45.9%	51	31.2%	19	31.0%	25	47.6%	28	47.2%	21	41.9%	24
(None mentioned)	11.0%	154	24.6%	16	16.1%	18	16.9%	10	8.6%	7	10.4%	6	15.2%	7	11.9%	7
Weighted base:		1409		63		110		61		81		60		46		57
Sample:		1409		103		101		100		100		100		100		100

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q36 Which centre / facility did you last visit for indoor sports or health and fitness activity?</b>																
<i>Asked to those who visit a health and fitness facility at Q35 AND Excl. Nulls &amp; SFT</i>																
<b>Zone 1</b>																
Bletchley Leisure Centre, Princes Way, Fenny Stratford, Bletchley, MK2 2HQ	5.8%	18	39.0%	5	3.0%	1	9.6%	1	4.0%	1	0.0%	0	0.0%	0	12.2%	1
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	1.4%	5	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Courtside Sports and Fitness Facility, Milton Keynes College, Sherwood Drive, Bletchley, MK3 6DR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1
Fitness First, Stadium MK, Stadium Way West, Bletchley, MK1 1ST	1.3%	4	1.9%	0	13.5%	4	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Leon Leisure Centre, Fern Grove, Bletchley, Milton Keynes, MK2 3HQ	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Fit Body Boot Camp, First Avenue, Bletchley, MK1 1DX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Beacon Retail Park, Watling Street, Bletchley, MK1 1BN	0.4%	1	10.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																
Anytime Fitness, Benbow Court, Shenley Church End, Milton Keynes, MK5 6JG	1.0%	3	0.0%	0	3.9%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	10.3%	1
Brook End Sports Centre, Shenley Brook End School, Walbank Grove, Shenley Brook End, Milton Keynes, MK5 7ZT	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Community Cardiac Group, Whaddon Way, Bletchley, MK3 7JR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Shenley Leisure Centre, Burchard Crescent, Shenley Church End, Milton Keynes, MK5 6HF	0.7%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	7.8%	1	1.9%	0
<b>Zone 3</b>																
Bannatynes Health Club, Midsummer Boulevard, Milton Keynes, MK9 2EA	2.6%	8	9.7%	1	3.9%	1	6.2%	1	8.9%	2	23.5%	3	2.0%	0	0.0%	0
JD Gyms, Snowdon Drive, Milton Keynes, MK6 1AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Kiss Gym, Roebuck Way, Knowlhill, MK5 8HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	1.9%	6	0.0%	0	6.0%	2	0.0%	0	4.4%	1	14.0%	2	12.8%	1	0.0%	0
Nuffield Health Fitness and Wellbeing Gym, Xscape, Marlborough Gate, Milton Keynes, MK9 3XS	3.7%	12	0.0%	0	3.9%	1	8.6%	1	13.4%	3	4.5%	1	0.0%	0	0.0%	0
Pure Gym, Winterhill House, Snowdon Drive, Winterhill, MK6 1BP	6.0%	19	7.5%	1	24.3%	7	26.1%	3	8.9%	2	0.0%	0	15.6%	2	0.0%	0
Spirit Health & Fitness, Holiday Inn, Saxon Gate West, Milton Keynes, MK9 2HQ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Sport Central, Elder Gate, Milton Keynes, MK9 1EN	0.3%	1	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym Group, Phoenix House, Elder Gate, Milton Keynes, MK9 1BE	0.7%	2	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	10.6%	1	0.0%	0
Woughton Leisure Centre, Rainbow Drive,	0.9%	3	4.8%	1	3.9%	1	6.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Leadenhall, Milton Keynes, MK6 5EJ																
Delta Hotels, Kents Hill Park, Timbold Dr, Kents Hill, Milton Keynes, MK7 6HL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Kents Hill Local Centre, Milton Keynes, MK7 6DR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Gymnastics Centre and Fitness Studio, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	1.1%	3	7.5%	1	0.0%	0	0.0%	0	7.3%	1	7.0%	1	0.0%	0	0.0%	0
Milton Keynes Cricket Club, Worrelle Avenue, Milton Keynes, MK10 9AD	0.4%	1	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health, Timbold Drive, Kents Hill, Milton Keynes, MK7 6BZ	1.2%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA	0.7%	2	0.0%	0	0.0%	0	0.0%	0	11.9%	2	0.0%	0	0.0%	0	0.0%	0
Woughton on the Green Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Livingstone Drive, Newlands, Milton Keynes, MK15 0DL	4.3%	14	0.0%	0	8.2%	2	0.0%	0	10.0%	2	20.7%	3	7.0%	1	0.0%	0
Milton Keynes Leisure Centre, Brickhill Street, Willen Lake, Milton Keynes, MK15 0DS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Stantonbury Leisure Centre, Stantonbury, Milton Keynes, MK14 6BN	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	7.6%	1
Fusion Health Club, National Badminton Centre, Bradwell Road, Loughton Lodge, Great Holm, MK8 9LA	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
National Badminton Centre, Bradwell Road, Loughton Lodge, Milton Keynes, MK8 9LA	1.8%	6	0.0%	0	18.0%	5	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energie Fitness, Pitfield, Kiln Farm, Milton Keynes, MK11 3LW	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	4.9%	1
Stony Stratford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
The Ridgeway Centre, Featherstone Road, Wolverton Mill, Wolverton, MK12 5TH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Wolverton Swimming and Fitness Centre, Addington Avenue, Wolverton, MK12 5GH	4.5%	14	0.0%	0	0.0%	0	4.9%	1	8.9%	2	8.1%	1	14.8%	2	34.1%	4
Wolverton Town Centre	1.7%	5	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	1
<b>Zone 8</b>																
Brackley Leisure Centre, Springfield Way, Brackley, NN13 6JJ	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	3.3%	10	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	3.1%	10	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Osier Way, Buckingham, MK18 1TB	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syresham Village Hall, Syresham, Brackley, NN13 5HE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester Centre For Leisure, Springfields, Towcester, NN12 6UW	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Pool and Fitness Centre, Tickford Street, Newport Pagnell, MK16	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
9BG								
Newport Pagnell Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>								
Amphill Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	4.8%	15	0.0%	0	0.0%	0	0.0%	0
Newton Blossomville Village Centre	0.1%	0	0.0%	0	1.5%	0	0.0%	0
Stewartby Village Centre, MK43 9LU	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Eaton Bray Village Hall, Church Lane, Eaton Bray, LU6 2DJ	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Liscombe Health Club, Soulbury, Leighton Buzzard, LU7 0JL	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Tiddenfoot Leisure Centre, Mentmore Road, Leighton Buzzard, LU7 2AF	3.1%	10	0.0%	0	0.0%	0	0.0%	0
Westoning Village Hall, Church Road, Westoning, MK45 5JL	0.2%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>								
Aqua Vale Swimming and Fitness Centre, Park Street, Aylesbury, HP20 1DX	4.3%	14	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	4.2%	13	0.0%	0	0.0%	0	0.0%	0
Church Of The Holy Spirit, Camborne Avenue, Aylesbury, HP21 7UE	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Halton Village Centre, HP22 5PD	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Reflexions Health & Leisure, Watermead, Aylesbury, HP19 0FY	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Stoke Mandeville Stadium, Gutmman Road, Aylesbury, HP21 9PP	1.4%	5	0.0%	0	0.0%	0	0.0%	0
The Gym Group, Friars Square Shopping Centre, Great Western Street, Aylesbury, HP20 2PL	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Wingrave Village Centre, HP22 4PD	0.3%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 14</b>								
Bicester Hotel Golf and Spa, Chesterton, Bicester, OX26 1TE	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.7%	8	0.0%	0	0.0%	0	0.0%	0
Steeple Claydon Village Centre, MK18 2NX	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tingewick Village Hall, Main Street, Tingewick, MK18 4NN	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bedford Borough Bowling Club, Goldington Road, Bedford, MK40 3NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Cainhoe Wood Golf Club, Amphill Road, Beadlow, SG17 5PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Business Park North, Oxford Business Park, Garsington Road, Oxford, OX4 2JY	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Fairfield Park Village Centre, SG5 4GG	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Centre								
Rileys, Magdalen Street, Norwich, NR3 1AA	0.4%	1	10.2%	1	0.0%	0	0.0%	0
Sywell Range, Sywell, Northampton, NN6 0BE	0.2%	1	0.0%	0	0.0%	0	0.0%	0
The County Ground, Abington Avenue, Northampton, NN1 4PR	0.9%	3	0.0%	0	0.0%	0	0.0%	0
The Salvation Army, Horne Lane, Bedford, MK40 1QS	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Towers Health & Racquets Club, Clapham Road, Bedford, MK41 6EL	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	316	13	28	11	19	14	11	11
Sample:	259	16	20	13	24	21	18	17

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q37 Which centre / facility did you last visit for the cinema?</b>								
<i>Asked to those who visit a cinema at Q35 AND Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	0.2%	2	0.0%	0	4.2%	2	0.0%	0
Odeon, MK1 Shopping & Leisure Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	30.2%	203	75.6%	13	70.3%	27	52.7%	15
<b>Zone 3</b>								
Cineworld, Xscape, Marlborough Gate, Milton Keynes, MK9 3XS	22.5%	151	9.8%	2	24.4%	10	44.7%	13
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	2.6%	17	1.4%	0	1.1%	0	1.8%	1
Milton Keynes Gallery, Midsummer Boulevard, Milton Keynes, MK9 3QA	0.1%	0	0.0%	0	0.0%	0	0.0%	0
The Open Film Society, Open University, Walton Hall, Milton Keynes, MK7 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>								
Bradville Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
The Film Place, Hunter Street, Buckingham, MK18 1EG	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Marston Moretaine Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Library Theatre & Cinema, Lake Street, Leighton Buzzard, LU7 1RX	0.2%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>								
Aylesbury Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0
Odeon, Exchange Street, Aylesbury, HP20 1UR	13.4%	90	0.0%	0	0.0%	0	0.0%	0
Rogue Leisure, Gatehouse Way, Aylesbury, HP19 8DB	0.7%	5	0.0%	0	0.0%	0	0.0%	0
<b>Zone 14</b>								
Bicester Town Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Pioneer Square, Bure Place, Bicester, OX26 6FA	9.5%	64	5.6%	1	0.0%	0	0.0%	0
Banbury Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Berkhamsted Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Broadway Cinema & Theatre, Eastcheap, Letchworth Garden City, SG6 3DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Cineworld, Aspects Leisure Park, Newnham Avenue, Bedford, MK41 9LN	4.6%	31	7.6%	1	0.0%	0	0.0%	0
Cineworld, Charter Place, Watford, WD17 2DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Jarman Park, Hemel Hempstead, HP2 4JW	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Cineworld, Northampton Road, West Terrace, Rushden, NN10 6FA	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Sixfields Leisure, Weedon Road, Northampton, NN5 5QJ	2.6%	18	0.0%	0	0.0%	0	0.0%	0
Cineworld, Stevenage Leisure Park, Kings Way, Stevenage, SG1 2UA	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Cineworld, The Galaxy	1.5%	10	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Centre, Bridge Street, Luton, LU1 2NB								
Dunstable Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Everyman, Wharfside Street, Birmingham, B1 1RF	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Northampton Filmhouse, Dergate, Northampton, NN1 1TU	0.5%	4	0.0%	0	0.0%	0	0.9%	0
Northampton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, Garrick Lane, The Old Market, Hereford, HR4 9HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Galleria, Comet Way, Hatfield, AL10 9TF	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Showcase, Boongate, Mallory Road, Peterborough, PE1 5AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Light Banbury, Spiceball Park Road, Banbury, OX16 2PA	0.4%	3	0.0%	0	0.0%	0	0.0%	0
The Odyssey Cinema, London Road, St Albans, AL1 1PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Rex Cinema, High Street, Berkhamsted, HP4 2FG	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Aspects Leisure Park, Avon Ring Road, Longwell Green, Bristol, BS15 9LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Riverside Close, Bedford, MK40 1AS	1.3%	9	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Sol Central, Doddridge Street, Northampton, NN1 2RN	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:	673	18	39	29	36	26	19	23
Sample:	577	28	37	45	45	38	40	39

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q38 Which centre / facility did you last visit to go to a café or restaurant?</b>																
<i>Asked to those who visit cafes and restaurants at Q35 AND Excl. Nulls &amp; SFT</i>																
<b>Zone 1</b>																
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes (TK Maxx, Argos, Boots, Greggs, Home Bargains, Pets at Home, Sports Direct)	2.1%	18	3.5%	1	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	5.6%	2
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	3.3%	29	27.4%	8	5.6%	4	1.9%	1	9.6%	4	0.0%	0	3.1%	1	0.0%	0
Fenny Stratford Town Centre	0.5%	4	3.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M)	3.9%	34	2.6%	1	2.4%	1	12.2%	4	7.0%	3	6.5%	2	9.5%	2	5.3%	2
Old Swan, Shenley Road, Bletchley, Milton Keynes, MK3 6EZ	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pasha Turkish Grill Restaurant, Buckingham Road, Bletchley, Milton Keynes, MK3 5HL	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Inn on the Lake, Mount Farm Lake, Bond Avenue, Bletchley, Milton Keynes, MK1 1PA	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Three Trees, Buckingham Road, Bletchley, MK3 5JB	0.1%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuk Tuk Thai, Aylesbury Street, Fenny Stratford, Bletchley, MK2 2BH	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furzton District Centre	0.3%	3	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Furzton Lake, Shirwell Crescent, Furzton, MK4 1GA	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Prince George, Portishead Drive, Tattenhoe, Milton Keynes, MK4 3FA	0.4%	4	4.7%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Brook End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.2%	1	1.2%	0
Shenley Church End Village Centre	0.5%	4	0.0%	0	5.9%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	0
Shenley Lodge Local Centre	0.2%	2	0.9%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.6%	0
Sul Lago, Watling Street, Furzton, Milton Keynes, MK4 1FB	0.6%	6	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Tattenhoe Local Centre	0.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft District Centre	0.7%	7	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.6%	0
Westcroft Retail Park, Westcroft, Milton Keynes (Poundland, Boots, B&M)	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	1.2%	11	9.0%	3	2.6%	2	9.2%	3	0.0%	0	0.0%	0	8.1%	2	3.7%	1
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	17.0%	148	10.6%	3	36.7%	23	41.8%	14	29.8%	13	36.2%	13	20.5%	5	18.7%	7
The Place Retail Park, Elder Gate, Portway, Milton Keynes (Currys, Carphone Warehouse, Cotswold Outdoor, Up and Running Sports)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape, Marlborough Gate, Milton Keynes	2.6%	22	3.5%	1	4.2%	3	3.7%	1	2.6%	1	5.7%	2	4.3%	1	6.3%	2
<b>Zone 4</b>																
Broughton Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.7%	0	0.0%	0	0.6%	0
Costa Coffee, Brooklands Road, Brooklands, Milton Keynes, MK10 7NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Kingston District Centre	0.7%	6	0.9%	0	3.5%	2	1.9%	1	2.6%	1	5.6%	2	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Milton Keynes Village Centre, MK10 9AL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Simpson Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Swan Inn, Broughton Road, Milton Keynes, MK10 9AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
The Caldecotte Arms, Bletcham Way, Caldecotte, Milton Keynes, MK7 8HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Winchester Circle, Milton Keynes (Homesense, Boots, Home Bargains)	0.3%	3	0.0%	0	1.7%	1	0.0%	0	3.8%	2	0.0%	0	0.9%	0	0.0%	0
The Peartree Bridge Inn, Waterside, Peartree Bridge, Milton Keynes, MK6 3PE	0.2%	2	0.0%	0	0.7%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Waitrose, Babbage Gate, Milton Keynes, MK10 9SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Woughton on the Green Local Centre	0.4%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																
Black Horse, Wolverton Road, Great Linford, MK14 5AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.6%	0
Giffard Park Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.7%	0	0.9%	0	0.0%	0
Great Linford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.9%	0	0.0%	0
Harvester, Eastlake Park, Milton Keynes, MK15 0SB	0.2%	2	0.9%	0	0.0%	0	0.0%	0	2.6%	1	0.7%	0	0.9%	0	0.0%	0
Linford Wood Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warbler on the Wharf, Frobisher Gate, Newlands, Milton Keynes, MK15 0DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.4%	1	0.0%	0	0.0%	0
Willen District Centre	0.5%	4	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.7%	0	0.0%	0	3.2%	1
Willen Dragon, Brickhill Street, Milton Keynes, MK15 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Willen Lake, Milton Keynes, MK15 9LJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolstone Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	3.1%	1	2.4%	1
Bradwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.7%	6	0.9%	0	3.5%	2	4.0%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Great Holm Village Centre, MK8 9AY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Kam Tong Garden, Attingham Hill, Great Holm, Milton Keynes, MK8 9BY	0.1%	1	0.9%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Mii & U Oriental, Alston Drive, Milton Keynes, MK13 9HG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Old Wolverton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Stony Stratford Town Centre	2.7%	24	4.7%	1	0.7%	0	4.9%	2	2.2%	1	2.5%	1	10.0%	3	13.4%	5
Wolverton House, Stratford Road, Wolverton, Milton Keynes, MK12 5NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Wolverton Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.4%	1	23.2%	8
Ashton Village Centre, NN7 2JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beachampton Village Centre, MK19 6DX	0.2%	1	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beefeater, Needlepin Way, Buckingham, MK18 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Brackley Town Centre	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Buckingham Town Centre	1.4%	12	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Watling Street, Potterspury, Towcester, NN12 7QN	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Evenley Village Centre, NN13 5SQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Grafton Regis Village Centre, NN12 7SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Navigation, Stoke Bruerne, Towcester, NN12 7SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roads Village Centre, NN7 2NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shalstone Village Centre, MK18 5LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Fox, Baker Street, Farthinghoe, NN13 5PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Towcester Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 9</b>								
Alban Hill Nurseries, High Street, Sherington, Newport Pagnell, MK16 9QP	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Astwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Chicheley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosgrove Village Centre, MK19 7JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	1.1%	10	0.0%	0	0.0%	0	0.5%	0
Sherington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Barley Mow, The Stocks, Cosgrove, Milton Keynes, MK19 7JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavendon Village Centre	0.2%	2	0.0%	0	0.0%	0	0.7%	0
Olney Town Centre	1.8%	16	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>								
Amptill Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0
Bromham Village Centre, MK43 8JP	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Marston Moretaine Village Centre	0.1%	1	3.5%	1	0.0%	0	0.0%	0
Maulden Village Centre, MK45 2DH	0.8%	7	0.0%	0	0.0%	0	0.0%	0
Newton Blossomville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 12</b>								
Aspley Guise Village Centre, MK17 8DF	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bow Brickhill Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Cheddington Village Centre, LU7 0SD	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Flying Fox, Sheep Lane, Woburn, Milton Keynes, MK17 9HD	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Newport Road, Woburn Sands, Milton Keynes, MK17 8UE	0.2%	1	4.7%	1	0.0%	0	0.0%	0
Harlington Village Centre, LU5 6NF	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Golf Club, Plantation Road, Leighton Buzzard, LU7 3JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	5.0%	43	2.2%	1	0.0%	0	0.0%	0
Little Brickhill Village Centre	0.2%	2	0.0%	0	1.7%	1	0.0%	0
Northall Village Centre, LU6 2HG	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Poplars Garden Centre, Harlington Road, Toddington, Dunstable, LU5 6HE	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.



Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Pulloxhill Village Centre, MK45 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salford Village Centre, MK17 8BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Steppingley Village Centre, MK45 5AU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toddington Village Centre, LU5 6BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wavendon Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Westoning Village Centre, MK45 5JL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands Emporium, Newport Road, Woburn Sands, Milton Keynes, MK17 8UF	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Woburn Sands Town Centre	1.1%	9	0.0%	0	0.0%	0	3.4%	1	0.5%	0	2.8%	1	0.0%	0	1.5%	1
Woburn Town Centre	1.2%	10	0.0%	0	0.7%	0	0.0%	0	2.4%	1	0.0%	0	0.9%	0	0.0%	0
<b>Zone 13</b>																
Aston Clinton Village Centre, HP22 5HL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	6.6%	58	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale (TK Maxx, Smyths, Next, The Range)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Buckinghamshire Yeoman, Camborne Avenue, Bedgrove, HP21 7UD	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charter Table, Rimmington Way, Aylesbury, HP19 8AW	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crows Nest, Tring Hill, Tring, HP23 4LD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Marston Village Centre, MK18 3PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crown, Winslow Road, Granborough, Buckingham, MK18 3NJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Weedon Village Centre, HP22 4NL	0.2%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Turville Village Centre, HP22 5RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winslow Town Centre	0.8%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 14</b>																
Adstock Town Centre, MK18 2JN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Hotel Golf & Spa, Chesterton, Bicester, OX26 1TE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	3.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucknell Village Centre, OX27 7LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bure Farm, Bure Park, Bicester, OX26 3HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Village Centre, MK18 4EE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>																
Amersham Old Town Centre, HP7 0HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apsley Village Centre, HP3 9SQ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspects Leisure Park, Newnham Avenue, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury (Hobbycraft, Home Bargains, Pets at Home)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Banbury Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barns Hotel, Cardington Road, Bedford, MK44 3SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Bedford Town Centre	2.7%	23	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Belfast City Centre, BT1 4QG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering (DFS, Wickes, Currys, Halfords)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Biggleswade Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Bishops Cleeve Village Centre, GL52 8RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 1JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre, IP33 3FD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardington Village Centre, MK44 3SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, Wellingborough (Dunelm, Pets at Home, B&Q)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Central London / West End	2.8%	24	2.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Village Centre, OX17 3DG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clophill Village Centre, MK45 4AD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five Bells, High Street, Henlow, SG16 6AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Park, Loake Close, Northampton, NN4 5EZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Town Centre, HP16 0AL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham Village Centre, HP17 8EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Henley on Thames Town Centre, RG9 1AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ireland Village Centre, SG17 5QL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington District Centre, London, N1 1QN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempston Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Kibworth Beauchamp Village Centre, LE8 0LR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside, The Lakes, Northampton, NN4 7YD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lincoln City Centre, LN1 1TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre, LL30 2RP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mablethorpe Town Centre, LN12 1AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Market Harborough Town Centre, LE16 7DR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Harbour Parade, Southampton, SO15 1QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre, SL7 2LS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Murcott Village Centre, OX5 2RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley Village Centre, MK43 7RJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
PE1 INT								
Plymouth Town Centre, PL1 2TR	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Queen Eleanor, London Road, Northampton, NN4 7JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Park, Rushden, NN10 6AN	0.2%	2	0.0%	0	1.3%	1	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton (Next, Boots, Poundland)	1.5%	13	0.0%	0	0.0%	0	0.0%	0
Southill Village Centre, SG18 9JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0
St Neots Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon Town Centre, CV37 6JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sutton Village Centre, SG19 2NE	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Thame Town Centre, OX9 3DP	0.3%	3	0.0%	0	0.0%	0	0.0%	0
The Countryman, Daventry Road, Staverton, Daventry, NN11 6JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Pheasant, Keyston, Huntingdon, PE28 0RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Swan, Main Street, Walton-on-Trent, DE12 8LZ	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Thurston Village Centre, IP31 3QU	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Toby Carvery, Goldington Road, Bedford, MK41 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Torquay Town Centre, TQ1 2AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tring Garden Centre, Bulbourne Road, Tring, HP23 5HF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wendover Town Centre, HP22 6EA	0.9%	8	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable (TK Maxx, Superdrug, Pets at Home)	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Wigginton Village Centre, HP23 6EH	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre, BN11 1SX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 9WY	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	871	28	63	34	44	36	25	35
Sample:	873	52	62	52	57	62	57	65

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q39 Which centre / facility did you last visit to go to pubs, bars and nightclubs?</b>																
<i>Asked to those who visit pubs and bars at Q35 AND Excl. Nulls &amp; SFT</i>																
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	3.8%	19	50.4%	9	5.8%	2	8.1%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenny Stratford Town Centre	0.5%	2	7.3%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M)	0.4%	2	0.0%	0	3.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
The Royal British Legion, Melrose Avenue, Bletchley, Milton Keynes, MK3 6PU	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furztown Lake, Shirwell Crescent, Furztown, MK4 1GA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Prince George, Portishead Drive, Tattenhoe, Milton Keynes, MK4 3FA	0.7%	3	1.4%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End Village Centre	0.5%	3	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Lodge Local Centre	0.8%	4	0.0%	0	11.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft District Centre	0.5%	3	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes (Poundland, Boots, B&M)	0.9%	4	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																
Eaglestone Local Centre, Milton Keynes, MK6 5BZ	0.3%	1	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	1.3%	7	0.0%	0	2.3%	1	11.8%	2	0.0%	0	0.0%	0	4.3%	1	1.2%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	11.2%	57	8.9%	2	24.6%	9	43.5%	8	48.4%	10	11.0%	3	27.6%	4	24.2%	4
The Place Retail Park, Elder Gate, Portway, Milton Keynes (Currys, Carphone Warehouse, Cotswold Outdoor, Up and Running Sports)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape, Marlborough Gate, Milton Keynes	1.9%	10	5.4%	1	6.2%	2	3.5%	1	13.5%	3	0.0%	0	0.0%	0	4.5%	1
<b>Zone 4</b>																
Broughton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Village Centre, MK10 9AL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Simpson Village Centre	0.5%	2	1.4%	0	0.0%	0	1.4%	0	1.0%	0	1.1%	0	0.0%	0	0.0%	0
Swan Inn, Broughton Road, Milton Keynes, MK10 9AH	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Winchester Circle, Milton Keynes (Homesense, Boots, Home Bargains)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
The Peartree Bridge Inn, Waterside, Peartree Bridge, Milton Keynes, MK6 3PE	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Walnut Tree Local Centre, Milton Keynes, MK7 7AN	0.2%	1	1.4%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.2%	0
Woughton on the Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																
Black Horse, Wolverton Road, Great Linford, MK14 5AJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Campbell Wharf Marina, Frobisher Gate, Newlands, Milton Keynes, MK15 0DW	0.2%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eager Poet, Tower Drive, Neath Hill, Milton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

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February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Keynes, MK14 6JY								
Giffard Park Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Great Linford Village Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0
The Lakeside, Willen Lakeside Park, Brickhill Street, Milton Keynes, MK15 9HQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0
The Ship Ashore, Granville Square, Willen, Milton Keynes, MK15 9JL	0.3%	2	0.0%	0	0.0%	0	3.5%	1
Warbler on the Wharf, Frobisher Gate, Newlands, Milton Keynes, MK15 0DW	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Willen District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Woolstone Village Centre	0.8%	4	0.0%	0	1.2%	0	0.0%	0
<b>Zone 6</b>								
Abbey Hill Golf Centre, Monks Way, Two Mile Ash, Milton Keynes, MK8 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell Common Village Centre, MK13 8BT	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bradwell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Great Holm Village Centre, MK8 9AY	0.1%	0	0.0%	0	0.0%	0	0.0%	0
New Bradwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Old Wolverton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stony Stratford Town Centre	2.6%	13	0.0%	0	0.0%	0	3.5%	1
Wolverton Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>								
Akeley Village Centre, MK18 5HP	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bartholomew Arms, High Street, Blakesley, Towcester, NN12 8RE	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Calverton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deanshanger Village Centre, MK19 6HT	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Grafton Regis Village Centre, NN12 7SR	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Hackleton Village Centre, NN7 2AD	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Navigation, Stoke Bruerne, Towcester, NN12 7SY	0.1%	0	0.0%	0	0.0%	0	1.4%	0
Silverstone Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Kings Head, Abbey Road, Syresham, NN13 5HW	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Towcester Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0
Turweston Village Centre, NN13 5JU	0.8%	4	0.0%	0	0.0%	0	0.0%	0
Yardley Gobion Village Centre, NN12 7UF	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Cosgrove Village Centre, MK19 7JQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Gayhurst Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Hanslope Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0
Haversham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Moulsoe Village Centre	0.5%	2	5.4%	1	0.0%	0	0.0%	0
Newport Pagnell Town Centre	2.0%	10	0.0%	0	0.0%	0	0.0%	0
North Crawley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sherington Village Centre	0.3%	1	0.0%	0	0.0%	0	3.5%	1
Stoke Goldington Village Centre	0.2%	1	0.0%	0	0.0%	0	3.5%	1
Emberton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lavendon Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	2.3%	12	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7							
Weston Underwood Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Underwood Village Centre, MK46 5JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>																
Ampthill Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Bromham Village Centre, MK43 8JP	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haynes Village Centre, MK45 3QB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maulden Village Centre, MK45 2DH	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow Brickhill Village Centre	0.5%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Cheddington Village Centre, LU7 OSD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversholt Village Centre, MK17 9EZ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flying Fox, Sheep Lane, Woburn, Milton Keynes, MK17 9HD	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	7.1%	36	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulloxhill Village Centre, MK45 5HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Head, High Street, Wing, Leighton Buzzard, LU7 0NS	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salford Village Centre, MK17 8BB	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Stanbridge Village Centre, LU7 9JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stewkley Village Centre, LU7 0EW	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Hammond Village Centre, MK17 9BZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Compasses, High Street, Greenfield, Bedford, MK45 5DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toddington Village Centre, LU5 6BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wavendon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Westoning Village Centre, MK45 5JL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands Town Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Woburn Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	4.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bay 19, Hulcott Lane, Bierton, Aylesbury, HP22 5GA	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale (TK Maxx, Smyths, Next, The Range)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Marston Village Centre, MK18 3PD	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanbourne Village Centre, MK17 0FF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Shoulder of Mutton, Church Street, Little Horwood, Milton Keynes, MK17 0PF	0.2%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermead Inn, Watermead, Lakeside, Aylesbury, HP19 0FX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Village Centre, HP22 4NL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wingrave Village Centre, HP22 4PE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winslow Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolpack, Risborough Road, Stoke Mandeville, Aylesbury, HP22 5UP	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7							
Bicester Town Centre	4.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bure Farm, Bure Park, Bicester, OX26 3HA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton Village Centre, OX26 1UU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Village Centre, OX26 5DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Lower Arncott Village Centre, OX25 1NY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Padbury Village Centre, MK18 2AY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plough, North Street, Bicester, OX26 6NB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratton Audley Village Centre, OX27 9AQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre, MK18 2DF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendlebury Village Centre, OX25 2PW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Horse, Churchill Road, Bicester, OX26 4UA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arlesey Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Aspects Leisure Park, Newnham Avenue, Bedford	0.3%	1	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre, RG21 7QU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Bedford Town Centre	2.6%	13	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast City Centre, BT1 4QG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve Village Centre, GL52 8RL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Village Centre, RG12 1AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cainhoe Wood Golf Club, Amphill Road, Beadlow, Shefford, SG17 5PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardington Village Centre, MK44 3SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, Wellingborough (Dunelm, Pets at Home, B&Q)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.4%	12	0.0%	0	4.6%	2	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Clophill Village Centre, MK45 4AD	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Doddington Village Centre, NN29 7TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Hemel Hempstead Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Kempston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Sutton Village Centre, OX17 3RD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Murcott Village Centre, OX5 2RE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle upon Tyne City Centre, NE1 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre, Isle of Wight, PO30 5BA	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley Village Centre, MK43 7RJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.4%	7	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southill Village Centre, SG18 9JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans City Centre, AL1 3DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towster Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Northampton (Homesense, The Range, DFS)								
Stevington Village Centre, MK43 7QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pheasant, Keyston, Huntingdon, PE28 0RE	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Thurston Village Centre, IP31 3QU	0.1%	1	0.0%	0	0.0%	0	2.7%	1
Wendover Town Centre, HP22 6EA	1.5%	8	0.0%	0	0.0%	0	0.0%	0
Wigginton Village Centre, HP23 6EH	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Wisbech Town Centre, PE13 1AR	0.8%	4	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5JS	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre, OX5 ITE	0.1%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 9WY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	510	18	36	19	21	23	13	18
Sample:	502	28	33	29	29	42	29	33



Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q40 Which centre / facility did you last visit to go ten-pin bowling?</b>																
<i>Asked to those who visit bowling alleys at Q35 AND Excl. Nulls &amp; SFT</i>																
<b>Zone 3</b>																
Hollywood Bowl, Xscape MK, Marlborough Gate, Milton Keynes, MK9 3XS	48.2%	96	42.5%	4	73.0%	6	100.0%	7	88.8%	9	57.3%	5	100.0%	6	72.2%	5
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	5.0%	10	38.6%	3	13.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0
Blue Bridge Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	11.2%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>																
Aylesbury Town Centre	8.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rogue Leisure, Gatehouse Way, Aylesbury, HP19 8DB	11.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 14</b>																
Bicester Town Centre	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Bowl, Cherwell Centre, George Street, Banbury, OX16 5BH	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	5.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	1	0.0%	0	0.0%	0
Birmingham City Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Center Parcs, Elveden Forest, Brandon, Thetford, IP24 3TR	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosgrove Leisure, Halfway Road, Minster on Sea, ME12 3AA	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	1	0.0%	0	0.0%	0
Dunstable Town Centre	4.3%	9	3.0%	0	13.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Bowling, Grove Park, Court Drive, Dunstable, LU5 4JD	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Wherry Road, Development, Norwich, NR1 1WZ	0.7%	1	16.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Whitworth Way, Wellingborough, NN8 2EF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5AN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Northampton Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Ten Pin, Sixfields Leisure, Weedon Road, Northampton, NN5 5QL	4.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	1	0.0%	0	0.0%	0
Wellingborough Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	198		8		8		7		10		9		6		8	
Sample:	132		10		7		10		11		8		9		12	

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q41 Which centre / facility did you last visit for a casino?</b>								
<i>Asked to those who visit casinos at Q35 AND Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	4.0%	2	0.0%	0	38.5%	2	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	16.4%	7	58.2%	1	0.0%	0	11.2%	0
The Casino MK, Xscape, Milton Keynes, MK9 3XS	59.9%	25	41.8%	1	61.5%	3	28.6%	1
Aspers Casino, Commercial Street, Northampton, NN1 1PJ	5.7%	2	0.0%	0	0.0%	0	60.2%	1
Dunstable Town Centre	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Grosvenor Casino, Park Street West, Luton, LU1 3BE	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Skimpot Road, Luton, LU4 0JB	6.9%	3	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	2.0%	1	0.0%	0	0.0%	0	33.3%	1
Weighted base:		42		2		4		2
Sample:		32		3		3		4

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q42 Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?</b>								
<i>Asked to those who visit cultural facilities at Q35 AND Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Bletchley Park Museum, Sherwood Drive, Bletchley, MK3 6EB	0.5%	3	1.2%	0	4.8%	2	0.0%	0
<b>Zone 2</b>								
Crownhill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	34.8%	211	71.7%	15	42.6%	20	36.2%	7
Milton Keynes Theatre, Marlborough Gate, Milton Keynes, MK9 3NZ	4.4%	27	0.0%	0	13.9%	6	16.4%	3
Campbell Park Local Centre, Milton Keynes, MK15 0DW	0.1%	1	0.0%	0	0.0%	0	3.5%	1
Stantonbury Theatre, Stantonbury, Milton Keynes, MK14 6BN	0.1%	0	0.0%	0	0.9%	0	0.0%	0
Willen District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>								
Bradville Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
City Discovery Centre, Alston Drive, Milton Keynes, MK13 9AP	0.3%	2	0.0%	0	0.0%	0	1.4%	0
Blue Bridge Local Centre	0.1%	0	0.0%	0	0.9%	0	0.0%	0
Milton Keynes Museum, McConnell Drive, Wolverton, Milton Keynes, MK12 5EL	2.5%	15	0.0%	0	0.0%	0	6.8%	1
Wolverton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulsoe Village Centre	0.2%	1	4.6%	1	0.0%	0	0.0%	0
Cowper and Newton Museum, Orchard Side, Market Place, Olney, MK46 4AJ	0.5%	3	0.0%	0	0.0%	0	7.3%	1
Leighton Buzzard Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stables Theatre, Stockwell Lane, Wavendon, MK17 8LU	2.3%	14	0.0%	0	8.0%	4	0.0%	0
Wavendon Village Centre	2.7%	16	0.0%	0	0.0%	0	1.4%	0
Woburn Sands Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Woburn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>								
Aylesbury Town Centre	8.2%	50	0.0%	0	4.8%	2	0.0%	0
Aylesbury Waterside Theatre, Exchange Street, Aylesbury, HP20 1UG	4.9%	30	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	1.4%	8	3.0%	1	0.0%	0	0.0%	0
Ashmolean Museum, Beaumont Street, Oxford, OX1 2PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1LZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.0%	6	6.3%	1	0.0%	0	0.0%	0
Bishop's Palace, College Precincts, Worcester, WR1 2LG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bridport Electric Palace, South Street, Bridport, DT6 3NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Canons Ashby Village Centre, NN11 3SD	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Central London / West End	19.6%	119	10.3%	2	21.8%	10	25.6%	5
Cheltenham Town Centre, GL50 1HQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Chorleywood Village Centre, WD3 5RB	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre, G1	0.2%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
2FF								
Grimsby Fishing Heritage Centre, Alexandra Dock, Grimsby, DN31 1UZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2XE	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Isaac Newton's Apple Tree, Water Lane, Woolsthorpe by Colsterworth, NG33 5PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington District Centre, London, N1 1QN	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5AN	0.2%	1	0.0%	0	0.0%	0	2.4%	1
Museum of the Great Western Railway, Fire Fly Avenue, Swindon, SN2 2TA	0.1%	1	3.0%	1	0.0%	0	0.0%	0
Natural History Museum, Cromwell Road, South Kensington, London, SW7 5BD	0.4%	2	0.0%	0	0.0%	0	10.1%	2
Natural History Museum, The Walter Rothschild Building, Akeman Street, Tring, HP23 6AP	0.4%	2	0.0%	0	0.0%	0	0.0%	0
New Theatre, George Street, Oxford, OX1 2AG	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5BD	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	2.9%	17	0.0%	0	0.0%	0	2.4%	1
Norwich City Centre, NR1 3JU	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Old Warden Airfield, Biggleswade, SG18 9EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	4.9%	30	0.0%	0	0.0%	0	0.9%	0
Rhyl Town Centre, LL18 1SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Roadmender, Lady's Lane, Northampton, NN1 3AH	0.2%	1	0.0%	0	2.3%	1	0.0%	0
Royal & Derngate, Guildhall Road, Northampton, NN1 1DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.2%	1	0.0%	0	0.0%	0	5.1%	1
University of Reading, Reading, RG6 6AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre, WD17 2AU	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wembley Stadium, London, HA9 0WS	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Wycombe Swan Theatre, St Mary Street, High Wycombe, HP11 2XE	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	607	21	47	19	22	26	20	22
Sample:	631	37	50	38	32	46	47	45

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q43 Based on either your own experience or that of friends or family, if you were to recommend local hotel accommodation to a visitor to the Milton Keynes area, which would you recommend?</b>																
Abbey Guest House, Victoria Road, Fenny Stratford, Bletchley, Milton Keynes, MK2 2NN	0.3%	4	2.1%	1	0.0%	0	0.0%	0	1.4%	1	2.3%	1	1.2%	1	0.0%	0
Best Western Hotel, Ring Road South, Buckingham Railway Walk, Buckingham, MK18 1RY	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best Western Moore Place Hotel, The Square, Aspley Guise, Milton Keynes, MK17 8DW	0.5%	8	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Broughton Hotel, Milton Road, Broughton, Milton Keynes, MK10 9AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Central MK - The Hub, Witan Gate, Milton Keynes, MK9 2DA	0.6%	9	0.4%	0	2.0%	2	0.0%	0	2.4%	2	0.0%	0	1.9%	1	0.0%	0
Crown Hotel, Market Place, Brackley, NN13 7DP	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Delta Hotels by Marriott Milton, Kents Hill Park, Timbold Drive, Kents Hill, Milton Keynes, MK7 6HL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Double Tree by Hilton, Stadium Way, Bletchley, Milton Keynes, MK1 1ST	3.8%	54	13.0%	8	4.2%	5	7.2%	4	8.0%	6	6.2%	4	0.0%	0	3.5%	2
EasyHotel Milton Keynes Central, Norfolk House, Saxon Gate, Milton Keynes, MK9 2AH	0.5%	7	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn Express, Eastlake Park, Tongwell Street, Milton Keynes, MK15 0YA	2.1%	30	1.6%	1	2.0%	2	0.0%	0	4.9%	4	0.0%	0	0.0%	0	1.8%	1
Holiday Inn, Junction 14, London Road, Newport Pagnell, MK16 0JA	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.5%	0	0.0%	0
Holiday Inn, Saxon Gate, West, Milton Keynes, MK9 2HQ	0.9%	12	1.0%	1	2.0%	2	0.0%	0	0.0%	0	3.3%	2	1.4%	1	0.4%	0
Holiday Inn, New Road, Weston Turville, Aylesbury, HP22 5QT	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Horwood House Hotel, Mursley Road, Little Horwood, Milton Keynes, MK17 0PH	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotel Campanile, Off Penn Road, Watling Street, Fenny Stratford, Bletchley, Milton Keynes, MK2 2AU	0.5%	7	4.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hotel La Tour, Marlborough Gate, Milton Keynes, MK9 3FP	2.1%	30	2.1%	1	6.9%	8	5.9%	4	2.8%	2	8.0%	5	3.8%	2	1.0%	1
Hotel Novotel Milton Keynes, Saxon Street, Leyburn Court, Heelands, Milton Keynes, MK13 7RA	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.7%	1	0.0%	0
Leonardo Hotel, Midsummer Boulevard, Milton Keynes, MK9 2HP	2.1%	29	0.8%	0	6.4%	7	2.6%	2	0.7%	1	7.1%	4	2.7%	1	3.7%	2
Longs Hotel & Inn, Bedford Street, Woburn, Milton Keynes, MK17 9QB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercure Milton Keynes Hotel, The Approach, Two Mile Ash, Milton Keynes, MK8 8LY	0.8%	11	2.1%	1	1.0%	1	0.0%	0	0.0%	0	0.4%	0	5.0%	2	1.1%	1
Moxy Hotel, Avebury	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Boulevard, Milton Keynes, MK9 2GA																
Premier Inn (Theatre District) Hotel, Avebury Boulevard, Milton Keynes, MK9 3JT	2.5%	36	2.1%	1	1.0%	1	11.6%	7	3.5%	3	2.1%	1	2.2%	1	2.9%	2
Premier Inn (Xscape), Secklow Gate, Milton Keynes, MK9 3BZ	1.3%	19	1.6%	1	0.4%	0	0.4%	0	1.0%	1	4.5%	3	0.0%	0	3.8%	2
Premier Inn Central, Grafton Gate, Milton Keynes, MK9 1AL	1.3%	19	0.8%	0	2.3%	2	2.7%	2	1.0%	1	2.1%	1	3.5%	2	4.4%	3
Premier Inn Willen Lake, Brickhill Street, Willen, Milton Keynes, MK15 0DS	1.5%	22	0.4%	0	4.8%	5	2.2%	1	4.1%	3	7.3%	4	3.1%	1	1.0%	1
Premier Inn, Avebury Boulevard, Milton Keynes, MK9 1AU	0.3%	4	0.0%	0	0.0%	0	2.3%	1	0.3%	0	2.3%	1	3.1%	1	0.0%	0
Premier Inn, London Road, Buckingham, MK18 1SH	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Premier Inn, Milton Keynes South Hotel, The Caldecotte Pub and Grill, Lakeside Grove, Milton Keynes, MK7 8HP	0.8%	11	1.2%	1	0.4%	0	3.3%	2	2.9%	2	0.0%	0	0.0%	0	2.0%	1
Premier Inn, Shirwell Crescent, Furzton, Milton Keynes, MK4 1GA	1.2%	16	3.9%	2	9.2%	10	1.3%	1	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Saracens Head Hotel, Watling Street, Towcester, NN12 6BX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Revived Hotel, High Street, Newport Pagnell, Milton Keynes, MK16 8AR	0.8%	11	2.1%	1	0.0%	0	0.0%	0	2.4%	2	2.4%	1	0.5%	0	0.0%	0
The Queen Hotel, Dartmouth Road, Olney, MK46 4BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woburn, George Street, Woburn, Milton Keynes, MK17 9PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woughton House Hotel, Newport Road, Woughton on the Green, Milton Keynes, MK6 3LR	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelodge at the Hub, Midsummer Boulevard, Milton Keynes, MK9 2EA	1.7%	23	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.4%	0	5.0%	2	6.9%	4
Travelodge Buckingham, A413, Buckingham, MK18 1SH	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Travelodge, A5 Old Stratford Roundabout, Old Stratford, Milton Keynes, MK19 6AQ	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelodge, Burchard Crecents, Shenley Church End, Milton Keynes, MK5 6HQ	0.3%	4	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Travelodge, Junction A421, Beacroft Road, Marston Moretaine, Bedford, MK43 0PZ	0.2%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villiers Hotel, Castle Street, Buckingham, MK18 1BS	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittlebury Hotel & Spa, Whittlebury, Towcester, NN12 8QH	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adventurer's Village, Frobisher Gate, Milton Keynes, MK15 0DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Air Bnb (Unspecified)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Bedford Swan Hotel, The Embankment, Bedford,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
MK40 1RW																
Bell Hotel & Inn, Bedford Street, Woburn, MK17 9QB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cock Hotel, High Street, Stony Stratford, MK11 1AH	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.5%	2
Fawsley Hall Hotel & Spa, Daventry, NN11 3BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick Manor Hotel, Church Road, Flitwick, MK45 1AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Manor, Westoning Road, Harlington, LU5 6PB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartwell House and Spa, Oxford Road, Stone, HP17 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron's Lodge Guide Centre, Bradwell Road, Great Holm, Milton Keynes, MK8 9AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Hilton Garden Inn, Silverstone Circuit, Towcester, NN12 8TL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn Express, Wendlebury Road, Bicester, OX25 2BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House Forty One, King Edward Avenue, Aylesbury, HP21 7JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibis Hotels (Unspecified)	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlebury Hotel, Kings End, Bicester, OX26 6DR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old George Hotel, High Street, Stony Stratford, MK11 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paisley Pear, Northampton Road, Brackley, NN13 5FH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkside House Hotel, Lucas Place, Milton Keynes, MK6 3BZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Premier Inn (Unspecified)	0.3%	4	0.0%	0	1.0%	1	2.1%	1	0.0%	0	2.6%	2	1.0%	0	0.0%	0
Premier Inn, Buckingham Road, Aylesbury, HP19 9QL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Inn, Oxford Road, Bicester, OX26 1AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Lodge Luxury, Cross End, Wavendon, Milton Keynes, MK17 8AQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bell Hotel, Market Square, Winslow, MK18 3AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bull Hotel, Market Place, Olney, MK46 4EA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Carrington Arms, Cranfield Road, Moulsoe, MK16 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Cherry Tree, High Street, Olney, MK46 4EB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Coach House at The Bull Inn, Tickford Street, Newport Pagnell, MK16 9AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Dukes, Leighton Road, Heath and Reach, Leighton Buzzard, LU7 0AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lindens Guest House, High Street, Olney, MK46 4BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Old Farmhouse,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Hartwell Road, Long Street, Hanslope, MK19 7BY								
The Red Lion, Park Road, Stevington, MK43 7QD	0.0%	1	0.0%	0	0.0%	0	0.0%	0
The Swan Hotel, High Street, Leighton Buzzard, LU7 1EA	0.4%	6	0.0%	0	0.0%	0	0.0%	0
The White Hart, Dunstable Street, Ampthill, Bedford, MK45 2NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The White Hart, Gun Lane, Sherington, MK16 9PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Yew Tree Farm Bed & Breakfast, Westbrook End, Newton Longville, MK17 0DF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	63.6%	897	59.3%	38	55.9%	62	47.1%	29
Weighted base:	1409	63	110	61	81	60	46	57
Sample:	1409	103	101	100	100	100	100	100

### Q44 From the following, do you consider there to be any deficiencies in the stock of local visitor accommodation? [MR]

Lack of affordable accommodation	16.0%	226	24.3%	15	14.5%	16	23.9%	15	28.8%	23	8.6%	5	17.0%	8	20.8%	12
Numbers of bed & breakfast premises	12.2%	172	9.4%	6	7.8%	9	18.1%	11	14.9%	12	14.4%	9	9.5%	4	18.0%	10
Quality of local accommodation	11.9%	167	13.3%	8	7.3%	8	11.5%	7	32.3%	26	12.2%	7	6.2%	3	11.6%	7
Number of hotels	10.8%	153	23.3%	15	6.9%	8	8.7%	5	13.9%	11	7.4%	4	5.2%	2	11.8%	7
More disabled friendly hotels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	39.5%	557	30.9%	20	40.0%	44	32.5%	20	20.7%	17	38.8%	23	40.8%	19	39.0%	22
(None)	28.8%	405	27.5%	17	31.7%	35	26.9%	16	18.2%	15	29.1%	17	31.3%	14	23.5%	13
Weighted base:	1409	63	110	61	81	60	46	57								
Sample:	1409	103	101	100	100	100	100	100								

### Q45 Do you ever visit the following? [MR]

Xscape, Milton Keynes	50.0%	704	46.1%	29	52.9%	58	57.2%	35	53.4%	43	57.7%	34	63.5%	29	53.5%	31
Milton Keynes Dons football at Stadium MK	23.1%	326	28.3%	18	29.9%	33	36.4%	22	29.9%	24	33.5%	20	21.9%	10	19.5%	11
MK Lightning Ice Hockey at Planet Ice, Milton Keynes	10.3%	145	7.0%	4	9.4%	10	11.2%	7	20.1%	16	11.7%	7	16.4%	7	9.3%	5
(None of the above)	40.5%	570	40.5%	26	40.0%	44	33.0%	20	28.3%	23	29.4%	18	29.4%	13	36.3%	21
Weighted base:	1409	63	110	61	81	60	46	57								
Sample:	1409	103	101	100	100	100	100	100								



Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q46 Which leisure facilities would you like to see more of in the area? [MR]</b>																
<i>Not asked to those who don't participate in any of the leisure activities mentioned at Q35</i>																
Bars / pubs	7.9%	99	7.4%	4	3.0%	3	13.4%	7	27.4%	20	10.7%	6	5.0%	2	12.9%	6
Better shopping facilities	9.6%	120	16.1%	8	11.5%	11	6.5%	3	14.1%	10	14.4%	8	3.0%	1	6.5%	3
Bowling alley	7.2%	91	9.7%	5	6.0%	6	7.9%	4	14.1%	10	1.9%	1	0.6%	0	11.2%	6
Cinema	7.4%	93	0.5%	0	2.4%	2	11.4%	6	17.8%	13	2.5%	1	3.7%	1	11.5%	6
Concert hall / venue	5.8%	73	7.4%	4	4.0%	4	7.4%	4	15.2%	11	2.3%	1	7.2%	3	10.6%	5
Cycle paths / area	4.8%	60	2.1%	1	2.9%	3	2.0%	1	12.6%	9	0.5%	0	0.0%	0	9.5%	5
Dance facilities	3.0%	38	4.9%	2	3.6%	3	7.4%	4	7.9%	6	5.6%	3	3.0%	1	5.4%	3
Extreme sports	3.6%	46	6.9%	3	2.4%	2	7.4%	4	7.2%	5	3.7%	2	0.0%	0	6.0%	3
Health and fitness (gym)	4.9%	62	4.9%	2	6.3%	6	7.4%	4	9.8%	7	1.9%	1	4.3%	2	4.2%	2
Hotels	3.0%	37	2.8%	1	0.0%	0	6.7%	3	8.7%	6	4.4%	2	2.2%	1	3.3%	2
Ice rink	5.6%	71	4.9%	2	0.0%	0	8.7%	4	10.3%	8	1.9%	1	0.0%	0	3.3%	2
Karting	2.4%	30	4.1%	2	2.4%	2	4.7%	2	7.6%	6	1.9%	1	3.0%	1	2.3%	1
Leisure centre	6.1%	76	10.5%	5	3.6%	3	2.5%	1	13.7%	10	13.2%	7	2.9%	1	8.7%	4
More children facilities / activities	7.4%	93	12.6%	6	2.7%	2	12.9%	7	14.3%	11	7.2%	4	6.7%	3	11.6%	6
More sports facilities (football pitches, tennis courts)	6.0%	75	4.7%	2	4.5%	4	11.7%	6	5.3%	4	11.7%	6	4.5%	2	5.4%	3
Museum / art galleries	6.6%	83	6.9%	3	9.1%	8	8.7%	4	15.6%	12	0.0%	0	4.5%	2	7.2%	4
Skateboarding	2.5%	31	0.0%	0	1.8%	2	2.5%	1	3.8%	3	0.5%	0	0.0%	0	4.8%	2
Indoor soft play areas	3.4%	42	0.0%	0	0.0%	0	4.7%	2	12.1%	9	3.1%	2	0.0%	0	10.6%	5
Play spaces / park facilities	2.6%	33	7.6%	4	1.2%	1	3.3%	2	4.5%	3	2.3%	1	0.0%	0	2.7%	1
Paintballing	2.8%	36	2.8%	1	0.0%	0	2.7%	1	4.2%	3	1.9%	1	3.0%	1	5.0%	3
Restaurants	5.5%	68	9.3%	4	3.0%	3	15.4%	8	7.6%	6	9.3%	5	5.9%	2	7.9%	4
Swimming pool	12.0%	151	5.7%	3	16.4%	15	18.2%	9	11.9%	9	9.4%	5	14.9%	6	2.7%	1
Theatre	3.1%	39	0.0%	0	1.6%	1	0.5%	0	2.7%	2	3.1%	2	0.0%	0	0.4%	0
Bingo	2.0%	25	0.0%	0	4.0%	4	5.7%	3	4.2%	3	3.0%	2	3.6%	1	5.6%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Escape rooms	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lazer quest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Library	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for disabled people	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More activities for teenagers	0.6%	8	3.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More activities for the elderly	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
More affordable leisure facilities	0.2%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0
More community centres / activities	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubs	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Rollerskating facilities	0.4%	5	0.0%	0	3.6%	3	2.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking group (Don't know)	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	7.2%	90	8.3%	4	9.5%	9	7.8%	4	2.4%	2	7.1%	4	7.4%	3	7.0%	4
	42.6%	534	35.2%	17	47.2%	44	29.6%	15	17.3%	13	39.8%	21	56.2%	22	37.0%	19
Weighted base:		1255		48		92		51		74		54		39		50
Sample:		1221		77		88		80		92		90		83		90

**GEN Gender of respondent.**

Male	36.6%	516	33.1%	21	48.1%	53	30.6%	19	37.6%	30	41.4%	25	28.9%	13	33.8%	19
Female	63.4%	893	66.9%	42	51.9%	57	69.4%	42	62.4%	51	58.6%	35	71.1%	32	66.2%	38
Weighted base:		1409		63		110		61		81		60		46		57
Sample:		1409		103		101		100		100		100		100		100

**AGE Could I ask how old you are please?**

18 – 24 years	8.1%	115	7.8%	5	6.0%	7	11.6%	7	11.4%	9	8.4%	5	9.5%	4	11.8%	7
25 – 34 years	12.8%	180	18.6%	12	10.5%	12	9.9%	6	32.1%	26	13.4%	8	11.4%	5	16.2%	9
35 – 44 years	21.4%	301	25.3%	16	18.4%	20	20.2%	12	36.5%	30	13.7%	8	12.9%	6	24.0%	14
45 – 54 years	21.3%	300	14.6%	9	22.3%	25	15.6%	10	8.3%	7	22.5%	13	15.3%	7	19.8%	11
55 – 64 years	18.3%	257	12.1%	8	26.3%	29	21.4%	13	8.0%	7	19.5%	12	22.1%	10	10.5%	6
65+ years (Refused)	18.2%	256	21.6%	14	16.4%	18	21.3%	13	3.7%	3	22.5%	13	28.8%	13	17.8%	10
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1409		63		110		61		81		60		46		57
Sample:		1409		103		101		100		100		100		100		100

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>CAR How many cars / motorcycles does your household own / have access to?</b>																
None	8.8%	124	23.3%	15	5.7%	6	19.9%	12	4.6%	4	7.5%	4	11.2%	5	15.1%	9
1	39.4%	555	43.8%	28	42.4%	47	48.6%	30	56.4%	46	43.9%	26	42.9%	20	44.8%	26
2	33.3%	470	19.8%	13	37.2%	41	20.7%	13	30.3%	25	32.6%	19	31.8%	15	27.1%	16
3	9.3%	131	7.8%	5	9.6%	11	8.0%	5	5.2%	4	8.5%	5	4.3%	2	7.6%	4
4+	5.5%	77	2.7%	2	0.0%	0	1.1%	1	2.1%	2	3.5%	2	3.6%	2	3.8%	2
(Refused)	3.7%	52	2.5%	2	5.1%	6	1.7%	1	1.4%	1	4.0%	2	6.2%	3	1.5%	1
Weighted base:		1409		63		110		61		81		60		46		57
Sample:		1409		103		101		100		100		100		100		100

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>PC Postcode Sector:</b>								
HP19 0	1.0%	14	0.0%	0	0.0%	0	0.0%	0
HP19 7	0.6%	9	0.0%	0	0.0%	0	0.0%	0
HP19 8	0.9%	12	0.0%	0	0.0%	0	0.0%	0
HP19 9	2.0%	28	0.0%	0	0.0%	0	0.0%	0
HP20 1	0.9%	13	0.0%	0	0.0%	0	0.0%	0
HP20 2	0.6%	9	0.0%	0	0.0%	0	0.0%	0
HP21 7	1.7%	24	0.0%	0	0.0%	0	0.0%	0
HP21 8	1.4%	19	0.0%	0	0.0%	0	0.0%	0
HP21 9	1.2%	17	0.0%	0	0.0%	0	0.0%	0
HP22 0	1.2%	17	0.0%	0	0.0%	0	0.0%	0
HP22 4	0.7%	10	0.0%	0	0.0%	0	0.0%	0
HP22 5	0.7%	9	0.0%	0	0.0%	0	0.0%	0
HP22 7	0.4%	6	0.0%	0	0.0%	0	0.0%	0
HP23 4	0.8%	11	0.0%	0	0.0%	0	0.0%	0
LU5 6	1.8%	26	0.0%	0	0.0%	0	0.0%	0
LU6 2	1.2%	17	0.0%	0	0.0%	0	0.0%	0
LU7 0	1.4%	19	0.0%	0	0.0%	0	0.0%	0
LU7 1	1.0%	13	0.0%	0	0.0%	0	0.0%	0
LU7 2	1.8%	25	0.0%	0	0.0%	0	0.0%	0
LU7 3	1.7%	24	0.0%	0	0.0%	0	0.0%	0
LU7 4	0.7%	10	0.0%	0	0.0%	0	0.0%	0
LU7 9	0.8%	11	0.0%	0	0.0%	0	0.0%	0
MK1 1	0.7%	11	16.6%	11	0.0%	0	0.0%	0
MK10 0	1.1%	16	0.0%	0	0.0%	0	19.8%	16
MK10 7	2.6%	37	0.0%	0	0.0%	0	45.9%	37
MK10 9	1.2%	16	0.0%	0	0.0%	0	20.1%	16
MK11 1	0.4%	5	0.0%	0	0.0%	0	0.0%	0
MK11 2	0.2%	3	0.0%	0	0.0%	0	0.0%	0
MK11 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0
MK11 4	0.8%	11	0.0%	0	0.0%	0	0.0%	0
MK12 5	1.8%	26	0.0%	0	0.0%	0	0.0%	0
MK12 6	0.8%	11	0.0%	0	0.0%	0	0.0%	0
MK13 0	0.8%	11	0.0%	0	0.0%	0	0.0%	0
MK13 7	1.1%	16	0.0%	0	0.0%	0	0.0%	0
MK13 8	0.7%	9	0.0%	0	0.0%	0	0.0%	0
MK13 9	0.7%	9	0.0%	0	0.0%	0	0.0%	0
MK14 5	1.1%	16	0.0%	0	0.0%	0	0.0%	0
MK14 6	0.8%	11	0.0%	0	0.0%	0	0.0%	0
MK14 7	0.7%	10	0.0%	0	0.0%	0	0.0%	0
MK15 0	0.1%	2	0.0%	0	0.0%	0	0.0%	0
MK15 8	0.6%	8	0.0%	0	0.0%	0	0.0%	0
MK15 9	0.7%	10	0.0%	0	0.0%	0	0.0%	0
MK16 0	0.6%	8	0.0%	0	0.0%	0	0.0%	0
MK16 8	1.4%	20	0.0%	0	0.0%	0	0.0%	0
MK16 9	0.9%	13	0.0%	0	0.0%	0	0.0%	0
MK17 0	1.4%	20	0.0%	0	0.0%	0	0.0%	0
MK17 7	1.1%	15	0.0%	0	0.0%	0	0.0%	0
MK17 8	1.3%	19	0.0%	0	0.0%	0	0.0%	0
MK17 9	0.4%	6	0.0%	0	0.0%	0	0.0%	0
MK18 1	0.6%	9	0.0%	0	0.0%	0	0.0%	0
MK18 2	1.0%	14	0.0%	0	0.0%	0	0.0%	0
MK18 3	1.8%	25	0.0%	0	0.0%	0	0.0%	0
MK18 4	0.6%	8	0.0%	0	0.0%	0	0.0%	0
MK18 5	0.4%	6	0.0%	0	0.0%	0	0.0%	0
MK18 6	0.2%	3	0.0%	0	0.0%	0	0.0%	0
MK18 7	0.3%	4	0.0%	0	0.0%	0	0.0%	0
MK19 6	0.6%	8	0.0%	0	0.0%	0	0.0%	0
MK19 7	0.6%	9	0.0%	0	0.0%	0	0.0%	0
MK2 2	1.2%	16	25.8%	16	0.0%	0	0.0%	0
MK2 3	1.2%	17	26.8%	17	0.0%	0	0.0%	0
MK3 5	0.9%	12	19.4%	12	0.0%	0	0.0%	0
MK3 6	0.5%	7	11.5%	7	0.0%	0	0.0%	0
MK3 7	1.3%	19	0.0%	0	16.9%	19	0.0%	0
MK4 1	1.2%	17	0.0%	0	15.3%	17	0.0%	0
MK4 2	1.1%	15	0.0%	0	13.9%	15	0.0%	0
MK4 3	0.6%	8	0.0%	0	7.3%	8	0.0%	0
MK4 4	0.7%	10	0.0%	0	9.2%	10	0.0%	0
MK43 0	0.7%	10	0.0%	0	0.0%	0	0.0%	0
MK43 1	0.6%	8	0.0%	0	0.0%	0	0.0%	0
MK43 2	0.5%	7	0.0%	0	0.0%	0	0.0%	0
MK43 8	0.9%	12	0.0%	0	0.0%	0	0.0%	0
MK43 9	0.6%	8	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
MK45 1	1.9%	27	0.0%	0	0.0%	0	0.0%	0
MK45 2	2.3%	33	0.0%	0	0.0%	0	0.0%	0
MK45 3	1.3%	19	0.0%	0	0.0%	0	0.0%	0
MK45 5	0.4%	6	0.0%	0	0.0%	0	0.0%	0
MK46 4	0.5%	7	0.0%	0	0.0%	0	0.0%	0
MK46 5	0.9%	13	0.0%	0	0.0%	0	0.0%	0
MK5 6	1.0%	13	0.0%	0	12.2%	13	0.0%	0
MK5 7	1.6%	23	0.0%	0	20.9%	23	0.0%	0
MK5 8	0.4%	6	0.0%	0	0.0%	0	10.3%	6
MK6 2	1.7%	24	0.0%	0	0.0%	0	38.9%	24
MK6 3	0.4%	6	0.0%	0	0.0%	0	6.8%	6
MK6 4	0.7%	10	0.0%	0	0.0%	0	17.2%	10
MK6 5	0.9%	13	0.0%	0	0.0%	0	21.6%	13
MK7 6	0.1%	2	0.0%	0	0.0%	0	2.1%	2
MK7 7	0.2%	3	0.0%	0	0.0%	0	3.9%	3
MK7 8	0.1%	1	0.0%	0	0.0%	0	1.5%	1
MK8 0	0.3%	5	0.0%	0	4.2%	5	0.0%	0
MK8 1	1.1%	15	0.0%	0	0.0%	0	0.0%	0
MK8 8	0.3%	4	0.0%	0	0.0%	0	0.0%	0
MK8 9	0.5%	7	0.0%	0	0.0%	0	0.0%	0
MK9 1	0.1%	2	0.0%	0	0.0%	0	3.3%	2
MK9 2	0.2%	2	0.0%	0	0.0%	0	3.9%	2
MK9 3	0.2%	3	0.0%	0	0.0%	0	4.8%	3
MK9 4	0.2%	3	0.0%	0	0.0%	0	0.0%	0
NN12 6	2.1%	30	0.0%	0	0.0%	0	0.0%	0
NN12 7	1.0%	14	0.0%	0	0.0%	0	0.0%	0
NN12 8	1.1%	15	0.0%	0	0.0%	0	0.0%	0
NN13 5	0.6%	9	0.0%	0	0.0%	0	0.0%	0
NN13 6	1.5%	21	0.0%	0	0.0%	0	0.0%	0
NN13 7	1.0%	14	0.0%	0	0.0%	0	0.0%	0
NN7 2	0.4%	6	0.0%	0	0.0%	0	0.0%	0
NN7 3	1.3%	18	0.0%	0	0.0%	0	0.0%	0
OX25 1	0.6%	9	0.0%	0	0.0%	0	0.0%	0
OX25 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0
OX25 3	0.2%	3	0.0%	0	0.0%	0	0.0%	0
OX26 1	0.2%	3	0.0%	0	0.0%	0	0.0%	0
OX26 2	1.5%	22	0.0%	0	0.0%	0	0.0%	0
OX26 3	0.7%	9	0.0%	0	0.0%	0	0.0%	0
OX26 4	0.6%	9	0.0%	0	0.0%	0	0.0%	0
OX26 5	0.7%	10	0.0%	0	0.0%	0	0.0%	0
OX26 6	1.4%	19	0.0%	0	0.0%	0	0.0%	0
OX27 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX27 7	0.7%	9	0.0%	0	0.0%	0	0.0%	0
OX27 8	0.2%	3	0.0%	0	0.0%	0	0.0%	0
OX27 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1409	63	110	61	81	60	46	57
Sample:	1409	103	101	100	100	100	100	100

**QUOTA Zone:**

Zone 1	4.5%	63	100.0%	63	0.0%	0	0.0%	0
Zone 2	7.8%	110	0.0%	0	100.0%	110	0.0%	0
Zone 3	4.3%	61	0.0%	0	0.0%	0	100.0%	61
Zone 4	5.7%	81	0.0%	0	0.0%	0	0.0%	100.0%
Zone 5	4.2%	60	0.0%	0	0.0%	0	0.0%	0
Zone 6	3.2%	46	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.1%	57	0.0%	0	0.0%	0	0.0%	0
Zone 8	13.0%	183	0.0%	0	0.0%	0	0.0%	0
Zone 9	3.6%	50	0.0%	0	0.0%	0	0.0%	0
Zone 10	1.4%	20	0.0%	0	0.0%	0	0.0%	0
Zone 11	8.8%	124	0.0%	0	0.0%	0	0.0%	0
Zone 12	13.5%	190	0.0%	0	0.0%	0	0.0%	0
Zone 13	17.3%	244	0.0%	0	0.0%	0	0.0%	0
Zone 14	8.6%	121	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1409	63	110	61	81	60	46	57
Sample:	1409	103	101	100	100	100	100	100

## Appendix 2:

Data Tabulations

By Zone Filtered Nulls & SFT (Part 2)

(Weighted)

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>We now have a few questions about where you go Food shopping. In answering these questions the location may be a store, a town, a specific road or area, or it could be the internet.</b>								
<b>Q01 Where did you last undertake your main food and grocery shopping?</b>								
<i>Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	1.5%	17	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	4.7%	54	4.9%	7	0.0%	0	0.0%	0
Asda, Islay Court, Jersey Drive, Newton Leys, Bletchley, Milton Keynes, MK3 5QW	0.8%	9	2.0%	3	0.0%	0	3.6%	3
Co-Op Food, Newton Road, Bletchley, Milton Keynes, MK3 5BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Brunel Centre, The Concourse, Bletchley, Milton Keynes, MK2 2ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dukes Drive, Bletchley, MK2 2QG	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, Watling Street, Bletchley, MK1 1YY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	0.6%	7	0.0%	0	0.0%	0	0.5%	1
Local shops, Bletchley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Road, Bletchley, Milton Keynes, MK3 5BP	1.8%	21	2.0%	3	0.0%	0	3.0%	5
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes, MK3 6PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	4.5%	51	0.0%	0	0.0%	0	4.2%	7
<b>Zone 2</b>								
Aldi, Westcroft Retail Park, Barnsdale Drive, Westcroft, MK4 4DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	4.3%	49	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	1.4%	16	2.4%	3	0.7%	0	0.0%	0
Tesco Express, Dulverton Drive, Furzton, Milton Keynes, MK4 1EN	0.2%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>								
Aldi, The Place Retail Park, Milton Keynes, MK9 1EN	1.2%	14	2.0%	3	0.0%	0	0.0%	0
B&M, Farthing Grove, Netherfield, Milton Keynes, MK6 4JH	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2YA	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Local shops, Beanhill Local Centre, Milton Keynes, MK6 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elder Gate, Milton Keynes, MK9 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Marks and Spencer (M&S), Sunset Walk, Burns Way, Milton Keynes, MK9 3PD	0.4%	4	2.0%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	1.4%	16	0.4%	1	0.7%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	4.6%	52	1.3%	2	6.0%	3	0.0%	0	1.7%	1	0.0%	0	0.4%	1	0.0%	0
<b>Zone 4</b>																
Aldi, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	0.2%	3	0.0%	0	0.7%	0	2.1%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.4%	4	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Home Bargains, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Fen Street, Milton Keynes, MK10 7NP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingston Local Centre, Milton Keynes, MK10 0AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	3.7%	42	0.0%	0	11.1%	5	11.1%	2	4.9%	4	7.4%	12	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes, MK10 9SU	1.4%	15	0.0%	0	7.0%	3	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																
Aldi, Stantonbury, Milton Keynes, MK14 6GU	2.9%	33	4.0%	6	8.5%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	1.2%	13	0.0%	0	16.6%	7	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Granville Square, Willen, Milton Keynes, MK15 9JL	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swinden Court, Heelands, Milton Keynes, MK13 7PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	0.9%	10	2.4%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes, MK12 6AX	1.8%	20	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cofferridge Close, Stony Stratford, MK11 1BY	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	4.9%	56	6.1%	9	27.1%	11	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>																
Aldi, Old Greens Norton Road, Towcester, NN12 8AX	1.5%	17	11.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Osier Way, Buckingham, MK18 1TG	0.8%	9	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	1.4%	1
Lidl, Needlepin Way,	0.4%	4	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Buckingham, MK18 7RB								
Local shops, Brackley Town Centre, NN13 7AB	0.2%	2	1.5%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Wellington Road, Brackley, NN13 6RE	0.5%	5	3.6%	5	0.0%	0	0.0%	0
Tesco Express, Pavillons Way, Lark Rise, Brackley, NN13 6JR	0.2%	3	1.9%	3	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham, MK18 1AB	1.7%	20	1.9%	3	0.0%	0	5.7%	11
Tesco Superstore, Old Tiffield Road, Towcester, NN12 6PF	0.2%	2	1.7%	2	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley, NN13 7EF	1.9%	22	14.3%	21	0.0%	0	0.0%	1.1%
Waitrose, High Street, Meadow Walk, Buckingham, MK18 1RS	0.2%	2	1.0%	1	0.0%	0	0.0%	1.1%
Waitrose, Manor Road, Brackley, NN13 6BE	0.3%	3	0.4%	1	0.0%	0	0.0%	3.0%
Waitrose, Richmond Road, Water Lane, Towcester, NN12 6HZ	0.5%	6	3.9%	6	0.7%	0	0.0%	0.0%
Co-Op Food, High Street, Newport Pagnell, MK16 8AB	0.2%	2	0.0%	0	5.3%	2	0.0%	0.0%
Co-Op Food, Stanley Court, Weston Road, Olney, MK46 5NH	0.3%	4	0.0%	0	0.7%	23.1%	3	0.0%
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.8%	9	0.0%	0	3.6%	39.4%	6	1.7%
Tesco Express, Market Place, Olney, MK46 4BA	0.0%	0	0.0%	0	0.0%	1.6%	0	0.0%
Co-Op Food, High Street, Bedford, MK43 0DP	0.2%	2	0.0%	0	0.0%	0	2.6%	2
Co-Op Food, Station Road, Marston Moretaine, Bedford, MK43 0PH	0.2%	2	0.0%	0	0.0%	0	2.6%	2
Local shops, Amptill Town Centre, MK45 2NG	0.2%	2	0.0%	0	0.0%	0	2.4%	2
Local shops, Flitwick Town Centre, MK45 1AJ	0.1%	1	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Local, Folkes Road, Bedford, MK43 9BY	0.2%	2	1.5%	2	0.0%	0	0.0%	0.0%
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	3.3%	37	0.0%	0	0.0%	0	39.0%	33
Waitrose, Bedford Street, Amptill, MK45 2LU	0.5%	6	0.0%	0	0.0%	0	7.3%	6
<b>Zone 12</b>								
Aldi, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	1.0%	11	0.0%	0	0.0%	0	5.4%	8
Co-Op Food, Birds Hill, Heath and Reach, Leighton Buzzard, LU7 0AQ	0.4%	5	0.0%	0	0.0%	0	2.4%	5
Co-Op Food, High Street, Woburn Sands, MK17 8RF	0.1%	2	0.0%	0	0.0%	0	0.5%	1
Local shops, Leighton Buzzard Town Centre, LU7 1DN	0.1%	1	0.0%	0	0.0%	0	0.4%	1
Marks and Spencer (M&S), Grovebury Retail Park, Grovebury Road, Leighton Buzzard, LU7 4EG	0.1%	1	0.0%	0	0.0%	0	0.5%	1
Morrisons Superstore, Lake Street, Leighton Buzzard,	1.5%	17	0.0%	0	0.0%	0	10.2%	16

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
LU7 1WS								
Tesco Express, Aries Court, Appenine Way, Leighton Buzzard, LU7 3XW	0.3%	4	1.5%	2	0.0%	0	0.0%	0
Tesco Express, High Street, Woburn Sands, Milton Keynes, MK17 8RQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	2.7%	31	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterborne Walk, Leighton Buzzard, LU7 1DH	0.7%	7	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>								
Aldi, Cambridge Street, Aylesbury, HP20 1BT	2.7%	31	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury, HP19 8AW	1.1%	12	0.0%	0	0.0%	0	6.5%	12
Asda, Mandeville Road, Aylesbury, HP21 8BD	0.3%	3	0.0%	0	0.0%	0	1.6%	3
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	0.1%	1	0.0%	0	0.0%	0	0.4%	1
Morrisons Superstore, Station Way, Aylesbury, HP20 2HX	0.6%	6	0.0%	0	0.0%	0	3.3%	6
Sainsbury's Local, Jansel Square, Camborne Avenue, Bedgrove, HP21 7ET	0.3%	3	0.0%	0	0.0%	0	1.8%	3
Sainsbury's Local, Oakfield Road, Aylesbury, HP20 1LL	0.5%	5	0.0%	0	0.0%	0	1.8%	3
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	0.1%	1	0.0%	0	0.0%	0	0.4%	1
Sainsbury's Superstore, Gatehouse Road, Aylesbury, HP19 8ED	1.0%	11	0.0%	0	0.0%	0	5.7%	11
Tesco Express, Jackson Road, Aylesbury, HP19 9BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	4.3%	49	0.0%	0	0.0%	0	1.2%	2
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	2.9%	33	0.0%	0	0.0%	0	3.0%	5
Waitrose, Exchange Street, Waterside, Aylesbury, HP20 1AL	0.5%	5	0.0%	0	0.0%	0	2.7%	5
<b>Zone 14</b>								
Aldi, Launton Road, Bicester, OX26 6PZ	1.1%	12	0.0%	0	0.0%	0	0.0%	0
Costcutter, Bicester Road, Launton, OX26 5DQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Sheep Street, Bicester, OX26 6TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	1.2%	14	2.0%	3	0.0%	0	2.4%	5
Local shops, Ardley Village Centre, OX27 7PF	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Bicester Town Centre, OX26 6FA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	1.3%	14	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hart Place, Bicester, OX26 4FR	0.2%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14							
Tesco Express, Holm Square, Southwold, Bicester, OX26 3YQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	14	
<b>Outside Survey Area</b>															
Aldi, Church Street, Dunstable, LU5 4RP	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%
Aldi, Fairhill, Bedford, MK41 7FY	0.4%	4	0.0%	0	0.0%	0	1.6%	0	4.2%	4	0.0%	0	0.0%	0	0.0%
Aldi, Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Aldi, Laporte Retail Park, Dallow Road, Luton, LU1 1HL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	20	0.0%	0	0.0%
Aldi, Weedon Road, Northampton, NN5 5DE	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Westville Road, Bedford, MK42 9BL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%
Asda, Court Drive, Dunstable, LU5 4JD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.5%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Alban Retail Park, Bedford, MK42 0NW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Iceland, Greenhill Street, Bedford, MK40 1LX	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Evesham Road, Bishops Cleeve, GL52 8NF	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Houghton Road, Houghton Regis, Dunstable, LU5 5AX	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%
Lidl, London Road, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Luton Road, Dunstable, LU5 4LW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Lidl, Ridge Road, Bedford, MK42 7LZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%
Lidl, Weedon Road, Northampton, NN5 5DF	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Ampthill Road, Bedford, MK42 9PP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, High Street, Houghton Regis, Dunstable, LU5 5BJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%
Morrisons Superstore, Oxford Street, Wellingborough, NN8 4JJ	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Swan Close Road, Banbury, OX16 5AQ	0.0%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Victoria Promenade, Northampton, NN1 1HB	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Bells Brook, Biggleswade, SG18 0NA	0.4%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore,	0.1%	2	0.0%	0	0.0%	0	0.8%	0	1.7%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Clapham Road, Bedford, MK41 7PJ								
Sainsbury's Superstore, Gambrel Road, Westgate Industrial Estate, Northampton, NN5 5DG	0.3%	3	2.0%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Thame, OX9 2BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Luton Road, Dunstable, LU5 4RF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Priors Road, Cheltenham, GL52 5AQ	0.3%	4	0.0%	0	0.0%	0	0.8%	0
Sainsbury's Superstore, Saxon Centre, Bedford Road, Kempston, Bedford, MK42 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	0.0%	1	0.4%	1	0.0%	0	0.0%	0
Tesco Express, Abington Street, Northampton, NN1 2AN	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Andrew Close, Shenley, Radlett, WD7 9LP	0.2%	2	1.5%	2	0.0%	0	0.0%	0
Tesco Express, Coppice Drive, Spinney Hill, Northampton, NN3 6ND	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Sundon Park, Luton, LU3 3BJ	0.3%	3	0.0%	0	0.0%	0	3.3%	3
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.2%	3	1.9%	3	0.0%	0	0.0%	0
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jarman Way, Hemel Hempstead, HP2 4JS	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Skimpot Road, Dunstable, LU5 4JU	0.3%	3	2.0%	3	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Riverfield Drive, Bedford, MK41 0SE	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Waitrose, Goldington Road, Bedford, MK41 0UE	0.3%	3	2.0%	3	0.0%	0	0.0%	0
Wilko, High Street, Bedford, MK40 1RY	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Weighted base:	1135	144	42	15	85	156	191	86
Sample:	1189	84	85	79	77	84	78	80

Column %ges.

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q02 Which retailer do you usually use for your main food internet / delivery shopping?</b>								
<i>Asked to those who said 'Internet / delivery' at Q01</i>								
Amazon Pantry	3.4%	9	11.1%	4	0.0%	0	0.0%	0
Asda	12.5%	34	18.6%	7	0.0%	0	0.0%	0
Iceland	2.2%	6	5.5%	2	0.0%	0	0.0%	0
Marks & Spencer	2.7%	7	5.5%	2	0.0%	0	0.0%	0
Morrisons	4.7%	13	0.0%	0	0.0%	1	6.6%	3
Ocado	12.9%	35	0.0%	0	28.8%	2	2.5%	0
Sainsbury's	10.1%	28	9.7%	4	12.0%	1	30.9%	2
Tesco	41.7%	115	27.0%	10	37.6%	3	38.5%	2
Waitrose	9.8%	27	22.5%	9	21.6%	2	14.9%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	274	38	9	5	39	34	52	35
Sample:	220	20	16	21	23	16	22	20
<b>Q03 How do you normally receive your main food internet / delivery shopping?</b>								
<i>Asked to those who said 'Internet / delivery' at Q01</i>								
Home delivered	87.1%	239	64.8%	25	100.0%	9	92.5%	4
Click and collect	8.4%	23	11.1%	4	0.0%	0	7.5%	0
Starship robots	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Deliveroo	4.2%	11	24.2%	9	0.0%	0	0.0%	0
Uber Eats Grocery	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	274	38	9	5	39	34	52	35
Sample:	220	20	16	21	23	16	22	20
<b>Q04 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?</b>								
<i>Not asked to those who said 'Internet / delivery' at Q01</i>								
Private Vehicle (car / van / Motorcycle, scooter or moped; as passenger or driver; or taxi)	88.3%	1001	90.0%	130	96.5%	40	86.2%	13
Bus (including the busway or guided bus), minibus or coach	2.5%	28	3.0%	4	1.4%	1	0.0%	0
Walk	8.3%	94	4.7%	7	2.1%	1	12.9%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	5	1.5%	2	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.3%	3	1.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	0.8%	0
Weighted base:	1135	144	42	15	85	156	191	86
Sample:	1189	84	85	79	77	84	78	80
<b>Q05 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?</b>								
<i>Not asked to those who said 'Internet / delivery' at Q01</i>								
1 - 10 minutes	62.6%	710	61.0%	88	64.4%	27	62.0%	9
11 - 20 minutes	24.4%	277	24.2%	35	34.2%	14	32.2%	5
21 - 30 minutes	7.6%	87	6.8%	10	0.7%	0	3.7%	1
31 - 40 minutes	0.7%	8	0.0%	0	0.0%	0	0.0%	0
41 - 50 minutes	0.4%	5	0.0%	0	0.0%	0	0.0%	0
51 - 60 minutes	0.4%	5	0.0%	0	0.0%	0	0.0%	0
61 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 80 minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0
81 - 90 minutes	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Over 90 minutes	0.7%	8	1.5%	2	0.0%	0	2.1%	0
(Don't know / varies)	2.6%	29	6.4%	9	0.0%	0	0.0%	0
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	12.70	12.27	11.03	12.58	11.61	14.49	15.50	13.30
Weighted base:	1135	144	42	15	85	156	191	86
Sample:	1189	84	85	79	77	84	78	80

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q06 How much did you spend on your last main food and grocery shopping at (STORE MENTIONED AT Q01)?</b>								
£1 - £5	0.1%	2	0.0%	0	0.0%	0	0.0%	0
£6 - £10	1.8%	26	0.3%	1	0.0%	0	1.8%	2
£11 - £15	0.6%	9	0.0%	0	0.6%	0	0.0%	0
£16 - £20	3.3%	46	2.6%	5	0.6%	0	9.7%	2
£21 - £25	2.3%	32	3.2%	6	2.7%	1	0.0%	0
£26 - £30	4.8%	67	4.4%	8	4.4%	2	5.5%	1
£31 - £35	1.6%	22	2.6%	5	2.7%	1	1.2%	0
£36 - £40	4.1%	57	3.4%	6	9.1%	5	6.2%	1
£41 - £45	2.7%	38	1.5%	3	0.0%	0	4.6%	1
£46 - £50	8.3%	117	11.4%	21	9.7%	5	12.8%	3
£51 - £55	1.9%	26	2.2%	4	0.6%	0	2.2%	0
£56 - £60	6.4%	90	3.6%	7	11.0%	6	6.8%	1
£61 - £65	2.7%	37	1.1%	2	2.3%	1	1.2%	0
£66 - £70	5.2%	73	4.4%	8	3.2%	2	12.3%	2
£71 - £75	2.7%	38	1.9%	3	2.7%	1	1.8%	0
£76 - £80	8.0%	112	9.8%	18	3.2%	2	7.2%	1
£81 - £85	1.3%	18	4.2%	8	0.6%	0	0.0%	0
£86 - £90	3.0%	43	2.8%	5	3.6%	2	4.5%	1
£91 - £95	0.6%	9	0.0%	0	0.6%	0	0.0%	0
£96 - £100	9.2%	130	9.8%	18	5.3%	3	7.3%	1
£101 - £120	8.4%	119	8.9%	16	11.3%	6	1.2%	0
£121 - £140	3.2%	45	3.4%	6	5.8%	3	2.2%	0
£141 - £160	4.8%	68	3.4%	6	6.9%	3	3.9%	1
£161 - £180	1.2%	16	1.6%	3	1.5%	1	0.6%	0
£181 - £200	2.0%	28	1.6%	3	2.1%	1	0.6%	0
£201 - £250	1.2%	18	0.0%	0	3.1%	2	0.0%	0
£250+	0.9%	13	1.2%	2	0.0%	0	0.0%	0
(Don't know)	6.1%	87	9.1%	17	1.8%	1	3.1%	1
(Refused)	1.6%	23	1.6%	3	4.7%	2	3.0%	1
<i>Mean:</i>	<i>82.43</i>	<i>81.17</i>	<i>86.41</i>	<i>64.76</i>	<i>86.27</i>	<i>81.10</i>	<i>86.52</i>	<i>88.23</i>
Weighted base:	1409	183	50	20	124	190	244	121
Sample:	1409	104	101	100	100	100	100	100

**Q07 How often do you do your main food shopping at (STORE MENTIONED AT Q01)?**

7 times a week	0.5%	7	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.0%	2	0.9%	2	0.0%	0
4-6 times a week	1.6%	23	4.2%	8	0.0%	0	0.6%	0	1.6%	2	1.0%	2	0.0%	0	1.9%	2
2-3 times a week	12.2%	172	12.8%	23	3.5%	2	10.6%	2	12.5%	15	13.7%	26	9.8%	24	10.5%	13
Once a week	62.9%	886	66.1%	121	61.2%	31	43.3%	9	65.6%	81	52.9%	100	74.0%	180	52.7%	64
Once a fortnight	12.5%	176	7.4%	14	21.1%	11	26.7%	5	10.2%	13	18.4%	35	9.4%	23	9.3%	11
Once a month	6.8%	96	5.7%	10	11.5%	6	15.7%	3	7.9%	10	8.5%	16	1.4%	3	18.6%	23
Less than once a month	2.0%	28	3.0%	6	2.7%	1	1.2%	0	0.0%	0	4.1%	8	1.6%	4	4.1%	5
Have only used once	0.2%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	19	0.0%	0	0.0%	0	1.2%	0	2.3%	3	0.4%	1	3.0%	7	2.9%	3
<i>Mean:</i>	<i>1.15</i>	<i>1.25</i>	<i>0.84</i>	<i>0.97</i>	<i>1.15</i>	<i>1.12</i>	<i>1.13</i>	<i>1.02</i>								
Weighted base:	1409	183	50	20	124	190	244	121								
Sample:	1409	104	101	100	100	100	100	100								

**Q08 Do you make 'top up' shopping trips in between your main food shopping trip? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.**

Yes	75.8%	1068	76.3%	139	83.1%	42	77.9%	15	66.1%	82	65.4%	124	78.4%	191	80.4%	97
No	24.2%	341	23.7%	43	16.9%	8	22.1%	4	33.9%	42	34.6%	66	21.6%	53	19.6%	24
Weighted base:	1409	183	50	20	124	190	244	121								
Sample:	1409	104	101	100	100	100	100	100								

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q09 Where did you last undertake your 'top up' shopping?</b>								
<i>Asked to those who do top up shopping at Q10 AND Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	2.5%	24	0.0%	0	0.0%	0	2.9%	2
Asda, Islay Court, Jersey Drive, Newton Leys, Bletchley, Milton Keynes, MK3 5QW	0.7%	7	0.0%	0	0.0%	0	3.4%	4
Co-Op Food, Newton Road, Bletchley, Milton Keynes, MK3 5BS	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Water Eaton Road, Bletchley, Milton Keynes, MK2 3AQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Brunel Centre, The Concourse, Bletchley, Milton Keynes, MK2 2ES	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Beacon Retail Park, Watling Street, Bletchley, MK1 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Queensway, Bletchley, Milton Keynes, MK2 2DR	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Dukes Drive, Bletchley, MK2 2QG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Watling Street, Bletchley, MK1 1YY	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	1.1%	11	0.0%	0	0.0%	0	0.5%	1
Local shops, Bletchley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Londis, Victoria Road, Stratford, Bletchley, MK2 2NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	0.6%	6	0.0%	0	0.0%	0	1.3%	1
Tesco Express, Buckingham Road, Bletchley, Milton Keynes, MK3 5BP	1.2%	12	0.0%	0	0.0%	0	2.9%	2
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes, MK3 6PB	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	1.8%	18	0.0%	0	0.0%	0	0.5%	1
<b>Zone 2</b>								
Aldi, Westcroft Retail Park, Barnsdale Drive, Westcroft, MK4 4DD	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Guildford Avenue, Kingsmead, Milton Keynes, MK4 4JZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, New Hill Place, Dunthorne Way, Grange Farm, Milton Keynes, MK8 0LW	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Tattenhoe Lane, Bletchley, MK3 7AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Winfold Lane, Emerson Valley, Milton Keynes, MK4 2SH	0.6%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive,	1.7%	16	0.0%	0	0.0%	0	0.5%	1

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Westcroft, Milton Keynes, MK4 4DD								
One Stop, White Horse Drive, Emerson Valley, Milton Keynes, MK4 2AS	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Whaddon Way, Bletchley, MK3 7DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	2.3%	22	6.4%	6	0.0%	0	0.0%	0
Tesco Express, Dulverton Drive, Furzton, Milton Keynes, MK4 1EN	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Egerton Gate, Shenley Brook End, Milton Keynes, MK5 7HH	0.9%	9	0.5%	1	0.0%	0	0.0%	0
<b>Zone 3</b>								
Aldi, The Place Retail Park, Milton Keynes, MK9 1EN	0.4%	4	0.0%	0	0.0%	0	0.0%	0
B&M, Farthing Grove, Netherfield, Milton Keynes, MK6 4JH	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Budgens, Dodkin, Beanhill, Milton Keynes, MK6 4LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Farthing Grove, Netherfield, Milton Keynes, MK6 4JH	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Fishermead Boulevard, Fishermead, Milton Keynes, MK6 2AD	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2YA	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Milton Keynes City Centre, MK9 3ES	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elder Gate, Milton Keynes, MK9 1BB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Sunset Walk, Burns Way, Milton Keynes, MK9 3PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	1.3%	12	0.0%	0	0.0%	0	1.8%	3
One Stop, Garraways, Coffee Hall, Milton Keynes, MK6 5DD	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Premier Eagle Supermarket, Harrier Court, Eaglestone, Milton Keynes, MK6 5BZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	1.4%	14	0.0%	0	1.4%	1	2.5%	5
Tesco Express, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2JB	1.0%	9	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>								
Aldi, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	0.3%	3	0.0%	0	0.0%	0	0.6%	1
Co-Op Food, Bodmin Place, Broughton, Milton Keynes, MK10 7DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Plaistow Crescent, Monkston Park, Milton Keynes, MK10 9PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Tanfield Lane, Broughton, Milton Keynes, MK10 9NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes,	0.1%	1	0.0%	0	0.7%	0	0.0%	0

Column %ges.

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<b>MK10 0DB</b>								
Lidl, Fen Street, Milton Keynes, MK10 7NP	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Springfield Local Centre, Milton Keynes, MK6 3JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Tinkers Bridge Local Centre, MK6 3DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Springfield Local Centre, Springfield, Milton Keynes, MK6 3JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fyfield Barrow, Walnut Tree, Milton Keynes, MK7 7AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Holst Crescent, Old Farm Park, Milton Keynes, MK7 8QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	0.3%	3	0.0%	0	0.7%	0	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes, MK10 9SU	1.1%	11	5.9%	6	0.0%	0	0.8%	0
<b>Zone 5</b>								
Aldi, Stantonbury, Milton Keynes, MK14 6GU	0.8%	7	0.0%	0	2.5%	1	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.8%	8	0.0%	0	0.0%	0	0.0%	0
B & K News Convenience Store, Conniburrow Boulevard, Conniburrow, Milton Keynes, MK14 7AH	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Budgens, Dalgin Place, Milton Keynes, MK9 4BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Downs Barn Boulevard, Downs Barn, Milton Keynes, MK14 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, St Leger Court, Great Linford, Milton Keynes, MK14 5HA	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Tower Crescent, Tower Drive, Neath Hill, MK14 6JY	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Great Linford Community Fridge, St Leger Court, Great Linford, MK14 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	1.0%	10	0.0%	0	18.7%	8	5.1%	1
Sainsbury's Local, Granville Square, Willen, Milton Keynes, MK15 9JL	1.3%	13	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Giffard Park, Milton Keynes, MK14 5QD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>								
McCull's, Highgrove Hill, Great Holm, Milton Keynes, MK8 9AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Bradwell Common Boulevard, Bradwell Common, Milton Keynes, MK13 8DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The High Street, Two Mile Ash, Milton Keynes, MK8 8HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swinden Court, Heelands, Milton Keynes, MK13 7PN	0.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>								

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

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Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, New Bradwell, Milton Keynes, MK13 0BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Glyn Square, Wolverton, Milton Keynes, MK12 5JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Gurkah Groceries, Jersey Road, Wolverton, MK12 5BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hodgelea Food & Wine, Brookside, Hodge Lea, Milton Keynes, MK12 6JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	1.3%	13	4.8%	5	8.9%	4	0.0%	0
Local shops, Stony Stratford Town Centre, MK11 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverton Town Centre, MK12 5JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Londis, London Road, Stony Stratford, Milton Keynes, MK11 1JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Bradwell Abbey BP, Monks Way, Stacey Bushes, Linford Wood, MK12 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Wolverton Road, Stony Stratford, MK11 1ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes, MK12 6AX	3.3%	32	0.0%	0	0.0%	0	5.7%	4
Tesco Express, Cofferridge Close, Stony Stratford, MK11 1BY	0.1%	1	0.5%	1	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	1.9%	19	0.0%	0	5.0%	2	0.0%	0
<b>Zone 8</b>								
Aldi, Old Greens Norton Road, Towcester, NN12 8AX	0.6%	6	5.8%	6	0.0%	0	0.0%	0
Co-Op Food, High Street, Brackley, Northampton, NN13 7BW	0.2%	2	2.2%	2	0.0%	0	0.0%	0
Co-Op Food, High Street, Deanshanger, Milton Keynes, MK19 6HR	0.4%	4	4.3%	4	0.0%	0	0.0%	0
Co-Op Food, Park End, Croughton, Brackley, NN13 5LX	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Heyford Meats, The Green, Nether Heyford, NN7 3LE	0.3%	3	2.9%	3	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.6%	6	1.4%	1	0.0%	0	0.0%	0
Local shops, Buckingham Town Centre, MK18 1EL	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Bugbrooke Village Centre, NN7 3PG	0.3%	3	2.9%	3	0.0%	0	0.0%	0
Nisa Local, School Lane, Yardley Gobion, NN12 7UL	0.3%	3	2.9%	3	0.0%	0	0.0%	0
Sainsbury's Local, Chandos Road, Buckingham, MK18 1AL	0.2%	2	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Wellington Road, Brackley, NN13 6RE	0.9%	9	8.9%	9	0.0%	0	0.0%	0
Smith and Clay, Market	0.3%	3	2.9%	3	0.0%	0	0.0%	0

Column %ges.

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Place, Brackley, NN13 7DP								
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.7%	7	3.3%	3	0.0%	0	0.0%	0
Tesco Superstore, Old Tiffield Road, Towcester, NN12 6PF	0.6%	5	5.5%	5	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley, NN13 7EF	0.6%	6	6.3%	6	0.0%	0	0.0%	0
Waitrose, High Street, Meadow Walk, Buckingham, MK18 1RS	0.4%	4	0.5%	1	0.0%	0	0.0%	0
Waitrose, Manor Road, Brackley, NN13 6BE	0.5%	4	4.5%	4	0.0%	0	0.0%	0
Waitrose, Richmond Road, Water Lane, Towcester, NN12 6HZ	1.0%	9	9.4%	9	0.0%	0	0.0%	0
<b>Zone 9</b>								
Castlethorpe Village Shop, The Chestnuts, Castlethorpe, MK19 7EU	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Co-Op Food, High Street, Newport Pagnell, MK16 8AB	0.7%	7	0.0%	0	16.6%	7	0.0%	0
Co-Op Food, Wordsworth Avenue, Newport Pagnell, MK16 8SB	0.7%	7	0.0%	0	16.2%	7	0.0%	0
G J Douglas Family Butchers, High Street, Newport Pagnell, MK16 8AQ	0.1%	1	0.0%	0	1.8%	1	0.0%	0
Local shops, Hanslope Village Centre, MK19 7LU	0.2%	2	0.0%	0	5.6%	2	0.0%	0
Local shops, North Crawley Village Centre, MK16 9HJ	0.2%	2	0.0%	0	4.3%	2	0.0%	0
Local shops, Tickford Street, Newport Pagnell, MK16 9BA	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Marks and Spencer (M&S), Tickford Street, Newport Pagnell, MK16 9BD	0.1%	1	0.0%	0	1.8%	1	0.0%	0
One Stop, Annesley Road, Newport Pagnell, MK16 0BG	0.1%	1	0.0%	0	1.4%	1	0.0%	0
Premier Stores, Gold Street, Hanslope, Milton Keynes, MK19 7LU	0.1%	1	0.0%	0	2.1%	1	0.0%	0
Tesco Express, Elthorne Way, Green Park Drive, Newport Pagnell, MK16 0JR	0.1%	1	0.0%	0	2.1%	1	0.0%	0
Tompkins Butchers, Gold Street, Hanslope, MK19 7LU	0.1%	1	0.0%	0	1.8%	1	0.0%	0
<b>Zone 10</b>								
Amazing-Grains, Fountain Court, Olney, MK46 4DG	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Co-Op Food, Stanley Court, Weston Road, Olney, MK46 5NH	0.8%	8	0.0%	0	2.5%	1	43.1%	7
Harvest, Fountain Court, Olney, MK46 4DG	0.0%	0	0.0%	0	0.0%	0	0.8%	0
One Stop, High Street, Olney, MK46 4EF	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Premier Stores, High Street, Lavendon, MK46 4EX	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.5%	5	0.0%	0	0.7%	0	30.9%	5
Tesco Express, Market Place, Olney, MK46 4BA	0.4%	3	0.0%	0	3.6%	2	12.9%	2

Column %ges.

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<b>Zone 11</b>								
Budgens, Ampthill Road, Maulden, MK45 2DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, Stagsden Road, Bromham, MK43 8PU	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Clay Avenue, Stewartby, Bedford, MK43 9SU	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Bedford, MK43 0DP	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Station Road, Marston Moretaine, Bedford, MK43 0PH	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Haynes Post Office, Silver End Road, Haynes, MK45 3PS	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Maulden Village Centre, MK45 2DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wootton Village Centre, MK43 9JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Molivers Lane, Bromham, Bedford, MK43 8LD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Folkes Road, Bedford, MK43 9BY	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cause End Road, Wootton, MK43 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	0.9%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Ampthill, MK45 2LU	1.3%	13	0.0%	0	0.0%	0	0.0%	0
<b>Zone 12</b>								
Aldi, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Birds Hill, Heath and Reach, Leighton Buzzard, LU7 0AQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Woburn Sands, MK17 8RF	1.3%	13	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Stanbridge Road, Leighton Buzzard, LU7 4DF	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Hunters Farm Shop, Watling Street, Little Brickhill, MK17 9DN	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Grovebury Retail Park, Grovebury Road, Leighton Buzzard, LU7 4EG	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	1.3%	12	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Barkham Close, Cheddington, LU7 0RT	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Premier Stores, High Street, Westoning, MK45 5JG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Marsworth Road, Pitstone, LU7 9AT	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coniston Road, Linslade, Leighton Buzzard, LU7 2PJ	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Woburn Sands, Milton Keynes, MK17 8RQ	0.9%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard,	0.9%	9	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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LU7 1ER								
Waitrose, Waterborne Walk, Leighton Buzzard, LU7 1DH	0.7%	7	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>								
Aldi, Cambridge Street, Aylesbury, HP20 1BT	1.3%	13	2.2%	2	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury, HP19 8AW	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury, HP21 8BD	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Winslow, MK18 3DQ	0.9%	8	2.2%	2	0.0%	0	0.0%	0
Co-Op Food, Jansel Square, Bedgrove, Aylesbury, HP21 7ET	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Wedgewood Street, Aylesbury, HP19 7HL	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Elm Farm Food & Wine, Elm Court, Elm Farm Road, Aylesbury, HP21 7NQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Aylesbury, HP20 1SA	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	0.5%	5	0.0%	0	0.0%	0	0.6%	1
Lidl, Oakfield Road, Aylesbury, HP20 1GD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.1%	1	0.0%	0	0.0%	0	0.5%	1
Local shops, North Marston Village Centre, MK18 3PN	0.1%	1	0.0%	0	0.0%	0	0.5%	1
Local shops, Winslow Town Centre, MK18 3DQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Aylesbury, HP20 1SH	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Way, Aylesbury, HP20 2HX	0.7%	6	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Winslow, Buckingham, MK18 3HF	0.3%	3	0.0%	0	0.0%	0	0.0%	0
P S Tilbury, Jansel Square, Bedgrove, HP21 7ET	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Jansel Square, Camborne Avenue, Bedgrove, HP21 7ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Oakfield Road, Aylesbury, HP20 1LL	1.4%	13	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	1.1%	11	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Gatehouse Road, Aylesbury, HP19 8ED	1.1%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Jackson Road, Aylesbury, HP19 9BF	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	1.5%	14	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	3.0%	29	0.0%	0	0.0%	0	0.0%	0
The Shop, Granborough Road, North Marston, MK18 3PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Waitrose, Exchange Street, Waterside, Aylesbury, HP20 1AL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
<b>Zone 14</b>																
Aldi, Launton Road, Bicester, OX26 6PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-Op Food, Barberry Place, Bicester, OX26 3HA	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Co-Op Food, West Street, Steeple Claydon, MK18 2NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-Op Food, Willowvale Way, Steeple Claydon, MK18 2PP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Costcutter, Bicester Road, Launton, OX26 5DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Iceland, Sheep Street, Bicester, OX26 6TB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	12
Local shops, Bicester Town Centre, OX26 6FA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Marks and Spencer (M&S), Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
One Stop, Woodpiece Road, Upper Arnott, OX25 1PJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Padbury Meats, Main Street, Padbury, MK18 2AY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	13
Tesco Express, Bowmont Square, Shakespeare Drive, Bicester, OX26 2GJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Tesco Express, Hart Place, Bicester, OX26 4FR	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Tesco Express, Holm Square, Southwold, Bicester, OX26 3YQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Tesco Express, Nightingale Place, Langford Village, Bicester, OX26 6XX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6
Aldi, Fairhill, Bedford, MK41 7FY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Towcester Road, Northampton, NN1 1BQ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	11	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Asda, Court Drive, Dunstable, LU5 4JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5	0.0%	0
Co-Op Food, Barry Road, Northampton, NN1 5JS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Biscot Road, Luton, LU3 1AW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Co-Op Food, Brooklands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Avenue, Bedford, MK42 6AE																
Co-Op Food, Cherwell Drive, Oxford, OX3 0LY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Co-Op Food, Lowther Road, Dunstable, LU6 3NL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Co-Op Food, Oakley Road, Chinnor, OX39 4HB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Co-Op Food, Queensway Shopping Centre, Mewburn Road, Banbury, OX16 9PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, St Dominics Square, Lewsey Farm, Luton, LU4 0UN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Westfield Road, Dunstable, LU6 1DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Kensworth Village Stores, Common Road, Kensworth, LU6 3RG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Kings Farm Shop, Nash Lee End, Wendover, HP22 6BH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Lidl, Great North Road, Eaton Socon, Saint Neots, PE19 8EN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Houghton Road, Houghton Regis, Dunstable, LU5 5AX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0
Lidl, Luton Road, Dunstable, LU5 4LW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Lidl, Perkins Road, Bedford, MK41 0GX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Ridge Road, Bedford, MK42 7LZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Rope Walk, Bedford, MK42 0DJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Frogmore Street, Tring, HP23 5BN	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	10	0.0%	0
Marks and Spencer (M&S), Sam Clark Way, Kempston, MK42 7GB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0
Morrisons Superstore, Ampthill Road, Bedford, MK42 9PP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, High Street, Houghton Regis, Dunstable, LU5 5BJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
S C Sinfield, Balls Lane, Willington, MK44 3PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Berryfields Local Centre, Aylesbury, HP18 0PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore, Bramingham Park, Quantock Rise, Luton, LU3 4AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Clapham Road, Bedford, MK41 7PJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Gambrel Road, Westgate Industrial Estate, Northampton, NN5 5DG	0.3%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Luton Road, Dunstable, LU5 4RF								
Tesco Express, Beauvais Square, Shortstown, MK42 0GE	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bordeaux Close, Duston, Northampton, NN5 6YR	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Butts Road, East Hunsbury, Northampton, NN4 0UE	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Cannon Street, Wellingborough, NN8 4DU	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coppice Drive, Spinney Hill, Northampton, NN3 6ND	0.2%	2	2.2%	2	0.0%	0	0.0%	0
Tesco Express, Grafton Close, Bushfield Centre, Wellingborough, NN8 5WA	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Langdale Road, Dunstable, LU6 3BS	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tring Road, Wendover, HP22 6NU	0.1%	1	0.0%	0	0.0%	0	0.5%	1
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.2%	2	2.2%	2	0.0%	0	0.0%	0
Tesco Extra, Skimpot Road, Dunstable, LU5 4JU	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Tesco Superstore, London Road, Tring, HP23 5NB	0.2%	2	0.0%	0	0.0%	0	1.6%	2
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	0.2%	2	0.0%	0	0.0%	0	1.6%	2
Waitrose, Newport Pagnell Road, Northampton, NN4 6HP	0.1%	1	0.5%	1	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FW	0.1%	1	1.4%	1	0.0%	0	0.0%	0
Weighted base:	967	99	41	15	78	116	182	88
Sample:	975	57	77	73	58	64	76	72

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>Q10 How much did you spend on your last top-up food and grocery shopping at (STORE MENTIONED AT Q09)?</b>																
<i>Asked to those who do top up shopping at Q10</i>																
£1 - £5	11.2%	120	8.5%	12	17.8%	7	31.5%	5	9.9%	8	12.6%	16	6.2%	12	6.3%	6
£6 - £10	17.8%	190	17.1%	24	20.7%	9	19.1%	3	8.3%	7	18.5%	23	19.0%	36	15.0%	15
£11 - £15	13.2%	141	9.4%	13	14.3%	6	11.6%	2	6.5%	5	16.9%	21	9.7%	19	22.6%	22
£16 - £20	18.2%	194	11.4%	16	15.3%	6	9.4%	1	33.2%	27	23.3%	29	18.9%	36	16.0%	16
£21 - £25	6.8%	73	5.5%	8	5.3%	2	5.0%	1	11.2%	9	5.3%	7	11.8%	22	2.6%	3
£26 - £30	6.3%	68	6.5%	9	6.5%	3	7.2%	1	4.9%	4	4.9%	6	6.2%	12	4.4%	4
£31 - £35	2.3%	24	3.6%	5	1.4%	1	0.0%	0	2.7%	2	0.0%	0	3.3%	6	0.0%	0
£36 - £40	4.2%	45	6.1%	9	5.4%	2	4.2%	1	4.1%	3	0.0%	0	5.5%	10	4.8%	5
£41 - £45	2.1%	22	2.1%	3	0.0%	0	0.0%	0	3.2%	3	6.9%	9	1.1%	2	3.2%	3
£46 - £50	3.2%	35	7.6%	11	6.2%	3	4.2%	1	0.7%	1	0.6%	1	4.2%	8	4.8%	5
£51 - £55	1.0%	11	0.0%	0	0.7%	0	0.0%	0	0.0%	0	5.4%	7	0.9%	2	0.5%	0
£56 - £60	2.0%	21	3.6%	5	0.0%	0	0.8%	0	1.8%	1	0.0%	0	2.2%	4	5.8%	6
£61 - £65	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	2.5%	2
£66 - £70	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
£76 - £80	0.8%	8	1.9%	3	0.7%	0	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.5%	5	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.3%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.3%	78	13.7%	19	3.2%	1	4.7%	1	5.6%	5	3.7%	5	8.2%	16	8.5%	8
(Refused)	1.5%	16	0.0%	0	1.8%	1	0.8%	0	3.7%	3	0.0%	0	2.4%	5	3.1%	3
<i>Mean:</i>		<i>23.51</i>		<i>27.06</i>		<i>19.32</i>		<i>15.92</i>		<i>25.81</i>		<i>20.13</i>		<i>21.89</i>		<i>23.67</i>
Weighted base:		1068		139		42		15		82		124		191		97
Sample:		1050		75		78		73		60		70		79		77

**Q11 How often do you do your top-up food shopping at (STORE MENTIONED AT Q09)?***Asked to those who do top up shopping at Q10*

7 times a week	1.6%	17	0.0%	0	3.2%	1	3.2%	0	0.0%	0	2.1%	3	2.0%	4	0.5%	0
4-6 times a week	3.4%	36	0.4%	1	5.1%	2	5.0%	1	0.7%	1	4.8%	6	3.5%	7	3.9%	4
2-3 times a week	33.4%	357	46.2%	64	24.3%	10	53.1%	8	37.7%	31	25.2%	31	32.2%	62	32.7%	32
Once a week	35.9%	384	34.9%	49	37.9%	16	26.1%	4	36.1%	30	42.8%	53	34.5%	66	32.2%	31
Once a fortnight	13.2%	141	12.0%	17	10.7%	4	7.8%	1	15.9%	13	9.3%	12	10.8%	21	14.5%	14
Once a month	5.4%	57	1.5%	2	6.5%	3	2.8%	0	2.8%	2	6.2%	8	10.3%	20	7.7%	7
Less than once a month	2.2%	23	2.1%	3	0.0%	0	0.0%	0	0.7%	1	3.9%	5	2.4%	5	5.1%	5
Have only used once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.0%	53	2.9%	4	12.2%	5	2.0%	0	6.2%	5	5.7%	7	4.2%	8	3.5%	3
<i>Mean:</i>		<i>1.64</i>		<i>1.64</i>		<i>1.76</i>		<i>2.15</i>		<i>1.52</i>		<i>1.61</i>		<i>1.63</i>		<i>1.52</i>
Weighted base:		1068		139		42		15		82		124		191		97
Sample:		1050		75		78		73		60		70		79		77



Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
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We now have a few questions about where you go for non-food shopping. In answering these questions, the location may be a town centre, a retail park, a free-standing store, or it could be facilities such as the internet, TV shopping or catalogue.

**Q12 Where did you last buy clothing or footwear goods?***Excl. Nulls & SFT***Zone 1**

Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	3.1%	23	0.0%	0	0.0%	0	0.0%	0	3.4%	2	4.4%	4	0.0%	0	3.0%	2
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	2.7%	19	0.0%	0	2.4%	1	0.0%	0	0.9%	1	1.6%	1	3.9%	5	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	1.5%	11	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Watling Street, Bletchley, Milton Keynes, MK1 1HS	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.4%	4	0.7%	1	0.8%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	17.6%	128	4.0%	3	5.2%	2	21.7%	2	10.1%	7	30.2%	27	13.3%	16	16.0%	10
Tesco Express, Buckingham Road, Bletchley, Milton Keynes, MK3 5BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	1.0%	7	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elder Gate, Milton Keynes, MK9 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Sunset Walk, Burns Way, East, Milton Keynes, MK9 3PD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	31.5%	229	30.1%	25	69.0%	22	43.0%	4	30.0%	20	28.0%	25	9.3%	11	16.4%	10
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	1.1%	8	0.7%	1	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																
Aldi, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.4%	3	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston District Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	1.2%	9	2.6%	2	0.0%	0	1.3%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	0.8%	6	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Bradwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	1.2%	9	6.1%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	0.5%	4	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.3%	2	0.0%	0	2.4%	1	7.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
<b>Zone 11</b>																
Amphill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Newport Road, Woburn Sands, Milton Keynes, MK17 8UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Woburn Sands Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.8%	1	0.0%	0	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	7	0.0%	0
Aylesbury Town Centre	2.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	14.2%	17	2.7%	2
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	15	0.0%	0
Marks and Spencer (M&S), High Street, Aylesbury, HP20 1SH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	2.5%	18	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	15	2.7%	2
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Winslow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bicester Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Bicester Town Centre	2.4%	18	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	20.2%	13
Bicester Village Outlet Centre, Bicester, OX26 6WD	1.0%	8	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	6.8%	4
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
6FA								
Tesco Superstore, Lakeview Drive, Bicester, OX26	0.2%	1	0.0%	0	0.0%	0	0.0%	0
IDE								
Asda, Court Drive, Dunstable, LU5 4JD	0.5%	4	0.0%	0	0.0%	0	4.4%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	2.0%	14	7.1%	6	0.0%	0	2.9%	3
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Banbury Town Centre	0.9%	7	6.0%	5	0.0%	0	0.0%	0
Beaconsfield Town Centre, HP9 1QW	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Bedford Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkhamsted Town Centre	0.2%	2	0.0%	0	0.0%	0	1.4%	2
Biggleswade Retail Park (also known as A1 Trading Park), Biggleswade, SG18 8PS	2.1%	16	0.0%	0	0.0%	0	3.9%	5
Boundary Outlet, A1, Grantham, NG32 2AB	0.1%	1	0.0%	0	1.3%	0	0.0%	0
Boundary Outlet, Poplar Way, Catcliffe, Rotherham, S60 5TR	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP	0.5%	3	0.0%	0	0.0%	0	2.9%	3
Brighton City Centre, BN1 1HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.9%	6	0.0%	0	0.0%	0	0.0%	0
Chicksands Village Centre, SG17 5XY	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Newport Pagnell Road, Northampton, NN4 6HP	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Dorking Town Centre, RH4 1AW	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Hatfield Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1
High Wycombe Town Centre, HP11 2DQ	0.5%	3	3.5%	3	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	1.6%	11	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre, LL30 2RP	0.1%	1	0.0%	0	0.0%	0	0.8%	1
London Designer Outlet, Wembley Park Boulevard, London, HA9 0TG	0.5%	3	0.0%	0	0.0%	0	2.9%	3
Market Harborough Town Centre, LE16 7DR	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Barnet Road, London Colney, St Albans, AL2 1AB	0.3%	2	0.0%	0	0.0%	0	1.9%	2
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S), London Road, Biggleswade, SG18 8PS	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Queens Gate Shopping Centre, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Peterborough, PE1 1NT								
Marks and Spencer (M&S), Western Road, Brighton, BN1 2BJ	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Northampton Town Centre	0.7%	5	4.9%	4	0.0%	0	7.0%	1
Oxford City Centre	0.9%	7	0.7%	1	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH	0.1%	1	0.0%	0	0.9%	0	2.6%	0
Sainsbury's Superstore, Bells Brook, Biggleswade, SG18 0NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bramingham Park, Quantock Rise, Luton, LU3 4AB	0.3%	2	2.6%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Clapham Road, Bedford, MK41 7PJ	0.2%	1	0.0%	0	0.0%	0	2.2%	1
Sainsbury's Superstore, Luton Road, Dunstable, LU5 4RF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sandy Town Centre	0.4%	3	3.5%	3	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.8%	6	6.9%	6	0.0%	0	0.0%	0
St Albans City Centre, AL1 3DH	0.3%	2	0.0%	0	0.0%	0	0.0%	0
St Neots Town Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.1%	1	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.3%	2	2.6%	2	0.0%	0	0.0%	0
The Westgate, Queen Street, Oxford, OX1 1PB	0.2%	1	1.7%	1	0.0%	0	0.0%	0
Wellingborough Town Centre	0.3%	2	0.0%	0	0.0%	0	1.3%	0
Weighted base:	727	83	31	9	67	90	118	62
Sample:	786	52	61	46	57	50	56	55

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q13 Where did you last buy books, stationery, CDs, DVDs?</b>								
<i>Excl. Nulls &amp; SFT</i>								
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	3.3%	12	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	5.0%	18	0.0%	0	7.6%	2	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	0.4%	1	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	1.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	1.3%	5	0.0%	0	0.0%	0	0.0%	0
Water Eaton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	1.9%	7	0.0%	0	0.0%	0	0.0%	0
Westcroft District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	1.0%	4	7.3%	3	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	24.2%	86	26.9%	11	29.1%	6	21.6%	1
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	1.3%	5	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1AJ	0.6%	2	0.0%	0	0.0%	0	8.0%	2
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	2.9%	10	5.4%	2	16.5%	3	2.5%	0
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home Bargains)	1.7%	6	0.0%	0	1.4%	0	0.0%	0
Co-Op Food, St Leger Court, Great Linford, Milton Keynes, MK14 5HA	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Willen District Centre	0.6%	2	0.0%	0	0.0%	0	8.0%	2
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	1.7%	6	5.4%	2	0.0%	0	0.0%	0
Stony Stratford Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	2.6%	9	5.4%	2	4.3%	1	2.5%	0
Wolverton Town Centre	1.3%	5	3.5%	1	5.1%	1	0.0%	0
Brackley Town Centre	0.7%	2	6.2%	2	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Buckingham Town Centre	1.0%	4	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.9%	3	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Newport Pagnell Town Centre	1.4%	5	0.0%	0	17.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	2.0%	7	0.0%	0	14.5%	3	52.8%	3	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.1%	0	0.0%	0	0.0%	0	6.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>																
Ampthill Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0
Bromham Village Centre, MK43 8JT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Wilstead Village Centre, MK45 3BT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	5	0.0%	0	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0
Woburn Sands Emporium, Newport Road, Woburn Sands, Milton Keynes, MK17 8UF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	5.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4	26.6%	15	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Gatehouse Road, Aylesbury, HP19 8ED	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	3.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	11	1.5%	0
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0
Bicester Town Centre	3.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.5%	14
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	3
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Aldi, Fairhill, Bedford, MK41 7FY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Arlesey Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.3%	5	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Bedford Town Centre	2.7%	10	0.0%	0	0.0%	0	2.5%	0	33.4%	9	0.0%	0	0.0%	0	0.0%	0
Berkhamsted Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Central London / West End	0.6%	2	1.4%	1	3.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Denham Giant Car Boot Sale, Denham Court Drive, Denham, UB9 5PG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Dunstable Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Harpden Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Heathrow Airport, Longford, Hounslow, TW6 1AH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Huntingdon Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Interchange Retail Park, Bedford, MK42 7RW	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Luton Airport,	0.1%	0	0.0%	0	0.0%	0	6.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Airport Way, Luton, LU2 9LY								
Morrisons Superstore, High Street, Houghton Regis, Dunstable, LU5 5BJ	1.1%	4	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	1.1%	4	10.2%	4	0.0%	0	0.0%	0
Oxford City Centre	1.9%	7	5.4%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade, SG18 0NA	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Clapham Road, Bedford, MK41 7PJ	0.4%	1	0.0%	0	0.0%	0	5.1%	1
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	0.3%	1	0.0%	0	0.0%	0	0.0%	0
St Albans City Centre, AL1 3DH	0.4%	1	0.0%	0	0.0%	0	3.7%	1
St Johns Centre / Retail Park, Rope Walk, Bedford, MK42 0DJ	0.2%	1	0.0%	0	0.0%	0	2.0%	1
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.4%	1	0.0%	0	0.0%	0	5.1%	1
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.2%	1	1.4%	1	0.0%	0	0.0%	0
Victoria Retail Park, Whitworth Way, Wellingborough, NN8 2EF	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.1%	0	0.0%	0	0.0%	0	5.0%	0
White Lion Retail Park, Dunstable, LU5 4WL	1.1%	4	0.0%	0	0.0%	0	7.3%	3
Witney Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5JS	0.2%	1	0.0%	0	0.0%	0	2.0%	1
Weighted base:	354	40	21	5	28	40	56	32
Sample:	422	29	42	29	26	25	29	28

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>Q14 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?</b>																
<i>Excl. Nulls &amp; SFT</i>																
<b>Zone 1</b>																
Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	2.5%	16	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0
Asda, Islay Court, Jersey Drive, Newton Leys, Bletchley, Milton Keynes, MK3 5QW	0.4%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	2.1%	13	0.0%	0	9.5%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Fenny Stratford Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	4.9%	32	0.0%	0	9.3%	3	0.0%	0	2.8%	2	5.3%	5	7.3%	8	6.9%	4
Matalan, Watling Street, Bletchley, Milton Keynes, MK1 1HS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	3.0%	19	0.0%	0	2.3%	1	3.3%	0	6.0%	4	4.4%	4	2.1%	2	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafton Retail Park, Oldbrook, Milton Keynes, MK6 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	26.8%	173	30.6%	22	43.1%	14	29.5%	3	22.8%	14	31.4%	27	8.5%	9	18.2%	11
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	9.7%	63	4.6%	3	17.0%	6	21.5%	2	3.3%	2	6.1%	5	5.9%	6	4.2%	3
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	1.6%	10	2.9%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	1.1%	7	4.0%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0
Winterhill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1AJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Kingston District Centre	0.6%	4	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Keynes, MK10 0AH																
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home Bargains)	1.0%	7	0.0%	0	5.7%	2	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Milton Keynes, MK10 9SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	2.4%	15	10.9%	8	0.9%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Stony Stratford Town Centre	0.2%	1	0.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	1.4%	9	2.9%	2	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Old Tiffield Road, Towcester, NN12 6PF	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.1%	2
Tesco Superstore, Oxford Road, Brackley, NN13 7EF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Towcester Town Centre	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Newport Road, Woburn Sands, Milton Keynes, MK17 8UE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	13	0.8%	1	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Woburn Sands Town Centre	0.7%	4	0.0%	0	2.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Aston Clinton Village Centre, HP22 5HL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	2.1%	14	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	8.4%	9	0.0%	0
Aylesbury Town Centre	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	9	2.0%	1
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	4.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	25	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons Superstore, Station Way, Aylesbury, HP20 2HX	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0
Vale Retail Park, Vale Park Drive, Aylesbury, HP20	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
IDH																
Winslow Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Bicester Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6
Bicester Village Outlet Centre, Bicester, OX26 6WD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	10
Sobell House Bicester Warehouse, Launton Business Centre, Murdock Road, Bicester, OX26 4PL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Alban Retail Park, London Road, Bedford, MK42 0NW	1.8%	12	0.0%	0	0.0%	0	1.1%	0	19.3%	12	0.0%	0	0.0%	0	0.0%	0
Aldi, Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southern Cross Trading Estate, Bognor Regis, PO22 9SE	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	1.1%	7	4.7%	3	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	1.6%	1
Banbury Town Centre	1.0%	6	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Bedford Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	12.1%	7	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Padholme ROAD, Peterborough, PE1 5UY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Castlefields Retail Park, Wellingborough, NN8 2DP	1.7%	11	0.0%	0	0.0%	0	33.5%	4	0.0%	0	0.0%	0	4.3%	5	4.2%	3
Crawley Town Centre, RH10 1HS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Luton Road, Dunstable, LU5 4JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	0.9%	6	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Hatfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	1.4%	9	0.0%	0	0.0%	0	0.0%	0	13.2%	8	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Dunstable Road, Luton, LU4 8DN	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Marks and Spencer (M&S), Oxford Road Eden Place High Wycombe, HP11 2DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Nene Valley Retail Park, Towester Road, Northampton, NN1 1ET	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	7
Peterborough City Centre, PE1 1NH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Dunstable Road, Luton, LU1 1DY								
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.4%	3	4.0%	3	0.0%	0	0.0%	0
St James Retail Park, Towester Road, Northampton, NN1 1EE	0.1%	1	0.0%	0	0.0%	0	1.1%	0
St Johns Centre / Retail Park, Rope Walk, Bedford, MK42 0DJ	0.5%	3	0.0%	0	0.0%	0	4.3%	3
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.2%	1	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.3%	2	2.9%	2	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.5%	3	4.7%	3	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0
White Lion Retail Park, Dunstable, LU5 4WL	1.1%	7	0.0%	0	0.0%	0	0.0%	0
Weighted base:	647		72	33	11	61	85	106
Sample:	674		43	55	59	49	42	49

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q15 Where did you last buy goods such as toys, games, bicycles and recreational goods?</b>								
<i>Excl. Nulls &amp; SFT</i>								
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	1.3%	5	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	3.5%	14	9.8%	5	0.0%	0	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	0.2%	1	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	1.4%	5	1.0%	1	2.3%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Westcroft District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>								
Aldi, The Place Retail Park, Milton Keynes, MK9 1EN	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	16.7%	65	19.2%	10	29.6%	4	33.6%	2
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	1.7%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.6%	2	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	0.8%	3	4.1%	2	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1AJ	1.6%	6	5.6%	3	0.0%	0	0.0%	0
Xscape, Marlborough Gate, Milton Keynes, MK9 3XS	0.3%	1	1.0%	1	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.6%	2	0.0%	0	0.0%	0	1.3%	1
Kingston District Centre	0.6%	2	0.0%	0	17.8%	2	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	0.2%	1	0.0%	0	0.0%	0	2.5%	0
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home Bargains)	1.1%	4	0.0%	0	2.3%	0	0.0%	0
<b>Zone 5</b>								
Aldi, Stantonbury, Milton Keynes, MK14 6GU	0.8%	3	0.0%	0	0.0%	0	5.1%	2
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	25.9%	101	25.0%	13	29.7%	4	44.8%	2
<b>Zone 7</b>								
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Stacey Bushes Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Stony Stratford Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	1.1%	4	5.6%	3	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Town Centre	0.8%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Old Greens Norton Road, Towcester, NN12 8AX	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Osier Way, Buckingham, MK18 1TG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Buckingham Town Centre	0.5%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	0.7%	3	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.4%	2	0.0%	0	5.8%	1	16.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Amphill, Bedford, MK45 2LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 12</b>																
Aldi, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Aspley Guise & Woburn Sands Golf Club, West Hill, Aspley Guise, Milton Keynes, MK17 8DX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	1.5%	1	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
The Works, Harlington Road, Toddington, Dunstable, LU5 6HE	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0
Woburn Sands Emporium, Newport Road, Woburn Sands, Milton Keynes, MK17 8UF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0
Aylesbury Town Centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	8	0.0%	0
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	10.0%	39	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	61.0%	35	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	8
Bicester Village Outlet Centre, Bicester, OX26 6WD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Launton Road Retail Park, Bicester, OX26 4JQ	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	5
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
<b>Outside Survey Area</b>																
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	0.8%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Banbury Town Centre	1.2%	5	5.6%	3	0.0%	0	0.0%	0
Bedford Town Centre	2.5%	10	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering, NN16 9TS	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.7%	3	0.0%	0	0.0%	0	1.3%	1
Diss Town Centre, IP22 4LB	0.1%	0	0.0%	0	2.3%	0	0.0%	0
Dunstable Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre, NR30 2EJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Hatters Way Retail Park / Chaul End Lane, Luton, LU4 8EZ	2.3%	9	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	1.0%	4	0.0%	0	0.0%	0	9.1%	4
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Northfield Avenue, Mariners Way, Kettering, NN16 8AR	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	1.0%	1	0.0%	0	0.0%	0
Morrisons Superstore, Amphill Road, Bedford, MK42 9PP	0.1%	1	0.0%	0	0.0%	0	1.3%	1
Northampton Town Centre	0.4%	1	2.7%	1	0.0%	0	0.0%	0
Oakley Village Centre, MK43 7RJ	0.1%	1	0.0%	0	0.0%	0	1.3%	1
Portishead Town Centre, BS20 6AH	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH	0.8%	3	0.0%	0	0.0%	0	6.9%	3
Sainsbury's Superstore, Gambrel Road, Westgate Industrial Estate, Northampton, NN5 5DG	0.7%	3	5.6%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Saxon Centre, Bedford Road, Kempston, Bedford, MK42 8AY	0.1%	1	0.0%	0	0.0%	0	1.3%	1
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.6%	2	0.0%	0	0.0%	0	5.1%	2
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.5%	2	4.1%	2	0.0%	0	0.0%	0
Toys R Us, Tilling Road, Brent Cross, London, NW2 1LW	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre, EN8 7BY	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Wellingborough Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable, LU5 4WL	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre, SL4 ITG	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	390		52	13	5	44	56	57
Sample:	382		28	26	22	31	28	27

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q16 Where did you last buy chemist goods, including health and beauty products?</b>								
<i>Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	1.1%	11	0.5%	1	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	5.5%	55	4.2%	5	7.8%	3	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	2.5%	25	0.0%	0	3.6%	2	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Melrose Avenue Local Centre, Bletchley, MK3 6PB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	1.4%	14	0.0%	0	0.0%	0	1.8%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	1.7%	17	0.0%	0	0.0%	0	0.0%	0
Furzton District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Jardines Pharmacy, Benbow Court, Shenley Church End, Milton Keynes, MK5 6JG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Rainbow Pharmacy, Witham Court, Bletchley, Milton Keynes, MK3 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	0.8%	8	2.4%	3	0.0%	0	0.0%	0
Shenley Church End Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Westcroft District Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	4.3%	43	2.4%	3	0.0%	0	0.0%	0
Whaddon Way Local Centre, Bletchley, Milton Keynes, MK3 7DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>								
Aldi, The Place Retail Park, Milton Keynes, MK9 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beanhill Local Centre, Milton Keynes, MK6 4LP	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Fishermead Local Centre, Milton Keynes, MK6 2AG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	12.1%	122	10.6%	13	21.0%	9	8.5%	1
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield Local Centre, Milton Keynes, MK6 4HS	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	1.1%	11	0.0%	0	0.7%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Keynes, MK6 1AJ								
Brookland Local Centre, Milton Keynes, MK10 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Brownswood Local Centre, MK7 8DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Kingston District Centre	1.3%	13	2.4%	3	0.0%	0	1.8%	0
Lidl, Fen Street, Milton Keynes, MK10 7NP	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Village Centre, MK10 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	0.8%	8	0.0%	0	1.3%	1	0.7%	0
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home Bargains)	2.7%	27	0.0%	0	0.7%	0	0.0%	0
Waitrose, Babbage Gate, Milton Keynes, MK10 9SU	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Walnut Tree Local Centre, Milton Keynes, MK7 7AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>								
Aldi, Stantonbury, Milton Keynes, MK14 6GU	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neath Hill Local Centre, Milton Keynes, MK14 6JY	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Stantonbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willen District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Bradville Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bradwell Common Local Centre, Milton Keynes, MK13 8RN	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Great Holm Village Centre, MK8 9HN	0.5%	6	3.3%	4	0.0%	0	0.0%	0
Heelands Local Centre, Milton Keynes, MK13 7PN	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Greenleys Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Greenleys Local Centre, Milton Keynes, MK12 6AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Bradwell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford Town Centre	1.2%	12	4.5%	5	7.5%	3	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	2.1%	21	5.8%	7	0.0%	0	0.0%	0
Wolverton Town Centre	0.8%	8	0.0%	0	1.3%	1	0.0%	0
Aldi, Old Greens Norton Road, Towcester, NN12 8AX	0.3%	3	2.4%	3	0.0%	0	0.0%	0

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total		Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14							
Aldi, Osier Way, Buckingham, MK18 1TG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Brackley Medical Centre, Wellington Road, Brackley, NN13 6QZ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	1.4%	14	11.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	0.9%	9	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Bugbrooke Village Centre, NN7 3PG	0.3%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham, MK18 1AB	1.0%	10	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	3.9%	3
Tesco Superstore, Old Tiffield Road, Towcester, NN12 6PF	1.0%	10	8.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester Town Centre	0.4%	4	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Towcester, NN12 6HZ	0.3%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Astons Pharmacy, Wordsworth Avenue, Newport Pagnell, MK16 8SB	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	2.6%	26	0.0%	0	53.6%	23	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	1.3%	13	0.0%	0	0.0%	0	75.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.1%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>																
Amphill Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0	2.7%	5	0.0%	0
Cranfield Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	6.9%	7	1.1%	1	0.0%	0	0.0%	0
Marston Moretaine Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	1.0%	10	0.0%	0	0.0%	0	0.0%	0	8.2%	8	1.1%	1	0.0%	0	0.0%	0
Wilstead Village Centre, MK45 3BT	0.7%	7	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.0%	0	0.0%	0
<b>Zone 12</b>																
Aldi, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edlesborough Village Centre, LU6 2JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Ivinghoe Village Centre, LU7 9EQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	43	0.5%	1	0.0%	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	9	0.0%	0	0.0%	0
Toddington Village Centre, LU5 6BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Touchwood Pharmacy, Coniston Road, Leighton Buzzard, LU7 2PJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Waitrose, Waterborne Walk, Leighton Buzzard, LU7 1DH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Woburn Sands Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Aylesbury Town Centre	6.5%	65	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.1%	64	1.4%	1
Morrisons Superstore, Station Way, Aylesbury, HP20 2HX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
North Marston Village Centre, MK18 3PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

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February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Gatehouse Road, Aylesbury, HP19 8ED																
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	5.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	45	4.8%	4
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	10	0.0%	0
Tring Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.3%	2	0.0%	0
Vale Retail Park, Vale Park Drive, Aylesbury, HP20 1DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Walton Court Centre, Hannon Road, Aylesbury, HP21 8TJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Winslow Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0
Bicester Town Centre	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.6%	40
Bicester Village Outlet Centre, Bicester, OX26 6WD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0
Launton Road Retail Park, Bicester, OX26 4JQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Town Centre, Hatfield, AL10 0JP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
B&M, Southern Cross Trading Estate, Bognor Regis, PO22 9SE	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	0.4%	4	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	0.7%	7	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bedford Town Centre	0.7%	7	0.0%	0	1.7%	1	1.8%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0
Berkhamsted Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Biggleswade Retail Park (also known as A1 Trading Park), Biggleswade, SG18 8PS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Central 6 Retail Park, Warwick Road, Coventry, CV3 6TA	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.4%	2	0.0%	0	0.0%	0
Daventry Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Harrold Village Centre, MK43 7BH	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	1.9%	19	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0
Kempston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Houghton Road, Houghton Regis, Dunstable, LU5 5AX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Lloyds Pharmacy, West Way, Botley, Oxford, OX2 9TJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Morrisons Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Ampthill Road, Bedford, MK42 9PP																
Northampton Town Centre	0.6%	6	5.3%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Riverside Business Park, Fairground Way, Northampton, NN3 9HG	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Rushden Lakes Shopping Centre, Rushden, NN10 6FH	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bramingham Park, Quantock Rise, Luton, LU3 4AB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Clapham Road, Bedford, MK41 7PJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Thame, OX9 2BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Luton Road, Dunstable, LU5 4RF	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Saxon Centre, Bedford Road, Kempston, Bedford, MK42 8AY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Shefford Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Shortstown Village Centre, MK42 0UX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.9%	9	4.2%	5	0.0%	0	0.7%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, New Street, Daventry, NN11 4BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Wendover Village Centre, HP22 6DX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
White Lion Retail Park, Dunstable, LU5 4WL	0.5%	5	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5JS	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1005			119		44		17		102		130		167		88
Sample:	1091			71		90		89		85		75		73		76

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q17 Where did you last buy electrical items, such as televisions, washing machines and computers?</b>								
<i>Excl. Nulls &amp; SFT</i>								
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	2.1%	12	3.3%	2	0.0%	0	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	0.7%	4	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	1.0%	6	0.0%	0	0.0%	0	0.0%	0
Argos, Grafton Gate, West, Milton Keynes, MK9 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafton Retail Park, Oldbrook, Milton Keynes, MK6 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	33.7%	190	40.8%	27	59.8%	18	47.1%	3
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	0.9%	5	0.0%	0	2.5%	1	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.5%	3	0.0%	0	1.0%	0	0.0%	0
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	21.0%	118	15.0%	10	21.6%	6	15.3%	1
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	1.3%	8	0.0%	0	5.2%	2	0.0%	0
Kingston District Centre	0.4%	2	0.0%	0	0.0%	0	4.5%	2
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	0.5%	3	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home Bargains)	0.2%	1	0.0%	0	0.0%	0	1.2%	1
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	2.1%	12	2.1%	1	7.0%	2	0.0%	0
<b>Zone 7</b>								
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Benchmark Kitchens & Joinery, Dean's Road, Wolverton, Milton Keynes, MK12 5NA	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford Town Centre	0.1%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	0.7%	4	0.0%	0	1.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Buckingham Town Centre	0.4%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.2%	1	0.0%	0	1.0%	0	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.2%	1	0.0%	0	0.0%	0	16.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Village Centre	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	4.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	27.9%	24	2.7%	1
Aylesbury Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.5%	5	2.7%	1
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Gatehouse Road, Aylesbury, HP19 8ED	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	7	0.0%	0
Vale Retail Park, Vale Park Drive, Aylesbury, HP20 1DH	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Launton Road Retail Park, Bicester, OX26 4JQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	6
Tesco Superstore, Lakeview Drive, Bicester, OX26 IDE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.5%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Interchange Retail Park, Bedford, MK42 7GA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	2.1%	12	13.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3
Banbury Town Centre	0.6%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	11.6%	6	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering, NN16 9TS	1.8%	10	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Carlton Village Centre, MK43 7JR	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey, WD25 8JS	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Dunstable Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Hatters Way Retail Park / Chaul End Lane, Luton, LU4 8EZ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Hemel Hempstead Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Howdens, Arkwright Road Industrial Estate, Bedford, MK42 0LQ	0.3%	1	0.0%	0	0.0%	0	2.9%	1
Interchange Retail Park, Bedford, MK42 7RW	0.1%	1	0.0%	0	0.0%	0	1.2%	1
John Lewis, Bridge Road, Welwyn Garden City, AL8 6TP	0.3%	2	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Kempston Town Centre	0.2%	1	0.0%	0	0.0%	0	2.3%	1
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Luton Road, Dunstable, LU5 4LW	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1
Nene Valley Retail Park, Towester Road, Northampton, NN1 1ET	0.1%	1	0.8%	1	0.0%	0	0.0%	0
Oxford City Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0
Riverfield Drive, Bedford, MK41 0UE (Wickes, B&M)	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park, Fairground Way, Northampton, NN3 9HG	0.1%	1	0.8%	1	0.0%	0	1.6%	0
Sainsbury's Superstore, Saxon Centre, Bedford Road, Kempston, Bedford, MK42 8AY	0.2%	1	0.0%	0	0.0%	0	1.6%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.6%	3	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towester Road, Northampton, NN1 1EE	0.5%	3	4.4%	3	0.0%	0	1.6%	0
St Johns Centre / Retail Park, Rope Walk, Bedford, MK42 0DJ	3.8%	21	7.7%	5	0.0%	0	28.7%	14
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.1%	1	0.0%	0	0.0%	0	1.2%	1
Tudor Rose Patchwork, Oakley Park Station Road, Oakley, MK43 7RB	0.5%	3	0.0%	0	0.0%	0	6.2%	3
Wendover Village Centre, HP22 6DX	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	565	65	30	7	49	78	85	44
Sample:	671	44	62	43	41	52	40	37

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q18 Where did you last buy DIY or gardening goods?</b>								
<i>Excl. Nulls &amp; SFT</i>								
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.4%	4	2.1%	2	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	1.2%	11	2.8%	3	0.0%	0	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	1.2%	10	0.0%	0	0.0%	0	0.0%	0
Fenny Stratford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.1%	1	0.0%	0	1.9%	1	0.0%	0
Selco Builders Warehouse, Denbigh Road, Bletchley, Milton Keynes, MK1 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Denbigh Road, Bletchley, Milton Keynes, MK1 1AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Watling Street, Bletchley, Milton Keynes, MK1 1BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>								
Aldi, Westcroft Retail Park, Barnsdale Drive, Westcroft, MK4 4DD	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	0.9%	7	2.9%	3	0.0%	0	0.0%	0
Grafton Retail Park, Oldbrook, Milton Keynes, MK6 2RX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	2.5%	22	7.7%	8	2.7%	1	4.1%	1
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	7.5%	65	2.8%	3	8.4%	3	0.0%	0
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	0.5%	4	2.1%	2	0.8%	0	0.0%	0
Wickes, Winterhill House, Winterhill, Milton Keynes, MK6 1AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Winterhill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1AJ	1.1%	10	0.0%	0	0.0%	0	0.6%	1
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Kingston District Centre	0.5%	5	0.0%	0	8.1%	3	0.0%	0
The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA (Homesense, Boots, Home	0.7%	6	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Bargains)								
Waitrose, Babbage Gate, Milton Keynes, MK10 9SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>								
Aldi, Stantonbury, Milton Keynes, MK14 6GU	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.2%	2	0.0%	0	0.0%	0	0.0%	2
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	0.3%	3	0.0%	0	1.9%	1	0.0%	0
<b>Zone 6</b>								
B&Q, Patriot Drive, Milton Keynes, MK13 8PU	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	21.3%	184	15.1%	15	38.9%	15	18.7%	3
Jewsons, Dickens Road, Old Wolverton, Wolverton, Milton Keynes, MK12 5QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0
New Bradwell Village Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0
Screwfix, Stacy Bushes Trading Centre, Erica Road, Stacey Bushes, Milton Keynes, MK12 6HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sid Telfers, Newport Road, New Bradwell, Milton Keynes, MK13 0AJ	0.1%	1	0.0%	0	0.8%	0	0.0%	0
Stacey Bushes Local Centre	0.2%	2	0.5%	1	0.0%	0	0.0%	0
Stony Stratford Town Centre	0.8%	7	1.9%	2	0.8%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	0.2%	2	0.0%	0	3.8%	1	0.0%	0
Tools4Trade, Wolverton Mill, Wolverton, Milton Keynes, MK12 6LB	0.2%	1	0.0%	0	0.0%	0	1.5%	1
Toolstation, Stacey Bushes Trading Estate, Erica Road, Milton Keynes, MK12 6HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>								
Adstone Village Centre, NN12 8DY	0.1%	1	0.5%	1	0.0%	0	0.0%	0
B&M, Old Tiffield Road, Towcester, NN12 6PF	0.2%	1	1.4%	1	0.0%	0	0.0%	0
Bell Plantation, Watling Street, Towcester, NN12 6GX	0.5%	4	4.2%	4	0.0%	0	0.0%	0
Buckingham Town Centre	1.1%	10	9.2%	9	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Watling Street, Potterspury, Towcester, NN12 7QN	1.5%	13	9.2%	9	4.6%	2	0.0%	0
Huws Gray, Old Greens Norton Road, Towcester, NN12 8AX	0.1%	1	0.5%	1	0.0%	0	0.0%	0
Old Stratford Village Centre, MK19 6AE	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Screwfix, Tungsten Business Park, Wellington Road, Brackley, NN13 6RE	0.1%	1	0.5%	1	0.0%	0	0.0%	0
Screwfix, Valley Business Park, Old Tiffield Road,	0.7%	6	3.5%	4	0.0%	0	0.0%	3

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

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	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Towcester, NN12 6PG								
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley, NN13 7EF	0.1%	1	1.1%	1	0.0%	0	0.0%	0
<b>Zone 9</b>								
Alban Hill Nurseries, High Street, Sherington, Newport Pagnell, MK16 9QP	0.2%	2	0.0%	0	1.9%	1	6.7%	1
Newport Pagnell Town Centre	0.1%	1	0.0%	0	2.3%	1	2.0%	0
Sherington Nurseries, Bedford Road, Sherington, MK16 9NQ	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sherington Village Centre	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Emberton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Olney Town Centre	0.6%	5	0.0%	0	0.0%	0	34.6%	5
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Flitwick Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Kempston Nurseries, Green End Road, Bedford, MK43 8RL	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Seasons Garden Centre, Bedford Road, Bedford, MK45 3HU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	0.1%	1	0.0%	0	0.0%	0	0.6%	1
B&M, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	2.0%	18	0.5%	1	4.8%	2	2.8%	0
Flitvale Garden Centre, Flitwick Road, Westoning, Bedford, MK45 5AA	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Newport Road, Woburn Sands, Milton Keynes, MK17 8UE	2.3%	20	0.0%	0	7.5%	3	2.8%	0
Grovebury Retail Park, Leighton Buzzard, LU7 4EG	0.7%	6	0.0%	0	0.0%	0	0.0%	0
Harlington Village Centre, LU5 6LS	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Linslade, Leighton Buzzard, LU7 1ER	2.2%	19	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Garden Centre, Hockliffe Road, Leighton Buzzard, LU7 9NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	3.3%	28	0.0%	0	0.0%	0	0.0%	0
Poplars Garden Centre, Harlington Road, Toddington, Dunstable, LU5 6HE	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Wavendon Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Woburn Sands Emporium, Newport Road, Woburn Sands, Milton Keynes, MK17 8UF	0.6%	5	0.0%	0	0.0%	0	0.8%	0
Woburn Sands Town Centre	0.7%	6	0.0%	0	0.8%	0	2.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	4.0%	35	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Aylesbury Town Centre	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	22	0.0%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 IEA	3.4%	30	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.6%	1	19.9%	27	0.0%	0
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Screwfix, Kempson Close, Gatehouse Way, Gatehouse Industrial Area, Aylesbury, HP19 8UQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.2%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tring Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Vale Retail Park, Vale Park Drive, Aylesbury, HP20 1DH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Winslow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bicester Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	1.0%	9	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7
Bicester Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	11
Buckingham Nurseries & Garden Centre, Tingewick Road, Buckingham, MK18 4AE	0.6%	5	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester, OX26 4JQ	4.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.7%	38
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Preston Bissett Nurseries, Bushey Lane, Preston Bissett, Buckingham, MK18 4ND	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.4%	1
Preston Bissett Village Centre, MK18 4LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Wickes, Launton Road, Bicester, OX26 6PZ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Alban Retail Park, London Road, Bedford, MK42 0NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Washbrook Road, Rushden, NN10 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Interchange Retail Park, Bedford, MK42 7GA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
B&Q, Laporte Retail Park, Dallow Road, Luton, LU1 1HJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
B&Q, Marley Way, Southam Road, Banbury, OX16 2RL	0.3%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.8%	7	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Banbury Cross Retail Park, Banbury, OX16 1LX	0.7%	6	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Banbury Town Centre	0.3%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering, NN16 9TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkhamsted Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Biggleswade Retail Park (also known as A1 Trading Park), Biggleswade, SG18 8PS	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Castlefields Retail Park, Wellingborough, NN8 2DP	1.5%	13	0.0%	0	0.0%	0	19.3%	3	5.4%	5	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	0.0%	0
Dobbies Garden Centre, Newport Pagnell Road, Northampton, NN4 6HP	0.3%	3	0.5%	1	4.2%	2	0.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Haddenham Garden Centre, Stanbridge Road, Haddenham, Aylesbury, HP17 8HN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hemel Hempstead Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Hertfordshire Garden Centre, Redding Lane, Redbourn, St Albans, AL3 7PS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Homebase, Bramingham Business Park, Enterprise Way, Luton, LU3 4BU	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Interchange Retail Park, Bedford, MK42 7RW	4.5%	39	0.0%	0	0.0%	0	0.0%	0	41.8%	39	0.0%	0	0.0%	0	0.0%	0
Kempston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ridge Road, Bedford, MK42 7LZ	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Dunstable Road, Luton, LU4 8DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, Towester Road, Northampton, NN1 1ET	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Podington by Cherry Lane, High Street, Podington, Wellingborough, NN29 7HS	0.5%	4	0.0%	0	1.9%	1	1.6%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Potton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverfield Drive, Bedford, MK41 0UE (Wickes, B&M)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Screwfix, Portland Close, Dunstable, LU5 5AW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Shefford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towester Road, Northampton, NN1 1EE	0.3%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Welwyn Garden City Town Centre	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	866	101	39	16	94	122	135	84
Sample:	909	64	72	73	68	67	62	69

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>Q19 Where did you last buy furniture, carpets and floor coverings?</b>																
<i>Excl. Nulls &amp; SFT</i>																
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.5%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes, MK1 1BN	1.6%	9	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Coleman Flooring, Barton Road, Bletchley, Milton Keynes, MK2 3BS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	6.9%	38	3.9%	3	7.3%	2	0.0%	0	0.0%	0	10.6%	8	9.8%	10	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes, MK4 4DD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafton Retail Park, Oldbrook, Milton Keynes, MK6 2RX	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	4.5%	5	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	17.3%	97	16.8%	12	26.2%	7	28.1%	3	21.7%	13	18.9%	14	12.5%	13	10.2%	5
Routeco Retail Park, Winterhill, Milton Keynes, MK6 1BN	19.9%	111	15.0%	11	33.6%	9	22.5%	3	3.5%	2	10.3%	8	16.3%	17	4.7%	3
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Elder Gate, Portway, Milton Keynes, MK9 1EN	1.2%	7	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0
Winterhill Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1AJ	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.2%	1
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.1%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Blakelands Local Centre	0.3%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																
B&Q, Patriot Drive, Milton Keynes, MK13 8PU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes, MK13 8PU	3.2%	18	3.7%	3	2.9%	1	3.9%	0	2.5%	1	5.1%	4	0.0%	0	0.0%	0
Kiln Farm Local Centre, Milton Keynes, MK11 3EW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stacey Bushes Local Centre	0.5%	3	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford Town Centre	1.2%	7	3.7%	3	6.4%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willen Hospice Furniture Store, Burners Lane, Kiln Farm, Milton Keynes, MK11 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Industrial Estate, Top Angel, Buckingham, MK18 1WA	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Road Industrial Estate, Brackley, NN13	0.5%	3	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
7BE																
Buckingham Town Centre	0.8%	5	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Carpets Northampton, Towcester Road, Milton Malsor, Northampton, NN7 3AP	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Watling Street, Potterspur, Towcester, NN12 7QN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Silverstone Village Centre	0.6%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	0.3%	1	0.0%	0	5.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavendon Village Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Town Centre	0.6%	3	0.0%	0	0.0%	0	29.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>																
Amphill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	8.9%	5	1.0%	1	0.0%	0	0.0%	0
Chapel Flooring, Woburn Road, Leighton Buzzard, LU7 0AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edlesborough Village Centre, LU6 2JH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Heath and Reach Village Centre, LU7 0AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.4%	8	0.0%	0	1.1%	0	0.0%	0	0.0%	0	9.9%	7	0.0%	0	0.0%	0
Aston Clinton Village Centre, HP22 5HL	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	9.7%	10	2.2%	1
Aylesbury Town Centre	3.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6	11.6%	12	0.9%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	2.2%	12	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	9.8%	10	0.0%	0
Phoenix Carpets, Warren Road, Milton Keynes, MK17 0PS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale Retail Park, Vale Park Drive, Aylesbury, HP20 1DH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Winslow Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Bicester Town Centre	3.2%	18	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	15
Carpets 4 Less, Telford Road, Launton Road, Bicester, OX26 4LD	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester, OX26 4JQ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	5
Argos, Weldon South Industrial Estate, Cronin Road, Corby, NN18 8AG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspects Leisure Park, Newnham Avenue, Bedford, MK41 9LN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Laporte Retail Park, Dallow Road, Luton, LU1 1HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury, OX16 1LX	2.0%	11	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	8
Banbury Town Centre	0.8%	5	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Bedford Town Centre	1.7%	10	0.0%	0	0.0%	0	0.0%	0	13.9%	8	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park / Northfield Avenue, Kettering, NN16 9TS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennetts Family Furnishing,	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Warwick Road, Banbury, OX16 2AB								
Biggleswade Retail Park (also known as A1 Trading Park), Biggleswade, SG18 8PS	0.9%	5	0.0%	0	0.0%	0	0.0%	0
Carlton Village Centre, MK43 7JR	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Castlefields Retail Park, Wellingborough, NN8 2DP	0.4%	2	0.0%	0	0.0%	0	2.2%	0
Dunelm, Southam Road, Banbury, OX16 2RX	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Dunstable Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading, RG1 3JD	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Hatters Way Retail Park / Chaul End Lane, Luton, LU4 8EZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Hatters, Goldington Road, Bedford, MK41 0DX	1.4%	8	0.0%	0	0.0%	0	2.2%	0
Interchange Retail Park, Bedford, MK42 7RW	2.0%	11	0.0%	0	1.1%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Laporte Retail Park, Dallow Road, Luton, LU1 1HJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	3.0%	17	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Dunstable Road, Luton, LU4 8DN	0.7%	4	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), St Peter's Street, St Albans, AL1 3DP	0.2%	1	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, North Avenue, Marston Green, Birmingham, B40 1NT	0.1%	1	0.0%	0	2.9%	1	0.0%	0
Nene Valley Retail Park, Towester Road, Northampton, NN1 1ET	0.4%	2	0.7%	1	0.0%	0	0.0%	0
Northants Flooring, Rothersthorpe Avenue, Northampton, NN4 8JH	0.5%	3	3.9%	3	0.0%	0	0.0%	0
Oxford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town Centre, HP27 0TT	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park, Fairground Way, Northampton, NN3 9HG	0.5%	3	3.9%	3	0.0%	0	0.0%	0
St James Retail Park, Towester Road, Northampton, NN1 1EE	0.5%	3	3.9%	3	0.0%	0	0.0%	0
St Johns Centre / Retail Park, Rope Walk, Bedford, MK42 0DJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clannell Road, Northampton, NN4 0JF	0.4%	2	2.9%	2	0.0%	0	0.0%	0
The Rural Shopping Yard, Castle Ashby, NN7 1LF	0.1%	1	0.0%	0	0.0%	0	5.8%	1
Waltham Cross Town Centre, EN8 7BY	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Whilton Locks, Whilton, Daventry, NN11 2NH	0.1%	1	0.7%	1	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable, LU5 4WL	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Weighted base:	560	74	26	11	58	74	103	54
Sample:	583	47	45	52	44	48	44	42

**Q20 Which of the following forms of shopping do you carry out? [MR]**

Internet	76.1%	1072	81.3%	149	65.2%	33	59.1%	12	80.3%	100	72.4%	138	80.5%	196	72.4%	87
Portable internet shopping (through mobile phone)	49.4%	696	54.8%	100	50.4%	25	39.8%	8	45.2%	56	50.4%	96	49.0%	119	51.4%	62
TV Shopping	6.3%	89	4.5%	8	7.8%	4	4.5%	1	4.8%	6	3.4%	6	6.0%	15	11.7%	14
(None of these)	13.6%	191	10.6%	19	22.5%	11	18.7%	4	13.5%	17	13.2%	25	10.6%	26	14.8%	18
Weighted base:	1409	183	50	20	124	190	244	121								
Sample:	1409	104	101	100	100	100	100	100								

**Q21 For your last Internet or TV order, how did you receive your goods? [MR]***Asked to those who carry out digital shopping at Q20*

Collection at store	9.8%	120	8.9%	15	6.7%	3	7.7%	1	3.1%	3	4.7%	8	14.8%	32	5.5%	6
Home delivery	89.8%	1094	86.7%	142	87.8%	34	90.8%	15	94.2%	101	91.3%	151	89.2%	194	92.6%	95
Delivery to place of work	2.4%	30	5.2%	9	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.5%	3	1.8%	2
Collection at click and collect hub	4.0%	49	3.9%	6	7.5%	3	0.0%	0	3.1%	3	3.5%	6	4.5%	10	0.0%	0
Collection at other location (Don't know / can't remember)	1.3%	16	1.3%	2	0.8%	0	1.5%	0	2.1%	2	2.8%	5	0.0%	0	1.8%	2
Weighted base:	1218	163	39	16	107	165	218	103								
Sample:	1090	90	74	77	81	81	83	74								

**I would now like to ask you some questions about your views on certain Town Centres as a place for shopping, leisure activities, and using other town centre services.**

**Q22 Have you visited Milton Keynes City centre for shopping purposes in the past year / 12 months?**

Yes	75.6%	1065	75.6%	138	89.8%	45	70.8%	14	71.9%	89	75.6%	144	66.3%	162	55.7%	67
No	24.4%	344	24.4%	45	10.2%	5	29.2%	6	28.1%	35	24.4%	46	33.7%	82	44.4%	54
Weighted base:	1409	183	50	20	124	190	244	121								
Sample:	1409	104	101	100	100	100	100	100								

**Q23 How do you usually travel to Milton Keynes City Centre for shopping purposes?***Asked to those who have visited Milton Keynes City Centre in the last year*

Car / van / Motorcycle, scooter or moped (as driver or passenger)	86.8%	924	91.5%	126	90.5%	41	93.1%	13	88.7%	79	94.4%	136	93.0%	150	90.8%	61
Bus (including the busway or guided bus), minibus or coach	8.1%	86	6.6%	9	9.5%	4	6.1%	1	6.3%	6	2.9%	4	7.0%	11	9.2%	6
Walk	2.7%	29	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.6%	17	1.5%	2	0.0%	0	0.9%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Train	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1065	138	45	14	89	144	162	67								
Sample:	1064	76	88	69	64	77	58	45								



Weighted:

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>Q24 What do you like about Milton Keynes City Centre? [MR]</b>																
<i>Asked to those who have visited Milton Keynes City Centre in the last year</i>																
Attractive environment / nice place	21.4%	228	19.1%	26	1.9%	1	4.0%	1	18.5%	16	23.0%	33	25.6%	41	23.8%	16
Close to home	20.3%	216	16.3%	23	18.4%	8	13.2%	2	24.5%	22	20.9%	30	9.8%	16	12.8%	9
Easy to get to by car	20.0%	213	22.2%	31	10.4%	5	2.2%	0	4.1%	4	16.2%	23	32.4%	52	13.8%	9
Good layout / shops close together	19.2%	204	18.4%	25	8.0%	4	11.4%	2	17.9%	16	23.1%	33	26.1%	42	12.7%	9
Good cafés / restaurants	16.1%	171	12.1%	17	0.6%	0	8.1%	1	24.7%	22	8.9%	13	24.8%	40	19.5%	13
Familiar / know where everything is	14.6%	156	15.4%	21	1.7%	1	9.2%	1	14.4%	13	13.0%	19	21.1%	34	13.1%	9
Has undercover shopping	14.6%	156	13.1%	18	22.3%	10	24.9%	3	17.4%	16	17.2%	25	19.5%	31	13.7%	9
Parking - it's easy to find a space	14.1%	150	24.9%	34	17.0%	8	19.9%	3	8.2%	7	14.5%	21	12.7%	20	23.2%	16
You can get everything you need there	11.9%	126	13.3%	18	11.1%	5	8.6%	1	15.4%	14	7.1%	10	18.1%	29	8.2%	6
Clean streets / well maintained	11.7%	125	17.4%	24	4.8%	2	1.7%	0	6.5%	6	9.4%	13	9.0%	15	6.6%	4
Shops - good range of 'high street' retailers	11.4%	121	22.2%	31	5.8%	3	5.7%	1	8.1%	7	9.2%	13	12.5%	20	22.5%	15
Good for a day out	9.9%	105	5.7%	8	0.0%	0	0.0%	0	9.1%	8	11.6%	17	13.2%	21	7.6%	5
Shops - good range of clothing shops	8.9%	95	21.7%	30	4.1%	2	5.5%	1	4.0%	4	8.4%	12	15.8%	26	0.0%	0
Shops - good range of non-food shops generally	8.2%	87	6.9%	10	22.5%	10	27.1%	4	13.3%	12	8.7%	12	6.2%	10	2.8%	2
Shops - good opening hours / open on Sundays	6.6%	70	14.0%	19	1.7%	1	0.0%	0	5.0%	4	2.8%	4	11.9%	19	2.8%	2
Easy to get to by bus	6.3%	68	6.2%	9	0.0%	0	0.9%	0	7.5%	7	2.8%	4	12.6%	20	5.6%	4
Good market	6.2%	65	10.3%	14	2.3%	1	1.7%	0	0.0%	0	0.5%	1	11.9%	19	8.3%	6
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	5.5%	59	7.3%	10	0.6%	0	4.7%	1	0.0%	0	2.8%	4	9.1%	15	9.3%	6
Shops - good range of independent shops	5.4%	58	6.3%	9	1.3%	1	3.4%	0	2.3%	2	8.0%	11	3.4%	6	4.4%	3
Shops - good range of affordable shops	5.4%	57	15.4%	21	1.7%	1	0.0%	0	2.5%	2	0.0%	0	8.5%	14	0.0%	0
Shops - good range of quality shops	5.1%	54	4.6%	6	5.5%	2	6.5%	1	15.1%	13	3.6%	5	0.0%	0	1.8%	1
Good pubs / bars	4.8%	51	5.7%	8	0.0%	0	0.0%	0	5.9%	5	2.0%	3	10.5%	17	2.8%	2
Parking - it's cheap	4.4%	46	6.7%	9	0.0%	0	0.9%	0	10.9%	10	1.8%	3	6.2%	10	6.5%	4
Nice atmosphere / friendly people	4.0%	42	8.8%	12	0.0%	0	0.9%	0	5.0%	4	5.3%	8	0.0%	0	0.0%	0
Close to work / en route to work	3.4%	36	2.5%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	8	0.0%	0	9.3%	6
Good for financial services (e.g. banks / building societies)	2.8%	30	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0
Good disabled access	2.1%	22	0.0%	0	0.6%	0	0.0%	0	3.2%	3	2.8%	4	0.0%	0	4.6%	3
Good range of other services (e.g. library, hairdresser, vets etc.)	2.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	2.1%	3	2.8%	2
Parking - it's free	1.9%	20	2.1%	3	6.9%	3	1.7%	0	0.6%	1	0.0%	0	2.1%	3	0.0%	0
Shops - good range of supermarkets	1.6%	17	2.1%	3	3.0%	1	0.0%	0	1.9%	2	1.0%	1	0.5%	1	1.8%	1
Easy to get to by train	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	3.8%	3
Specific retailer	1.4%	15	2.1%	3	1.3%	1	10.1%	1	5.0%	5	1.3%	2	0.0%	0	2.8%	2
Traffic free areas / pedestrianisation	1.1%	11	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0
Shops - good range of bakers / butchers / greengrocers	1.0%	11	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Traditional / quaint	0.8%	8	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / not busy	0.7%	8	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible	0.2%	2	1.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green spaces	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Good public toilet facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	10.9%	116	1.6%	2	27.8%	13	11.6%	2	6.9%	6	12.3%	18	7.1%	11	9.4%	6
(Don't know)	1.1%	12	2.1%	3	1.3%	1	0.9%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Weighted base:		1065		138		45		14		89		144		162		67
Sample:		1064		76		88		69		64		77		58		45

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>Q25 What do you dislike about Milton Keynes City Centre? [MR]</b>																
<i>Asked to those who have visited Milton Keynes City Centre in the last year</i>																
Parking - expensive parking	22.6%	241	16.8%	23	24.3%	11	18.0%	3	27.9%	25	36.3%	52	26.1%	42	13.8%	9
Parking - no free parking	10.0%	106	10.8%	15	10.7%	5	3.1%	0	8.6%	8	12.4%	18	10.7%	17	7.5%	5
Too busy / noisy	7.4%	79	6.1%	8	3.0%	1	1.7%	0	1.6%	1	4.3%	6	12.1%	20	7.8%	5
Too many empty shops	7.0%	75	3.6%	5	8.4%	4	10.8%	2	13.1%	12	4.3%	6	1.3%	2	12.1%	8
Parking - not enough spaces available	7.0%	75	6.0%	8	8.0%	4	7.4%	1	4.8%	4	6.1%	9	8.6%	14	10.1%	7
Needs an update / revamp	6.2%	66	2.5%	4	2.3%	1	0.0%	0	0.0%	0	7.3%	11	9.7%	16	7.0%	5
Dirty streets / poorly maintained	6.1%	65	8.8%	12	2.3%	1	3.1%	0	1.3%	1	0.5%	1	11.1%	18	0.7%	0
Shops - need more independent shops	5.8%	61	4.9%	7	13.3%	6	8.6%	1	5.9%	5	7.2%	10	4.2%	7	2.8%	2
Not attractive / poor environment	4.8%	51	4.6%	6	0.0%	0	0.0%	0	0.0%	0	7.5%	11	12.6%	20	3.5%	2
Traffic congestion	4.6%	49	3.6%	5	0.0%	0	0.0%	0	5.9%	5	9.4%	13	5.6%	9	6.6%	4
Poor layout / shops too far apart	4.5%	48	1.4%	2	2.3%	1	7.9%	1	7.5%	7	6.6%	9	10.1%	16	6.3%	4
Shops - need more / better clothes shops	4.1%	43	0.0%	0	3.3%	2	2.2%	0	0.0%	0	7.3%	10	7.0%	11	0.0%	0
Not enough / poor quality public toilets	3.7%	39	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	2.8%	2
Lack of security / don't feel safe	3.3%	35	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	10	0.0%	0
Hard to get to by bus	3.1%	34	2.1%	3	1.3%	1	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0
Shops - need more affordable shops	3.0%	32	1.5%	2	1.3%	1	0.0%	0	5.9%	5	2.7%	4	2.1%	3	0.0%	0
Shops - need more / better range of non-food shops generally	3.0%	32	3.5%	5	4.9%	2	8.6%	1	0.0%	0	3.3%	5	0.0%	0	3.8%	3
Not enough / poor quality seating areas	2.9%	31	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0
Not enough / poor quality cafés / restaurants	2.7%	29	1.5%	2	0.6%	0	2.2%	0	4.4%	4	0.0%	0	2.1%	3	6.5%	4
Poor nightlife	2.7%	29	3.1%	4	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	3.8%	3
Shops - need more 'high street' retailers	2.6%	28	2.9%	4	5.8%	3	0.0%	0	1.3%	1	1.8%	3	2.1%	3	5.6%	4
Poor atmosphere / unfriendly people	2.6%	27	1.5%	2	0.0%	0	2.6%	0	2.5%	2	1.0%	1	4.7%	8	0.0%	0
Shops - need more quality shops	2.5%	27	0.0%	0	4.0%	2	2.2%	0	0.0%	0	4.1%	6	4.2%	7	0.0%	0
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.8%	5	6.6%	4
Too many betting shops	2.1%	23	1.5%	2	0.0%	0	0.0%	0	2.5%	2	2.0%	3	2.8%	5	2.8%	2
Poor market	1.8%	19	0.4%	1	0.0%	0	0.0%	0	2.5%	2	2.8%	4	0.0%	0	0.0%	0
Not enough financial services (e.g. banks / building societies)	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	2.8%	2
Shops - need more bakers / butchers / greengrocers	1.7%	18	2.1%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.6%	4	0.0%	0
Poor disabled access	1.4%	15	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.1%	3	0.0%	0
Shops - need longer opening hours / more open on Sundays	1.4%	15	0.4%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.1%	3	2.8%	2
Too many takeaways	1.3%	14	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0
Lack of pedestrianised areas	1.2%	13	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.3%	2	0.0%	0	0.0%	0
Not enough other services (e.g. library, hairdresser, vets etc.)	1.2%	12	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	3.8%	3
Lack of undercover shopping	1.1%	12	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Not enough / poor quality pubs / bars	1.0%	11	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Hard to get to by train	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Too far away	0.8%	8	2.1%	3	0.0%	0	4.7%	1	0.0%	0	0.0%	0	2.8%	5	0.0%	0
Shops - need more / better range of supermarkets	0.7%	8	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access by road	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	2.8%	5	0.0%	0
Too many charity shops	0.5%	5	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / police presence	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Poor heating facilities	0.4%	4	0.0%	0	2.3%	1	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Too many cafés / restaurants	0.3%	4	0.8%	1	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More disabled parking	0.3%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many jewellers	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marble floor causes legs to ache / surface is slippery	0.2%	2	0.0%	0	1.3%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to use parking meters / better payment options	0.1%	2	0.0%	0	0.0%	0	1.7%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	0
Too many shops	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No loyalty schemes / vouchers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	0.1%	1	0.0%	0	1.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unfamiliar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Better signage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Better lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of specialist shops	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop layout	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive restaurants	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many phone shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many cosmetic shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many clothes shops	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many beggars	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	26.7%	284	31.5%	43	32.1%	14	34.5%	5	26.8%	24	26.7%	38	28.0%	45	32.0%	21
(Don't know)	2.7%	29	8.8%	12	0.0%	0	0.9%	0	4.1%	4	0.5%	1	4.9%	8	2.5%	2
Weighted base:	1065		138		45		14		89		144		162		67	
Sample:	1064		76		88		69		64		77		58		45	

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>Q26 Are there any measures that would encourage you to visit Milton Keynes City Centre, more often? [MR]</b>																
<i>Asked to those who have visited Milton Keynes City Centre in the last year</i>																
Cheaper parking	28.0%	298	25.3%	35	20.7%	9	21.0%	3	25.3%	23	38.5%	55	32.5%	53	16.6%	11
Increased general choice and range of shops	9.5%	101	5.0%	7	13.1%	6	1.7%	0	6.3%	6	13.7%	20	5.2%	8	3.7%	3
Better environment	8.3%	89	9.3%	13	2.3%	1	3.1%	0	6.7%	6	4.1%	6	11.2%	18	13.1%	9
Improved leisure facilities	8.0%	85	13.0%	18	1.3%	1	3.1%	0	0.6%	1	10.3%	15	5.7%	9	9.3%	6
More parking	7.7%	82	12.3%	17	4.3%	2	4.3%	1	0.6%	1	10.8%	16	7.0%	11	3.6%	2
Better security	7.3%	78	7.1%	10	0.0%	0	0.0%	0	2.5%	2	1.3%	2	6.2%	10	13.1%	9
Improved non-food shops within the town centre	6.7%	71	2.3%	3	8.5%	4	8.8%	1	6.1%	5	6.6%	9	10.5%	17	5.6%	4
Improved quality of shops	6.3%	67	7.1%	10	1.7%	1	2.2%	0	3.2%	3	8.8%	13	11.2%	18	2.8%	2
Increased public transport	6.2%	66	7.7%	11	3.3%	1	7.7%	1	5.8%	5	9.3%	13	0.0%	0	6.9%	5
Improved food shops within the town centre	6.2%	66	1.9%	3	4.2%	2	0.9%	0	3.2%	3	0.0%	0	15.2%	25	5.6%	4
Cheaper public transport	6.0%	64	8.3%	11	1.7%	1	0.0%	0	7.5%	7	4.8%	7	7.0%	11	0.7%	0
Discount foodstores within the town centre	5.5%	58	5.2%	7	0.0%	0	0.0%	0	5.0%	4	0.0%	0	9.0%	15	2.8%	2
Improved street cleaning	5.3%	56	8.3%	11	3.6%	2	2.2%	0	1.6%	1	2.0%	3	7.7%	12	2.8%	2
Longer opening hours	5.1%	54	8.8%	12	3.5%	2	0.0%	0	5.0%	4	4.8%	7	7.0%	11	0.0%	0
More independent shops	1.9%	20	1.9%	3	3.0%	1	12.3%	2	3.4%	3	2.8%	4	0.0%	0	3.7%	3
Better layout	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0
Revamp / update	0.5%	5	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
More / better public toilet facilities	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0
More easily accessible	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.8%	2
More disabled parking / better disabled access	0.3%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafes / restaurants / pubs / nightclubs	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Better maintained roads / pavements	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More loyalty schemes / vouchers	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More affordable shops	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
More staff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better parking meters / more payment methods	0.1%	1	0.0%	0	1.3%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green spaces	0.1%	1	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less beggars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better heating in the shopping centre	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / safer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop illegal / dangerous parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More dog friendly	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	32.6%	347	26.0%	36	41.7%	19	49.0%	7	29.5%	26	31.5%	45	36.3%	59	36.8%	25
(Don't know)	4.9%	52	8.6%	12	2.6%	1	0.9%	0	13.2%	12	3.4%	5	5.0%	8	1.8%	1
Weighted base:		1065		138		45		14		89		144		162		67
Sample:		1064		76		88		69		64		77		58		45

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>Q27 Which of these Town or District centres do you visit most often?</b>																
Newport Pagnell District Centre	5.5%	78	2.3%	4	51.8%	26	2.5%	0	5.4%	7	0.0%	0	0.0%	0	4.0%	5
Olney District Centre	3.8%	53	7.0%	13	5.6%	3	86.8%	17	5.7%	7	0.0%	0	0.0%	0	1.5%	2
Stony Stratford District Centre	8.2%	116	23.4%	43	11.7%	6	0.6%	0	2.9%	4	2.5%	5	2.8%	7	4.0%	5
Woburn Sands District Centre	4.3%	61	0.0%	0	0.6%	0	0.0%	0	9.3%	12	16.5%	31	1.2%	3	1.5%	2
Bletchley Town Centre	16.2%	228	6.5%	12	3.7%	2	0.6%	0	10.8%	13	14.7%	28	17.9%	44	7.1%	9
Kingston Town Centre	12.4%	175	8.1%	15	14.9%	7	3.1%	1	23.1%	29	21.0%	40	8.6%	21	2.2%	3
Westcroft Town Centre	8.3%	117	7.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	16	5.2%	6
Wolverton Town Centre	3.5%	50	3.3%	6	5.0%	3	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	3
(Don't visit any of these centres)	37.7%	531	41.7%	76	6.7%	3	3.4%	1	42.8%	53	45.3%	86	63.0%	153	72.3%	87
Weighted base:	1409	183	50	20	124	190	244	121								
Sample:	1409	104	101	100	100	100	100	100								

**Q28 How do you usually travel to (CENTRE MENTIONED IN Q27)?***Not asked to those who don't visit any of the centres mentioned at Q27*

Car / van / Motorcycle, scooter or moped (as driver or passenger)	79.6%	699	84.0%	89	65.5%	31	39.9%	8	90.5%	64	85.9%	89	100.0%	90	94.4%	32
Bus (including the busway or guided bus), minibus or coach	4.9%	43	6.0%	6	1.9%	1	1.3%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Walk	10.9%	96	1.3%	1	30.4%	14	54.4%	10	0.0%	0	14.1%	15	0.0%	0	0.0%	0
Taxi	2.2%	19	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Train	1.3%	11	4.0%	4	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.0%	0	1.6%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.4%	3	2.0%	2	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	878	107	47	19	71	104	90	33								
Sample:	1007	58	94	96	48	53	34	24								

Weighted:

February 2023

	Total	Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		
<b>Q29 What do you like about (CENTRE MENTIONED IN Q27)? [MR]</b>																
<i>Not asked to those who don't visit any of the centres mentioned at Q27</i>																
Close to home	24.6%	216	12.5%	13	47.6%	22	49.4%	9	10.3%	7	33.2%	35	9.7%	9	22.1%	7
Attractive environment / nice place	15.9%	140	11.0%	12	18.4%	9	19.4%	4	3.7%	3	25.9%	27	24.4%	22	9.0%	3
Easy to get to by car	14.0%	123	16.8%	18	1.6%	1	0.0%	0	4.8%	3	13.2%	14	38.4%	35	11.2%	4
Shops - good range of independent shops	11.1%	97	10.5%	11	10.6%	5	27.1%	5	12.6%	9	5.9%	6	14.0%	13	14.5%	5
Familiar / know where everything is	11.1%	97	13.4%	14	7.7%	4	11.3%	2	6.3%	4	10.3%	11	18.1%	16	5.6%	2
Good cafés / restaurants	10.7%	94	10.6%	11	5.6%	3	10.1%	2	15.6%	11	6.3%	7	6.9%	6	2.8%	1
Shops - good range of supermarkets	10.4%	91	6.7%	7	2.2%	1	7.4%	1	21.4%	15	10.9%	11	18.9%	17	0.0%	0
Parking - it's free	8.3%	73	8.7%	9	6.2%	3	0.0%	0	3.2%	2	8.0%	8	20.8%	19	0.0%	0
Shops - good range of non-food shops generally	7.8%	69	8.7%	9	6.9%	3	17.3%	3	13.8%	10	8.3%	9	0.9%	1	14.8%	5
Parking - it's easy to find a space	7.6%	67	12.7%	14	2.5%	1	1.6%	0	4.0%	3	5.2%	5	14.8%	13	16.8%	6
Nice atmosphere / friendly people	7.4%	65	6.7%	7	4.7%	2	12.6%	2	5.2%	4	2.8%	3	11.2%	10	5.6%	2
Clean streets / well maintained	7.2%	63	10.7%	11	0.0%	0	0.6%	0	3.2%	2	8.4%	9	12.5%	11	13.2%	4
You can get everything you need there	6.9%	61	4.1%	4	6.3%	3	9.8%	2	8.9%	6	11.9%	12	12.9%	12	1.4%	0
Good for a day out	6.8%	60	5.7%	6	0.0%	0	0.0%	0	10.4%	7	3.5%	4	13.9%	13	5.6%	2
Traditional / quaint	5.8%	51	13.5%	14	5.4%	3	9.5%	2	14.3%	10	3.6%	4	0.0%	0	0.0%	0
Close to work / en route to work	5.1%	45	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	26.3%	9
Shops - good range of quality shops	4.9%	43	11.2%	12	0.6%	0	0.0%	0	7.4%	5	6.3%	7	6.0%	5	1.4%	0
Shops - good range of affordable shops	4.8%	42	7.4%	8	0.0%	0	0.0%	0	3.2%	2	0.7%	1	13.4%	12	0.0%	0
Good layout / shops close together	4.8%	42	2.7%	3	0.6%	0	1.9%	0	5.2%	4	0.0%	0	14.8%	13	0.0%	0
Shops - good range of 'high street' retailers	4.6%	40	7.2%	8	0.0%	0	0.0%	0	8.9%	6	4.3%	5	0.0%	0	5.6%	2
Good range of other services (e.g. library, hairdresser, vets etc.)	4.3%	37	3.8%	4	0.6%	0	2.5%	0	4.3%	3	0.7%	1	3.7%	3	5.6%	2
Quiet / not busy	3.8%	34	6.0%	6	6.1%	3	0.6%	0	5.2%	4	0.7%	1	8.8%	8	0.0%	0
Shops - good range of clothing shops	3.7%	32	14.8%	16	0.0%	0	0.0%	0	0.0%	0	1.8%	2	5.1%	5	0.0%	0
Easy to get to by bus	3.7%	32	2.0%	2	0.0%	0	0.0%	0	6.3%	4	0.0%	0	8.8%	8	5.6%	2
Shops - good range of bakers / butchers / greengrocers	3.5%	30	4.7%	5	4.6%	2	0.0%	0	0.0%	0	0.7%	1	11.2%	10	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.3%	29	5.7%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	1.9%	2	0.0%	0
Parking - it's cheap	3.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	13.8%	12	5.6%	2
Good pubs / bars	3.1%	27	3.3%	4	0.0%	0	0.6%	0	5.2%	4	0.0%	0	3.7%	3	5.6%	2
Specific retailer	2.6%	23	0.0%	0	1.3%	1	0.6%	0	3.7%	3	8.4%	9	0.0%	0	13.9%	5
Good for financial services (e.g. banks / building societies)	2.6%	23	0.0%	0	0.0%	0	4.7%	1	3.2%	2	2.8%	3	0.0%	0	0.0%	0
Good market	2.2%	19	6.7%	7	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Shops - good opening hours / open on Sundays	1.8%	16	5.4%	6	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Good disabled access	1.6%	14	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	3	4.7%	4	0.0%	0
Has undercover shopping	1.6%	14	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Easy to get to by train	1.1%	9	2.0%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Loyalty scheme / vouchers	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0
Close to family and friends	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green spaces	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of specialist shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Feels safe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Traffic free areas / pedestrianisation	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like to support local businesses	0.1%	1	0.0%	0	0.6%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for health services (e.g.	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
doctors, dentist, opticians)																
Good for a change / day out	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a garden centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating areas	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good business facilities / meeting rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	6.7%	59	2.7%	3	6.6%	3	3.8%	1	13.9%	10	3.8%	4	0.0%	0	8.9%	3
(Don't know)	0.8%	7	0.5%	1	0.6%	0	0.6%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	878	107		47		19		71		104		90		33		
Sample:	1007	58		94		96		48		53		34		24		

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>Q30 What do you dislike about (CENTRE MENTIONED IN Q27)? [MR]</b>																
<i>Not asked to those who don't visit any of the centres mentioned at Q27</i>																
Parking - not enough spaces available	10.8%	95	3.3%	4	15.8%	7	30.4%	6	25.2%	18	11.2%	12	9.8%	9	12.6%	4
Dirty streets / poorly maintained	7.5%	66	7.4%	8	6.8%	3	0.6%	0	0.8%	1	6.6%	7	6.0%	5	0.0%	0
Needs an update / revamp	6.5%	57	4.0%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	6	9.7%	9	1.4%	0
Shops - need more / better clothes shops	5.4%	47	5.4%	6	2.5%	1	2.3%	0	9.5%	7	4.5%	5	8.8%	8	0.0%	0
Too many empty shops	4.9%	43	1.3%	1	6.5%	3	0.0%	0	0.8%	1	7.3%	8	0.9%	1	0.0%	0
Not enough / poor quality cafés / restaurants	4.8%	42	13.2%	14	1.6%	1	1.6%	0	0.0%	0	11.4%	12	5.0%	5	5.6%	2
Shops - need more 'high street' retailers	4.2%	37	10.2%	11	7.2%	3	0.0%	0	0.8%	1	3.8%	4	0.0%	0	0.0%	0
Shops - need more / better range of supermarkets	3.9%	34	2.7%	3	4.1%	2	0.6%	0	0.8%	1	1.8%	2	3.7%	3	5.6%	2
Shops - need more / better range of non-food shops generally	3.5%	31	5.2%	6	6.3%	3	3.5%	1	5.2%	4	0.7%	1	0.0%	0	5.6%	2
Too busy / noisy	3.2%	28	3.8%	4	0.6%	0	0.6%	0	4.8%	3	4.5%	5	6.9%	6	3.6%	1
Too many charity shops	3.1%	27	0.0%	0	6.0%	3	1.6%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Poor market	3.0%	26	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	8	0.0%	0
Traffic congestion	3.0%	26	2.0%	2	1.6%	1	6.3%	1	6.3%	4	5.2%	5	0.0%	0	0.0%	0
Not enough / poor quality public toilets	2.9%	26	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0
Not attractive / poor environment	2.9%	25	3.0%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	5.0%	5	0.0%	0
Shops - need more independent shops	2.8%	25	5.4%	6	19.8%	9	0.0%	0	2.0%	1	0.7%	1	0.9%	1	0.0%	0
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.7%	24	2.7%	3	0.0%	0	3.4%	1	9.5%	7	0.0%	0	3.7%	3	5.6%	2
Not enough / poor quality seating areas	2.6%	23	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4
Too many betting shops	2.5%	22	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	11.2%	4
Not enough financial services (e.g. banks / building societies)	2.4%	21	1.3%	1	0.6%	0	3.4%	1	8.2%	6	0.0%	0	0.0%	0	0.0%	0
Hard to get to by bus	2.2%	19	0.0%	0	1.6%	1	4.0%	1	3.2%	2	3.5%	4	0.0%	0	14.6%	5
Poor nightlife	2.1%	19	2.0%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	3.7%	3	5.6%	2
Lack of pedestrianised areas	2.1%	18	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	11.2%	4
Parking - no free parking	2.1%	18	4.7%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Lack of undercover shopping	2.1%	18	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	5.0%	5	0.0%	0
Shops - need more quality shops	2.0%	17	0.0%	0	4.5%	2	0.0%	0	0.0%	0	3.8%	4	0.0%	0	1.4%	0
Parking - expensive parking	2.0%	17	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	5.6%	2
Lack of security / don't feel safe	1.7%	15	0.5%	1	0.0%	0	0.6%	0	0.0%	0	0.7%	1	5.0%	5	0.0%	0
Not enough other services (e.g. library, hairdresser, vets etc.)	1.7%	15	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.7%	1	3.7%	3	0.0%	0
Shops - need longer opening hours / more open on Sundays	1.6%	14	4.0%	4	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Poor layout / shops too far apart	1.6%	14	1.3%	1	0.0%	0	0.0%	0	2.0%	1	0.7%	1	3.7%	3	0.0%	0
Poor atmosphere / unfriendly people	1.5%	13	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hard to get to by train	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	5.6%	2
Shops - need more affordable shops	1.2%	10	2.7%	3	1.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Poor disabled access	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Not enough / poor quality pubs / bars	1.2%	10	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more bakers / butchers / greengrocers	1.0%	8	2.7%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many hairdressers / beauty salons	1.0%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	0.8%	7	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Poor road access / remove one way system	0.4%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Too small	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Better maintained roads / pavements / remove potholes	0.2%	2	0.0%	0	0.6%	0	0.0%	0
Too many ethnic shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More refuse bins	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Too many cafes / restaurants	0.1%	1	0.0%	0	0.0%	0	1.3%	0
Cycle paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Too many shops	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Too many estate agents	0.1%	0	0.0%	0	0.0%	0	0.0%	0
No post office	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of specialist shops	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Dislike undercover parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / feels unsafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelessness	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No pedestrian crossings	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Too much redevelopment / construction	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Traffic pollution	0.0%	0	0.0%	0	0.6%	0	0.0%	0
(Nothing)	43.0%	377	49.5%	53	37.7%	18	48.1%	9
(Don't know)	2.5%	22	2.0%	2	2.2%	1	0.0%	0
Weighted base:	878	107	47	19	71	104	90	33
Sample:	1007	58	94	96	48	53	34	24

Weighted:

February 2023

	Total	Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		
<b>Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED IN Q27), more often? [MR]</b>																
<i>Not asked to those who don't visit any of the centres mentioned at Q27</i>																
Increased general choice and range of shops	13.7%	120	15.1%	16	12.2%	6	3.3%	1	11.8%	8	13.9%	14	13.4%	12	7.6%	3
More parking	8.6%	76	13.6%	15	1.3%	1	18.9%	4	10.2%	7	12.9%	13	6.0%	5	1.4%	0
Improved non-food shops within the town centre	8.0%	70	7.4%	8	14.4%	7	4.5%	1	2.8%	2	4.5%	5	13.4%	12	8.9%	3
Improved food shops within the town centre	8.0%	70	6.7%	7	13.9%	7	2.9%	1	0.8%	1	8.4%	9	17.2%	15	0.0%	0
Cheaper parking	7.3%	64	8.5%	9	2.2%	1	0.0%	0	3.2%	2	3.8%	4	13.8%	12	13.2%	4
Better environment	7.3%	64	10.0%	11	4.5%	2	0.6%	0	3.2%	2	0.7%	1	13.4%	12	13.2%	4
Improved quality of shops	6.9%	61	4.7%	5	6.3%	3	0.6%	0	0.0%	0	2.8%	3	8.8%	8	16.7%	6
Discount foodstores within the town centre	5.4%	48	4.0%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	21.3%	19	7.6%	3
Improved street cleaning	5.1%	45	9.4%	10	0.6%	0	0.0%	0	0.8%	1	2.8%	3	11.0%	10	0.0%	0
Improved leisure facilities	5.0%	43	6.7%	7	0.0%	0	0.0%	0	6.3%	4	0.0%	0	5.1%	5	0.0%	0
Cheaper public transport	4.8%	42	6.7%	7	0.0%	0	0.0%	0	3.2%	2	0.0%	0	12.6%	11	13.2%	4
Better security	4.7%	42	6.7%	7	0.0%	0	0.0%	0	3.2%	2	0.7%	1	7.5%	7	18.7%	6
Longer opening hours	4.2%	36	2.0%	2	0.0%	0	0.0%	0	3.2%	2	5.6%	6	3.7%	3	0.0%	0
Increased public transport	3.9%	35	8.7%	9	3.5%	2	2.5%	0	3.2%	2	0.0%	0	3.7%	3	1.4%	0
More cafes / restaurants / pubs / nightclubs	1.0%	8	2.7%	3	0.0%	0	1.3%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.7%	6	0.0%	0	0.6%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs an update / revamp	0.6%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved disabled parking	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
More financial services / banks	0.4%	4	0.0%	0	1.6%	1	0.6%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / better road access	0.4%	3	0.0%	0	1.3%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.4%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wider parking spaces	0.3%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Better maintained roads / pavements / remove potholes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More health services (e.g. doctors, dentist, opticians, chemist)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Better taxi service	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
More affordable shops	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.1%	1	0.0%	0	1.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / safer pedestrian crossings	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More trolley facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less beggars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic enforcement officers / parking restrictions	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	40.8%	358	33.2%	35	51.5%	24	58.2%	11	37.6%	27	47.5%	49	41.0%	37	37.7%	13
(Don't know)	8.1%	71	13.2%	14	0.6%	0	1.9%	0	14.2%	10	13.8%	14	14.1%	13	7.5%	3
Weighted base:		878		107		47		19		71		104		90		33
Sample:		1007		58		94		96		48		53		34		24

**Q32 Do you ever visit Outdoor or Farmers Markets?**

Yes	33.6%	473	32.3%	59	32.0%	16	62.8%	12	29.2%	36	48.4%	92	31.2%	76	44.4%	54
No	66.4%	936	67.7%	124	68.0%	34	37.2%	7	70.8%	88	51.6%	98	68.8%	168	55.6%	67
Weighted base:		1409		183		50		20		124		190		244		121
Sample:		1409		104		101		100		100		100		100		100

Weighted:

February 2023

	Total	Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		
<b>Q33 Which Outdoor or Farmers Markets do you visit? [MR]</b>																
<i>Asked to those who visit outdoor or farmers markets at Q32</i>																
Wolverton Farmers Market	5.2%	25	3.6%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	6
Stony Stratford Farmers Market	9.8%	46	14.1%	8	19.5%	3	0.0%	0	0.0%	0	7.5%	7	12.0%	9	3.5%	2
Milton Keynes Outdoor Market	25.7%	122	23.8%	14	8.3%	1	7.2%	1	20.2%	7	14.6%	13	27.9%	21	15.2%	8
Bletchley Market	10.0%	47	12.1%	7	0.0%	0	5.2%	1	0.0%	0	3.2%	3	10.4%	8	11.7%	6
Newport Pagnell Farmers Market	4.6%	22	12.1%	7	28.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Farmers Market	7.3%	35	2.3%	1	45.9%	7	81.2%	10	16.9%	6	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amphill Market	1.6%	8	0.0%	0	0.0%	0	0.0%	0	21.4%	8	0.0%	0	0.0%	0	0.0%	0
Aylesbury Market	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	13.9%	11	0.0%	0
Bedford Charter Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Market	3.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.9%	17
Biggleswade Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Brackley Charter Market	1.8%	9	14.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Street Market	1.5%	7	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.4%	2
Cooper's Farmers Markets, Amersham Old Town	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Daventry Town Market	0.6%	3	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Farmers' Market	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Eastbourne Market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick Market	1.0%	5	0.0%	0	0.0%	0	0.0%	0	13.0%	5	0.0%	0	0.0%	0	0.0%	0
Harpenden Farmers' Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Heyford Park Farmer's & Open Market, Bicester	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5
Higham Ferrers Farmers Market	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Farm Shop	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Market	7.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	33	0.0%	0	0.0%	0
Melton Mowbray Market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Mursley Farm Shop	0.6%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney Market	1.0%	5	0.0%	0	0.0%	0	38.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheringham Market	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Thame Market	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	6.9%	4
Towcester Farmers' Market	1.3%	6	10.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Farmers Market	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.9%	7	0.0%	0
Wellingborough Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover Market	3.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	18.0%	14	0.0%	0
Windsor Farmers' Market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Wing Village Market	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	1.1%	1	0.0%	0
Winslow market	3.6%	17	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	14.6%	11	2.6%	1
Woburn Food Market	3.0%	14	0.0%	0	0.0%	0	0.0%	0	18.3%	7	3.2%	3	0.0%	0	0.0%	0
Woburn Sands Community Market	7.3%	35	0.0%	0	1.8%	0	0.0%	0	4.0%	1	26.3%	24	2.9%	2	0.0%	0
Woodstock Farmers Market (Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
	6.5%	31	13.9%	8	0.0%	0	1.0%	0	1.6%	1	4.0%	4	4.4%	3	7.8%	4
Weighted base:		473		59		16		12		36		92		76		54
Sample:		460		37		38		62		24		48		33		41

Column %ges.

Weighted:

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	Total	Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		
<b>Q34 What do you like the most about visiting Outdoor or Farmers Markets? [MR]</b>																
<i>Asked to those who visit outdoor or farmers markets at Q32</i>																
Choice / range / quality of produce	63.0%	298	57.1%	34	57.0%	9	62.6%	8	63.4%	23	67.5%	62	68.0%	52	69.9%	37
Local produce	30.4%	144	42.0%	25	43.0%	7	24.8%	3	26.3%	10	24.1%	22	38.7%	29	34.0%	18
Supporting local traders	23.8%	113	23.6%	14	42.2%	7	9.9%	1	21.7%	8	18.7%	17	34.5%	26	31.9%	17
Friendly atmosphere	22.9%	108	31.4%	19	1.8%	0	8.8%	1	24.0%	9	12.2%	11	27.9%	21	24.3%	13
Good prices	13.0%	62	8.5%	5	0.0%	0	5.0%	1	12.4%	4	15.7%	14	10.4%	8	9.2%	5
Day out / change of scenery	12.3%	58	9.6%	6	1.8%	0	1.0%	0	8.3%	3	11.9%	11	20.8%	16	10.4%	6
Browsing	11.5%	55	11.7%	7	0.0%	0	12.0%	1	0.0%	0	6.0%	6	20.3%	15	14.5%	8
Close to home / work	11.0%	52	13.0%	8	8.3%	1	24.2%	3	11.8%	4	10.3%	9	5.5%	4	8.2%	4
Less packaging / plastic	9.6%	45	12.1%	7	0.0%	0	5.2%	1	0.0%	0	7.4%	7	22.4%	17	2.3%	1
Convenient / Free car parking	6.7%	32	14.4%	9	4.7%	1	0.0%	0	0.0%	0	3.2%	3	10.4%	8	0.0%	0
Easily accessible by public transport	4.5%	21	3.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	3	4.4%	3	8.2%	4
Traditional	0.6%	3	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Outdoors	0.5%	2	2.3%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fast food stall	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar	0.2%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	1.6%	8	4.7%	3	0.0%	0	1.0%	0	1.6%	1	0.0%	0	1.1%	1	0.9%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		473		59		16		12		36		92		76		54
Sample:		460		37		38		62		24		48		33		41

We now have a few questions about a range of different social and leisure activities.

**Q35 Which of these leisure activities do you participate in? [MR]**

Indoor sports or health and fitness activity	27.7%	390	43.3%	79	14.6%	7	14.6%	3	20.9%	26	23.1%	44	31.7%	77	20.5%	25
Cinema	51.6%	728	50.4%	92	46.8%	24	46.0%	9	57.6%	71	57.3%	109	59.7%	145	52.1%	63
Restaurant	71.6%	1009	68.3%	125	65.8%	33	77.6%	15	81.7%	101	80.5%	153	77.6%	189	66.3%	80
Pub / bars / nightclubs	44.0%	619	39.2%	72	42.6%	21	62.3%	12	50.6%	63	51.7%	98	43.2%	105	45.2%	55
Ten pin bowling	17.5%	247	18.7%	34	3.1%	2	10.7%	2	13.4%	17	18.3%	35	26.4%	64	18.4%	22
Casino	3.8%	53	3.2%	6	0.0%	0	0.0%	0	1.2%	1	3.1%	6	4.2%	10	4.2%	5
Theatres / concert halls / museums / art galleries and other cultural facilities	46.4%	654	47.1%	86	59.0%	30	59.3%	12	48.8%	61	48.4%	92	53.3%	130	42.7%	52
(None mentioned)	11.0%	154	9.7%	18	16.1%	8	11.6%	2	9.0%	11	5.8%	11	5.8%	14	16.0%	19
Weighted base:		1409		183		50		20		124		190		244		121
Sample:		1409		104		101		100		100		100		100		100

Weighted:

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	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>Q36 Which centre / facility did you last visit for indoor sports or health and fitness activity?</b>																
<i>Asked to those who visit a health and fitness facility at Q35 AND Excl. Nulls &amp; SFT</i>																
<b>Zone 1</b>																
Bletchley Leisure Centre, Princes Way, Fenny Stratford, Bletchley, MK2 2HQ	5.8%	18	3.4%	2	21.5%	2	0.0%	0	0.0%	0	14.0%	5	1.5%	1	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	1.4%	5	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Courtside Sports and Fitness Facility, Milton Keynes College, Sherwood Drive, Bletchley, MK3 6DR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Fitness First, Stadium MK, Stadium Way West, Bletchley, MK1 1ST	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leon Leisure Centre, Fern Grove, Bletchley, Milton Keynes, MK2 3HQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Fit Body Boot Camp, First Avenue, Bletchley, MK1 1DX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Pure Gym, Beacon Retail Park, Watling Street, Bletchley, MK1 1BN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																
Anytime Fitness, Benbow Court, Shenley Church End, Milton Keynes, MK5 6JG	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook End Sports Centre, Shenley Brook End School, Walbank Grove, Shenley Brook End, Milton Keynes, MK5 7ZT	0.9%	3	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Milton Keynes Community Cardiac Group, Whaddon Way, Bletchley, MK3 7JR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Leisure Centre, Burchard Crescent, Shenley Church End, Milton Keynes, MK5 6HF	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																
Bannatynes Health Club, Midsummer Boulevard, Milton Keynes, MK9 2EA	2.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Gyms, Snowdon Drive, Milton Keynes, MK6 1AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss Gym, Roebuck Way, Knowlhill, MK5 8HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness and Wellbeing Gym, Xscape, Marlborough Gate, Milton Keynes, MK9 3XS	3.7%	12	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	7.3%	4	0.0%	0
Pure Gym, Winterhill House, Snowdon Drive, Winterhill, MK6 1BP	6.0%	19	3.4%	2	0.0%	0	23.3%	1	0.0%	0	0.0%	0	0.0%	0	11.9%	2
Spirit Health & Fitness, Holiday Inn, Saxon Gate West, Milton Keynes, MK9 2HQ	0.7%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sport Central, Elder Gate, Milton Keynes, MK9 1EN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym Group, Phoenix House, Elder Gate, Milton Keynes, MK9 1BE	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woughton Leisure Centre, Rainbow Drive,	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Leadenhall, Milton Keynes, MK6 5EJ																
Delta Hotels, Kents Hill Park, Timbold Dr, Kents Hill, Milton Keynes, MK7 6HL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kents Hill Local Centre, Milton Keynes, MK7 6DR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Gymnastics Centre and Fitness Studio, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Cricket Club, Worrelle Avenue, Milton Keynes, MK10 9AD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health, Timbold Drive, Kents Hill, Milton Keynes, MK7 6BZ	1.2%	4	0.0%	0	4.0%	0	0.0%	0	11.8%	3	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woughton on the Green Local Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Livingstone Drive, Newlands, Milton Keynes, MK15 0DL	4.3%	14	4.6%	3	14.2%	1	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Milton Keynes Leisure Centre, Brickhill Street, Willen Lake, Milton Keynes, MK15 0DS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stantonbury Leisure Centre, Stantonbury, Milton Keynes, MK14 6BN	1.2%	4	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fusion Health Club, National Badminton Centre, Bradwell Road, Loughton Lodge, Great Holm, MK8 9LA	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2
National Badminton Centre, Bradwell Road, Loughton Lodge, Milton Keynes, MK8 9LA	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energie Fitness, Pitfield, Kiln Farm, Milton Keynes, MK11 3LW	2.3%	7	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ridgeway Centre, Featherstone Road, Wolverton Mill, Wolverton, MK12 5TH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Swimming and Fitness Centre, Addington Avenue, Wolverton, MK12 5GH	4.5%	14	0.9%	1	4.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0
Wolverton Town Centre	1.7%	5	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>																
Brackley Leisure Centre, Springfield Way, Brackley, NN13 6JJ	1.8%	6	8.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	3.3%	10	14.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Town Centre	3.1%	10	9.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.4%	0
Pure Gym, Osier Way, Buckingham, MK18 1TB	0.7%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syresham Village Hall, Syresham, Brackley, NN13 5HE	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester Centre For Leisure, Springfields, Towcester, NN12 6UW	1.1%	3	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester Town Centre	1.3%	4	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Pool and Fitness Centre, Tickford Street, Newport Pagnell, MK16	1.3%	4	0.0%	0	35.8%	3	13.2%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
9BG								
Newport Pagnell Town Centre	0.2%	1	0.0%	0	10.2%	1	0.0%	0
Olney Town Centre	0.5%	2	0.0%	0	0.0%	0	54.8%	2
<b>Zone 11</b>								
Amphill Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	4.8%	15	0.0%	0	0.0%	0	43.6%	11
Newton Blossomville Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Stewartby Village Centre, MK43 9LU	0.2%	1	0.0%	0	10.2%	1	0.0%	0
Eaton Bray Village Hall, Church Lane, Eaton Bray, LU6 2DJ	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Liscombe Health Club, Soulbury, Leighton Buzzard, LU7 0JL	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Tiddenfoot Leisure Centre, Mentmore Road, Leighton Buzzard, LU7 2AF	3.1%	10	0.0%	0	0.0%	0	0.0%	0
Westoning Village Hall, Church Road, Westoning, MK45 5JL	0.2%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>								
Aqua Vale Swimming and Fitness Centre, Park Street, Aylesbury, HP20 1DX	4.3%	14	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	4.2%	13	0.0%	0	0.0%	0	0.0%	0
Church Of The Holy Spirit, Camborne Avenue, Aylesbury, HP21 7UE	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Halton Village Centre, HP22 5PD	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Reflexions Health & Leisure, Watermead, Aylesbury, HP19 0FY	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Stoke Mandeville Stadium, Gutmman Road, Aylesbury, HP21 9PP	1.4%	5	0.0%	0	0.0%	0	0.0%	0
The Gym Group, Friars Square Shopping Centre, Great Western Street, Aylesbury, HP20 2PL	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Wingrave Village Centre, HP22 4PD	0.3%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 14</b>								
Bicester Hotel Golf and Spa, Chesterton, Bicester, OX26 1TE	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.7%	8	0.0%	0	0.0%	0	0.0%	0
Steeple Claydon Village Centre, MK18 2NX	0.2%	1	0.9%	1	0.0%	0	0.0%	0
Tingewick Village Hall, Main Street, Tingewick, MK18 4NN	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0
Bedford Borough Bowling Club, Goldington Road, Bedford, MK40 3NF	0.0%	0	0.0%	0	0.0%	0	4.4%	0
Bedford Town Centre	1.4%	4	0.0%	0	0.0%	0	4.4%	0
Cainhoe Wood Golf Club, Amphill Road, Beadlow, SG17 5PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Business Park North, Oxford Business Park, Garsington Road, Oxford, OX4 2JY	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Fairfield Park Village Centre, SG5 4GG	0.2%	1	0.0%	0	0.0%	0	2.2%	1
Hemel Hempstead Town	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Centre								
Rileys, Magdalen Street, Norwich, NR3 1AA	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sywell Range, Sywell, Northampton, NN6 0BE	0.2%	1	0.9%	1	0.0%	0	0.0%	0
The County Ground, Abington Avenue, Northampton, NN1 4PR	0.9%	3	4.6%	3	0.0%	0	0.0%	0
The Salvation Army, Horne Lane, Bedford, MK40 1QS	0.2%	1	0.0%	0	0.0%	0	2.2%	1
Towers Health & Racquets Club, Clapham Road, Bedford, MK41 6EL	0.5%	1	0.0%	0	0.0%	0	5.6%	1
Weighted base:	316	63	7	3	26	33	58	20
Sample:	259	33	10	11	20	17	24	15



Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q37 Which centre / facility did you last visit for the cinema?</b>								
<i>Asked to those who visit a cinema at Q35 AND Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Odeon, MK1 Shopping & Leisure Park, Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	30.2%	203	25.3%	21	26.2%	6	20.8%	2
<b>Zone 3</b>								
Cineworld, Xscape, Marlborough Gate, Milton Keynes, MK9 3XS	22.5%	151	23.8%	20	36.7%	8	35.1%	3
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	2.6%	17	1.7%	1	16.7%	4	4.1%	0
Milton Keynes Gallery, Midsummer Boulevard, Milton Keynes, MK9 3QA	0.1%	0	0.0%	0	0.0%	0	1.4%	0
The Open Film Society, Open University, Walton Hall, Milton Keynes, MK7 6AA	0.0%	0	0.0%	0	0.0%	0	1.4%	0
<b>Zone 6</b>								
Bradville Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
The Film Place, Hunter Street, Buckingham, MK18 1EG	0.2%	1	1.7%	1	0.0%	0	0.0%	0
Marston Moretaine Village Centre	0.3%	2	2.6%	2	0.0%	0	0.0%	0
Leighton Buzzard Library Theatre & Cinema, Lake Street, Leighton Buzzard, LU7 1RX	0.2%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>								
Aylesbury Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0
Odeon, Exchange Street, Aylesbury, HP20 1UR	13.4%	90	2.6%	2	1.3%	0	0.0%	0
Rogue Leisure, Gatehouse Way, Aylesbury, HP19 8DB	0.7%	5	0.0%	0	0.0%	0	0.0%	0
<b>Zone 14</b>								
Bicester Town Centre	1.3%	9	7.0%	6	0.0%	0	0.0%	0
Vue Cinema, Pioneer Square, Bure Place, Bicester, OX26 6FA	9.5%	64	6.6%	5	0.0%	0	0.0%	0
Banbury Town Centre	0.9%	6	7.0%	6	0.0%	0	0.0%	0
Bedford Town Centre	0.7%	5	0.0%	0	0.0%	0	3.5%	0
Berkhamsted Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Broadway Cinema & Theatre, Eastcheap, Letchworth Garden City, SG6 3DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Cineworld, Aspects Leisure Park, Newnham Avenue, Bedford, MK41 9LN	4.6%	31	0.0%	0	14.2%	3	7.6%	1
Cineworld, Charter Place, Watford, WD17 2DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Jarman Park, Hemel Hempstead, HP2 4JW	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Cineworld, Northampton Road, West Terrace, Rushden, NN10 6FA	0.2%	1	0.0%	0	0.0%	0	6.2%	1
Cineworld, Sixfields Leisure, Weedon Road, Northampton, NN5 5QJ	2.6%	18	15.5%	13	1.3%	0	2.7%	0
Cineworld, Stevenage Leisure Park, Kings Way, Stevenage, SG1 2UA	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Cineworld, The Galaxy	1.5%	10	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Centre, Bridge Street, Luton, LU1 2NB								
Dunstable Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Everyman, Wharfside Street, Birmingham, B1 1RF	0.2%	1	1.7%	1	0.0%	0	0.0%	0
Northampton Filmhouse, Dergate, Northampton, NN1 1TU	0.5%	4	0.0%	0	0.0%	0	3.5%	0
Northampton Town Centre	0.2%	1	0.0%	0	3.4%	1	3.5%	0
Odeon, Garrick Lane, The Old Market, Hereford, HR4 9HR	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Odeon, The Galleria, Comet Way, Hatfield, AL10 9TF	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Showcase, Boongate, Mallory Road, Peterborough, PE1 5AU	0.1%	1	0.0%	0	0.0%	0	0.8%	1
The Light Banbury, Spiceball Park Road, Banbury, OX16 2PA	0.4%	3	3.5%	3	0.0%	0	0.0%	0
The Odyssey Cinema, London Road, St Albans, AL1 1PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Rex Cinema, High Street, Berkhamsted, HP4 2FG	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Aspects Leisure Park, Avon Ring Road, Longwell Green, Bristol, BS15 9LA	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Vue Cinema, Riverside Close, Bedford, MK40 1AS	1.3%	9	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Sol Central, Doddridge Street, Northampton, NN1 2RN	0.4%	3	0.7%	1	0.0%	0	8.7%	1
Weighted base:	673	83	22	9	68	104	136	61
Sample:	577	45	36	40	44	47	49	44

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q38 Which centre / facility did you last visit to go to a café or restaurant?</b>								
<i>Asked to those who visit cafes and restaurants at Q35 AND Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Beacon Retail Park, Watling Street, Bletchley, Milton Keynes (TK Maxx, Argos, Boots, Greggs, Home Bargains, Pets at Home, Sports Direct)	2.1%	18	2.7%	3	0.0%	0	0.0%	0
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	3.3%	29	0.0%	0	4.8%	2	0.0%	0
Fenny Stratford Town Centre	0.5%	4	2.0%	2	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M)	3.9%	34	5.4%	6	1.8%	1	0.0%	0
Old Swan, Shenley Road, Bletchley, Milton Keynes, MK3 6EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pasha Turkish Grill Restaurant, Buckingham Road, Bletchley, Milton Keynes, MK3 5HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Inn on the Lake, Mount Farm Lake, Bond Avenue, Bletchley, Milton Keynes, MK1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Three Trees, Buckingham Road, Bletchley, MK3 5JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tuk Tuk Thai, Aylesbury Street, Fenny Stratford, Bletchley, MK2 2BH	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Furzton District Centre	0.3%	3	0.5%	1	0.0%	0	0.0%	0
Furzton Lake, Shirwell Crescent, Furzton, MK4 1GA	0.2%	2	0.5%	1	0.0%	0	0.0%	0
Prince George, Portishead Drive, Tattenhoe, Milton Keynes, MK4 3FA	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Shenley Brook End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Shenley Church End Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Shenley Lodge Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Sul Lago, Watling Street, Furzton, Milton Keynes, MK4 1FB	0.6%	6	0.0%	0	0.0%	0	3.4%	3
Tattenhoe Local Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0
Westcroft District Centre	0.7%	7	2.7%	3	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes (Poundland, Boots, B&M)	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	17.0%	148	15.8%	17	24.2%	8	16.6%	2
The Place Retail Park, Elder Gate, Portway, Milton Keynes (Currys, Carphone Warehouse, Cotswold Outdoor, Up and Running Sports)	0.5%	4	4.0%	4	0.0%	0	0.0%	0
Xscape, Marlborough Gate, Milton Keynes	2.6%	22	0.0%	0	0.0%	0	2.5%	2
<b>Zone 4</b>								
Broughton Village Centre	0.2%	2	0.0%	0	0.9%	0	0.0%	0
Costa Coffee, Brooklands Road, Brooklands, Milton Keynes, MK10 7NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Kingston District Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

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February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Milton Keynes Village Centre, MK10 9AL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simpson Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Inn, Broughton Road, Milton Keynes, MK10 9AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Caldecotte Arms, Bletcham Way, Caldecotte, Milton Keynes, MK7 8HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Winchester Circle, Milton Keynes (Homesense, Boots, Home Bargains)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peartree Bridge Inn, Waterside, Peartree Bridge, Milton Keynes, MK6 3PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Milton Keynes, MK10 9SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woughton on the Green Local Centre	0.4%	4	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
<b>Zone 5</b>																
Black Horse, Wolverton Road, Great Linford, MK14 5AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giffard Park Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Linford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvester, Eastlake Park, Milton Keynes, MK15 0SB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linford Wood Local Centre	0.3%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warbler on the Wharf, Frobisher Gate, Newlands, Milton Keynes, MK15 0DW	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willen District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willen Dragon, Brickhill Street, Milton Keynes, MK15 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willen Lake, Milton Keynes, MK15 9LJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Woolstone Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Holm Village Centre, MK8 9AY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kam Tong Garden, Attingham Hill, Great Holm, Milton Keynes, MK8 9BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mii & U Oriental, Alston Drive, Milton Keynes, MK13 9HG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Wolverton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford Town Centre	2.7%	24	7.3%	8	4.6%	2	0.8%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Wolverton House, Stratford Road, Wolverton, Milton Keynes, MK12 5NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Town Centre	1.2%	10	0.0%	0	0.9%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ashton Village Centre, NN7 2JN	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beachampton Village Centre, MK19 6DX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beefeater, Needlepin Way, Buckingham, MK18 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	1.6%	14	12.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

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February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Buckingham Town Centre	1.4%	12	7.2%	8	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.9%	3
Cherry Lane Garden Centre, Watling Street, Potterspurty, Towcester, NN12 7QN	0.3%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evenley Village Centre, NN13 5SQ	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafton Regis Village Centre, NN12 7SR	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Navigation, Stoke Bruerne, Towcester, NN12 7SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roads Village Centre, NN7 2NW	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shalstone Village Centre, MK18 5LX	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fox, Baker Street, Farthinghoe, NN13 5PH	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester Town Centre	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 9</b>																
Alban Hill Nurseries, High Street, Sherington, Newport Pagnell, MK16 9QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Astwood Village Centre	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chicheley Village Centre	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosgrove Village Centre, MK19 7JQ	0.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell Town Centre	1.1%	10	0.0%	0	21.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherington Village Centre The Barley Mow, The Stocks, Cosgrove, Milton Keynes, MK19 7JD	0.1%	1	0.0%	0	2.3%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavendon Village Centre Olney Town Centre	0.2%	2	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>	1.8%	16	2.7%	3	9.9%	3	66.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampthill Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%	0
Bromham Village Centre, MK43 8JP	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.6%	1	0.0%	0	0.0%	0
Marston Moretaine Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maulden Village Centre, MK45 2DH	0.8%	7	0.0%	0	0.0%	0	0.0%	0	8.0%	7	0.0%	0	0.0%	0	0.0%	0
Newton Blossomville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 12</b>																
Aspley Guise Village Centre, MK17 8DF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Bow Brickhill Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Cheddington Village Centre, LU7 0SD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0
Flying Fox, Sheep Lane, Woburn, Milton Keynes, MK17 9HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Newport Road, Woburn Sands, Milton Keynes, MK17 8UE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington Village Centre, LU5 6NF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Golf Club, Plantation Road, Leighton Buzzard, LU7 3JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	5.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	43	0.0%	0	0.0%	0
Little Brickhill Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Northall Village Centre, LU6 2HG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Poplars Garden Centre, Harlington Road, Toddington, Dunstable, LU5 6HE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Pulloxhill Village Centre, MK45 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Salford Village Centre, MK17 8BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steppingley Village Centre, MK45 5AU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Toddington Village Centre, LU5 6BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Wavendon Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Westoning Village Centre, MK45 5JL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Woburn Sands Emporium, Newport Road, Woburn Sands, Milton Keynes, MK17 8UF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands Town Centre	1.1%	9	0.0%	0	5.0%	2	0.0%	0	1.6%	1	2.6%	3	0.0%	0	0.0%	0
Woburn Town Centre	1.2%	10	0.0%	0	0.0%	0	0.8%	0	6.2%	6	2.2%	3	0.0%	0	0.0%	0
<b>Zone 13</b>																
Aston Clinton Village Centre, HP22 5HL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	2.9%	5	2.6%	2
Aylesbury Town Centre	6.6%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	33.3%	53	2.3%	2
Broadfields Retail Park, Aylesbury Vale (TK Maxx, Smyths, Next, The Range)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0
Buckinghamshire Yeoman, Camborne Avenue, Bedgrove, HP21 7UD	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0
Charter Table, Rimmington Way, Aylesbury, HP19 8AW	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0
Crows Nest, Tring Hill, Tring, HP23 4LD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
North Marston Village Centre, MK18 3PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
The Crown, Winslow Road, Granborough, Buckingham, MK18 3NJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Tring Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	10	0.0%	0
Weedon Village Centre, HP22 4NL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Weston Turville Village Centre, HP22 5RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Winslow Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.7%	0
<b>Zone 14</b>																
Adstock Town Centre, MK18 2JN	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Hotel Golf & Spa, Chesterton, Bicester, OX26 1TE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bicester Town Centre	3.7%	32	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.9%	32
Bicester Village Outlet Centre, Bicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Bucknell Village Centre, OX27 7LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Bure Farm, Bure Park, Bicester, OX26 3HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Twyford Village Centre, MK18 4EE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
<b>Outside Survey Area</b>																
Amersham Old Town Centre, HP7 0HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Apsley Village Centre, HP3 9SQ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Aspects Leisure Park, Newnham Avenue, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury (Hobbycraft, Home Bargains, Pets at Home)	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Banbury Town Centre	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Barns Hotel, Cardington Road, Bedford, MK44 3SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bath City Centre, BA1 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	2.7%	23	0.0%	0	0.0%	0	0.8%	0	18.2%	17	0.6%	1	2.1%	3	0.0%	0
Belfast City Centre, BT1 4QG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Belgrave Retail Park / Northfield Avenue, Kettering (DFS, Wickes, Currys, Halfords)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Bishops Cleeve Village Centre, GL52 8RL	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 1JQ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre, IP33 3FD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Cardington Village Centre, MK44 3SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, Wellingborough (Dunelm, Pets at Home, B&Q)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.8%	24	0.0%	0	0.0%	0	0.0%	0	2.2%	2	4.4%	6	6.1%	10	7.7%	5
Charlton Village Centre, OX17 3DG	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clophill Village Centre, MK45 4AD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.0%	0	0.0%	0
Dunstable Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Five Bells, High Street, Henlow, SG16 6AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Grange Park, Loake Close, Northampton, NN4 5EZ	0.2%	2	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Town Centre, HP16 0AL	0.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Haddenham Village Centre, HP17 8EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hemel Hempstead Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	2.8%	5	0.0%	0
Henley on Thames Town Centre, RG9 1AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Ireland Village Centre, SG17 5QL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Islington District Centre, London, N1 1QN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Kempston Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre, LE8 0LR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside, The Lakes, Northampton, NN4 7YD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln City Centre, LN1 1TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre, LL30 2RP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Luton Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Mablethorpe Town Centre, LN12 1AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre, LE16 7DR	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Harbour Parade, Southampton, SO15 1QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marlow Town Centre, SL7 2LS	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Murcott Village Centre, OX5 2RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Northampton Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley Village Centre, MK43 7RJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.8%	7	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5
Peterborough City Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
PE1 INT								
Plymouth Town Centre, PL1 2TR	0.4%	3	2.7%	3	0.0%	0	0.0%	0
Queen Eleanor, London Road, Northampton, NN4 7JJ	0.1%	1	0.0%	0	2.3%	1	0.0%	0
Rushden Lakes Shopping Park, Rushden, NN10 6AN	0.2%	2	0.0%	0	0.0%	0	0.8%	0
Sixfields Retail Park, Gambrel Road, Northampton (Next, Boots, Poundland)	1.5%	13	9.5%	10	0.0%	0	0.0%	0
Southill Village Centre, SG18 9JB	0.1%	1	0.0%	0	0.0%	0	0.6%	1
St Neots Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Stratford upon Avon Town Centre, CV37 6JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sutton Village Centre, SG19 2NE	0.3%	3	0.0%	0	0.0%	0	3.3%	3
Thame Town Centre, OX9 3DP	0.3%	3	0.0%	0	0.0%	0	0.0%	0
The Countryman, Daventry Road, Staverton, Daventry, NN11 6JH	0.1%	1	0.5%	1	0.0%	0	0.0%	0
The Pheasant, Keyston, Huntingdon, PE28 0RE	0.0%	0	0.0%	0	0.9%	0	0.0%	0
The Swan, Main Street, Walton-on-Trent, DE12 8LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurston Village Centre, IP31 3QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toby Carvery, Goldington Road, Bedford, MK41 0DS	0.1%	1	0.0%	0	0.0%	0	1.3%	1
Torquay Town Centre, TQ1 2AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tring Garden Centre, Bulbourne Road, Tring, HP23 5HF	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Wendover Town Centre, HP22 6EA	0.9%	8	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable (TK Maxx, Superdrug, Pets at Home)	0.5%	4	0.0%	0	0.0%	0	3.0%	4
Wigginton Village Centre, HP23 6EH	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre, BN11 1SX	0.1%	1	0.5%	1	0.0%	0	0.0%	0
York City Centre, YO1 9WY	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Weighted base:	871		105	33	14	91	131	159
Sample:	873		65	61	73	71	73	67



Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>Q39 Which centre / facility did you last visit to go to pubs, bars and nightclubs?</b>																
<i>Asked to those who visit pubs and bars at Q35 AND Excl. Nulls &amp; SFT</i>																
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	3.8%	19	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0
Fenny Stratford Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping Park, Stadium Way West, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal British Legion, Melrose Avenue, Bletchley, Milton Keynes, MK3 6PU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furztown Lake, Shirwell Crescent, Furztown, MK4 1GA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prince George, Portishead Drive, Tattenhoe, Milton Keynes, MK4 3FA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Shenley Church End Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Lodge Local Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes (Poundland, Boots, B&M)	0.9%	4	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																
Eaglestone Local Centre, Milton Keynes, MK6 5BZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	1.3%	7	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	11.2%	57	10.1%	6	0.0%	0	1.1%	0	6.8%	4	6.1%	6	0.0%	0	5.3%	3
The Place Retail Park, Elder Gate, Portway, Milton Keynes (Currys, Carphone Warehouse, Cotswold Outdoor, Up and Running Sports)	0.4%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape, Marlborough Gate, Milton Keynes	1.9%	10	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																
Broughton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Village Centre, MK10 9AL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simpson Village Centre	0.5%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Inn, Broughton Road, Milton Keynes, MK10 9AH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Winchester Circle, Milton Keynes (Homesense, Boots, Home Bargains)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peartree Bridge Inn, Waterside, Peartree Bridge, Milton Keynes, MK6 3PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walnut Tree Local Centre, Milton Keynes, MK7 7AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woughton on the Green Local Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																
Black Horse, Wolverton Road, Great Linford, MK14 5AJ	0.3%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campbell Wharf Marina, Frobisher Gate, Newlands, Milton Keynes, MK15 0DW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eager Poet, Tower Drive, Neath Hill, Milton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Keynes, MK14 6JY								
Giffard Park Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Great Linford Village Centre	1.8%	9	5.0%	3	0.0%	0	0.0%	0
The Lakeside, Willen Lakeside Park, Brickhill Street, Milton Keynes, MK15 9HQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0
The Ship Ashore, Granville Square, Willen, Milton Keynes, MK15 9JL	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Warbler on the Wharf, Frobisher Gate, Newlands, Milton Keynes, MK15 0DW	0.5%	2	0.0%	0	5.7%	1	0.0%	0
Willen District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Woolstone Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>								
Abbey Hill Golf Centre, Monks Way, Two Mile Ash, Milton Keynes, MK8 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell Common Village Centre, MK13 8BT	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bradwell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Great Holm Village Centre, MK8 9AY	0.1%	0	0.0%	0	0.0%	0	0.0%	0
New Bradwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Old Wolverton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stony Stratford Town Centre	2.6%	13	1.9%	1	0.0%	0	4.3%	4
Wolverton Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>								
Akeley Village Centre, MK18 5HP	0.3%	1	2.4%	1	0.0%	0	0.0%	0
Bartholomew Arms, High Street, Blakesley, Towcester, NN12 8RE	0.3%	1	2.4%	1	0.0%	0	0.0%	0
Brackley Town Centre	1.9%	10	16.7%	10	0.0%	0	0.0%	0
Buckingham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	3.9%
Calverton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deanshanger Village Centre, MK19 6HT	0.6%	3	5.1%	3	0.0%	0	0.0%	0
Grafton Regis Village Centre, NN12 7SR	0.1%	0	0.0%	0	1.4%	0	0.0%	0
Hackleton Village Centre, NN7 2AD	0.1%	0	0.0%	0	1.4%	0	0.0%	0
Navigation, Stoke Bruerne, Towcester, NN12 7SY	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Silverstone Village Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0
The Kings Head, Abbey Road, Syresham, NN13 5HW	0.3%	1	2.4%	1	0.0%	0	0.0%	0
Towcester Town Centre	1.2%	6	10.9%	6	0.0%	0	0.0%	0
Turweston Village Centre, NN13 5JU	0.8%	4	6.9%	4	0.0%	0	0.0%	0
Yardley Gobion Village Centre, NN12 7UF	0.6%	3	5.0%	3	0.0%	0	0.0%	0
Cosgrove Village Centre, MK19 7JQ	0.4%	2	0.0%	0	8.7%	2	0.0%	0
Gayhurst Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Hanslope Village Centre	0.7%	4	5.1%	3	2.9%	1	0.0%	0
Haversham Village Centre	0.1%	0	0.0%	0	1.4%	0	0.0%	0
Moulsoe Village Centre	0.5%	2	0.0%	0	0.0%	0	2.7%	1
Newport Pagnell Town Centre	2.0%	10	0.0%	0	40.5%	8	0.0%	0
North Crawley Village Centre	0.2%	1	0.0%	0	5.1%	1	0.0%	0
Sherington Village Centre	0.3%	1	0.0%	0	2.9%	1	0.0%	0
Stoke Goldington Village Centre	0.2%	1	0.0%	0	1.4%	0	0.0%	0
Emberton Village Centre	0.2%	1	0.0%	0	0.0%	0	6.8%	1
Lavendon Village Centre	0.5%	2	0.0%	0	0.0%	0	9.0%	1
Olney Town Centre	2.3%	12	0.0%	0	5.7%	1	68.5%	8

Column %ges.

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Weston Underwood Village Centre	0.2%	1	0.0%	0	3.7%	1	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Underwood Village Centre, MK46 5JP	0.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 11</b>																
Ampthill Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Bromham Village Centre, MK43 8JP	0.9%	4	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0
Cranfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Flitwick Town Centre	0.9%	5	0.0%	0	1.4%	0	0.0%	0	6.8%	4	0.8%	1	0.0%	0	0.0%	0
Haynes Village Centre, MK45 3QB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Maulden Village Centre, MK45 2DH	1.0%	5	0.0%	0	0.0%	0	0.0%	0	9.9%	5	0.0%	0	0.0%	0	0.0%	0
Bow Brickhill Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Cheddington Village Centre, LU7 OSD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Eversholt Village Centre, MK17 9EZ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Flying Fox, Sheep Lane, Woburn, Milton Keynes, MK17 9HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	7.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.7%	35	0.0%	0	0.0%	0
Pulloxhill Village Centre, MK45 5HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Queens Head, High Street, Wing, Leighton Buzzard, LU7 0NS	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Salford Village Centre, MK17 8BB	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Stanbridge Village Centre, LU7 9JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Stewkley Village Centre, LU7 0EW	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Stoke Hammond Village Centre, MK17 9BZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
The Compasses, High Street, Greenfield, Bedford, MK45 5DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Toddington Village Centre, LU5 6BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wavendon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Westoning Village Centre, MK45 5JL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Woburn Sands Town Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	10	0.0%	0	0.0%	0
Woburn Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	4.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	24	0.0%	0
Bay 19, Hulcott Lane, Bierton, Aylesbury, HP22 5GA	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0
Broadfields Retail Park, Aylesbury Vale (TK Maxx, Smyths, Next, The Range)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
North Marston Village Centre, MK18 3PD	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	10	0.0%	0
Swanbourne Village Centre, MK17 0FF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Shoulder of Mutton, Church Street, Little Horwood, Milton Keynes, MK17 0PF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermead Inn, Watermead, Lakeside, Aylesbury, HP19 0FX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Weedon Village Centre, HP22 4NL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wingrave Village Centre, HP22 4PE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Winslow Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	0.0%	0
Woolpack, Risborough Road, Stoke Mandeville, Aylesbury, HP22 5UP	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total		Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14						
Bicester Town Centre	4.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.5%	23	
Bure Farm, Bure Park, Bicester, OX26 3HA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	
Chesterton Village Centre, OX26 1UU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	
Launton Village Centre, OX26 5DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lower Arncott Village Centre, OX25 1NY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	
Padbury Village Centre, MK18 2AY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	
Plough, North Street, Bicester, OX26 6NB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	
Stratton Audley Village Centre, OX27 9AQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	
Thornborough Village Centre, MK18 2DF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	
Wendlebury Village Centre, OX25 2PW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	
White Horse, Churchill Road, Bicester, OX26 4UA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	
Arlesey Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aspects Leisure Park, Newnham Avenue, Bedford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Banbury Town Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basingstoke Town Centre, RG21 7QU	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bath City Centre, BA1 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bedford Town Centre	2.6%	13	0.0%	0	0.0%	0	0.0%	0	15.3%	8	3.2%	3	0.0%	0	
Belfast City Centre, BT1 4QG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	
Bishops Cleeve Village Centre, GL52 8RL	0.1%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	
Bracknell Village Centre, RG12 1AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	
Cainhoe Wood Golf Club, Ampthill Road, Beadlow, Shefford, SG17 5PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
Cardington Village Centre, MK44 3SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
Castlefields Retail Park, Wellingborough (Dunelm, Pets at Home, B&Q)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Central London / West End	2.4%	12	0.0%	0	0.0%	0	5.8%	1	2.7%	1	4.3%	4	4.2%	3	0.0%
Clophill Village Centre, MK45 4AD	0.8%	4	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0	
Dunstable Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Great Doddington Village Centre, NN29 7TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hemel Hempstead Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kempston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Kidlington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Kings Sutton Village Centre, OX17 3RD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Luton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Murcott Village Centre, OX5 2RE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Newcastle upon Tyne City Centre, NE1 5AF	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport Town Centre, Isle of Wight, PO30 5BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oakley Village Centre, MK43 7RJ	0.1%	1	0.0%	0	0.0%	0	1.1%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Oxford City Centre	1.4%	7	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%
Southill Village Centre, SG18 9JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
St Albans City Centre, AL1 3DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
St James Retail Park, Towester Road,	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Northampton (Homesense, The Range, DFS)								
Stevington Village Centre, MK43 7QT	0.0%	0	0.0%	0	0.0%	0	1.1%	0
The Pheasant, Keyston, Huntingdon, PE28 0RE	0.1%	0	0.0%	0	1.4%	0	0.0%	0
Thurston Village Centre, IP31 3QU	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wendover Town Centre, HP22 6EA	1.5%	8	0.0%	0	0.0%	0	0.0%	0
Wigginton Village Centre, HP23 6EH	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Wisbech Town Centre, PE13 1AR	0.8%	4	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5JS	0.1%	1	0.0%	0	0.0%	0	1.1%	1
Yarnton Village Centre, OX5 ITE	0.1%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 9WY	0.1%	1	0.9%	1	0.0%	0	0.0%	0
Weighted base:	510	57	21	11	53	91	81	47
Sample:	502	34	37	52	41	45	35	35

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	
<b>Q40 Which centre / facility did you last visit to go ten-pin bowling?</b>									
<i>Asked to those who visit bowling alleys at Q35 AND Excl. Nulls &amp; SFT</i>									
<b>Zone 3</b>									
Hollywood Bowl, Xscape MK, Marlborough Gate, Milton Keynes, MK9 3XS	48.2%	96 27.7%	8 100.0%	2 23.0%	0 46.0%	6 67.2%	21 20.4%	10 42.0%	7
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	5.0%	10 4.8%	1 0.0%	0 0.0%	0 22.1%	3 2.3%	1 0.0%	0 0.0%	0
Blue Bridge Local Centre	0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
<b>Zone 13</b>									
Aylesbury Town Centre	8.5%	17 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 33.8%	17 0.0%	0
Rogue Leisure, Gatehouse Way, Aylesbury, HP19 8DB	11.5%	23 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 45.8%	23 0.0%	0
<b>Zone 14</b>									
Bicester Town Centre	2.7%	5 10.2%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 15.7%	3
Banbury Bowl, Cherwell Centre, George Street, Banbury, OX16 5BH	1.3%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 15.9%	3
Banbury Town Centre	5.2%	10 27.0%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 15.9%	3
Bedford Town Centre	0.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Birmingham City Centre	0.7%	1 0.0%	0 0.0%	0 0.0%	0 10.6%	1 0.0%	0 0.0%	0 0.0%	0
Center Parcs, Elveden Forest, Brandon, Thetford, IP24 3TR	0.7%	1 0.0%	0 0.0%	0 0.0%	0 10.6%	1 0.0%	0 0.0%	0 0.0%	0
Cosgrove Leisure, Halfway Road, Minster on Sea, ME12 3AA	0.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Dunstable Town Centre	4.3%	9 0.0%	0 0.0%	0 0.0%	0 10.6%	1 18.2%	6 0.0%	0 0.0%	0
Go Bowling, Grove Park, Court Drive, Dunstable, LU5 4JD	2.0%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 12.3%	4 0.0%	0 0.0%	0
Hollywood Bowl, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	0.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 10.5%	2
Hollywood Bowl, Wherry Road, Development, Norwich, NR1 1WZ	0.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Hollywood Bowl, Whitworth Way, Wellingborough, NN8 2EF	0.4%	1 0.0%	0 0.0%	0 35.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Manchester City Centre, M1 5AN	0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Northampton Town Centre	0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Ten Pin, Sixfields Leisure, Weedon Road, Northampton, NN5 5QL	4.9%	10 30.2%	9 0.0%	0 5.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Wellingborough Town Centre	0.4%	1 0.0%	0 0.0%	0 36.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Weighted base:	198	28	2	2	14	32	50	16	
Sample:	132	12	1	10	9	11	13	9	

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q41 Which centre / facility did you last visit for a casino?</b>								
<i>Asked to those who visit casinos at Q35 AND Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Bletchley Town Centre (e.g. Queensway, including the Brunel Shopping Centre)	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	16.4%	7	0.0%	0	0.0%	0	0.0%	0
The Casino MK, Xscape, Milton Keynes, MK9 3XS	59.9%	25	49.7%	3	0.0%	0	0.0%	0
Aspers Casino, Commercial Street, Northampton, NN1 1PJ	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Grosvenor Casino, Park Street West, Luton, LU1 3BE	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Skimpot Road, Luton, LU4 0JB	6.9%	3	50.3%	3	0.0%	0	0.0%	0
Wellingborough Town Centre	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		42		6		0		0
Sample:		32		2		0		0
						1		6
						1		2
								5
								1
								5
								2

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q42 Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?</b>								
<i>Asked to those who visit cultural facilities at Q35 AND Excl. Nulls &amp; SFT</i>								
<b>Zone 1</b>								
Bletchley Park Museum, Sherwood Drive, Bletchley, MK3 6EB	0.5%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>								
Crownhill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	34.8%	211	52.4%	38	54.5%	16	50.5%	6
Milton Keynes Theatre, Marlborough Gate, Milton Keynes, MK9 3NZ	4.4%	27	0.0%	0	14.7%	4	0.0%	0
Campbell Park Local Centre, Milton Keynes, MK15 0DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stantonbury Theatre, Stantonbury, Milton Keynes, MK14 6BN	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Willen District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>								
Bradville Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
City Discovery Centre, Alston Drive, Milton Keynes, MK13 9AP	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Blue Bridge Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Museum, McConnell Drive, Wolverton, Milton Keynes, MK12 5EL	2.5%	15	3.6%	3	2.5%	1	1.1%	0
Wolverton Town Centre	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Moulsoe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cowper and Newton Museum, Orchard Side, Market Place, Olney, MK46 4AJ	0.5%	3	0.0%	0	0.0%	0	3.8%	0
Leighton Buzzard Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stables Theatre, Stockwell Lane, Wavendon, MK17 8LU	2.3%	14	1.9%	1	0.0%	0	2.6%	1
Wavendon Village Centre	2.7%	16	0.0%	0	0.0%	0	2.1%	0
Woburn Sands Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Woburn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 13</b>								
Aylesbury Town Centre	8.2%	50	0.0%	0	1.0%	0	0.0%	0
Aylesbury Waterside Theatre, Exchange Street, Aylesbury, HP20 1UG	4.9%	30	4.0%	3	0.0%	0	0.0%	0
Tring Town Centre	1.4%	8	0.0%	0	1.0%	0	0.0%	0
Ashmolean Museum, Beaumont Street, Oxford, OX1 2PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	0.5%	3	4.0%	3	0.0%	0	0.0%	0
Bath City Centre, BA1 1LZ	0.2%	1	1.9%	1	0.0%	0	0.0%	0
Bedford Town Centre	1.0%	6	0.0%	0	0.0%	0	1.1%	0
Birmingham City Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0
Bishop's Palace, College Precincts, Worcester, WR1 2LG	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Bridport Electric Palace, South Street, Bridport, DT6 3NY	0.1%	1	0.0%	0	2.5%	1	0.0%	0
Canons Ashby Village Centre, NN11 3SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	19.6%	119	9.7%	7	15.8%	5	25.7%	3
Cheltenham Town Centre, GL50 1HQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Chorleywood Village Centre, WD3 5RB	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre, G1	0.2%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
2FF								
Grimsby Fishing Heritage Centre, Alexandra Dock, Grimsby, DN31 1UZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2XE	0.2%	1	0.0%	0	0.0%	0	0.7%	1
Isaac Newton's Apple Tree, Water Lane, Woolsthorpe by Colsterworth, NG33 5PD	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Islington District Centre, London, N1 1QN	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Manchester City Centre, M1 5AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Museum of the Great Western Railway, Fire Fly Avenue, Swindon, SN2 2TA	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, Cromwell Road, South Kensington, London, SW7 5BD	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, The Walter Rothschild Building, Akeman Street, Tring, HP23 6AP	0.4%	2	0.0%	0	0.0%	0	1.8%	2
New Theatre, George Street, Oxford, OX1 2AG	0.8%	5	0.0%	0	0.0%	0	3.8%	5
Newbury Town Centre, RG14 5BD	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	2.9%	17	14.0%	10	2.5%	1	15.8%	2
Norwich City Centre, NR1 3JU	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Old Warden Airfield, Biggleswade, SG18 9EP	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Oxford City Centre	4.9%	30	7.9%	6	0.0%	0	0.0%	0
Rhyl Town Centre, LL18 1SG	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Roadmender, Lady's Lane, Northampton, NN1 3AH	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Royal & Derngate, Guildhall Road, Northampton, NN1 1DP	0.1%	1	0.0%	0	2.5%	1	0.0%	0
Stevenage Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
University of Reading, Reading, RG6 6AB	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Watford Town Centre, WD17 2AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Stadium, London, HA9 0WS	0.3%	2	0.0%	0	0.0%	0	2.1%	2
Wycombe Swan Theatre, St Mary Street, High Wycombe, HP11 2XE	0.4%	2	0.0%	0	0.0%	0	1.8%	2
Weighted base:	607	73	30	11	55	89	120	51
Sample:	631	45	49	57	43	53	50	39

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Q43 Based on either your own experience or that of friends or family, if you were to recommend local hotel accommodation to a visitor to the Milton Keynes area, which would you recommend?</b>								
Abbey Guest House, Victoria Road, Fenny Stratford, Bletchley, Milton Keynes, MK2 2NN	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Best Western Hotel, Ring Road South, Buckingham Railway Walk, Buckingham, MK18 1RY	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Best Western Moore Place Hotel, The Square, Aspley Guise, Milton Keynes, MK17 8DW	0.5%	8	0.0%	0	0.0%	0	0.0%	0
Broughton Hotel, Milton Road, Broughton, Milton Keynes, MK10 9AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Central MK - The Hub, Witan Gate, Milton Keynes, MK9 2DA	0.6%	9	0.0%	0	0.0%	0	0.0%	0
Crown Hotel, Market Place, Brackley, NN13 7DP	0.4%	5	2.3%	4	0.0%	0	0.0%	0
Delta Hotels by Marriott Milton, Kents Hill Park, Timbold Drive, Kents Hill, Milton Keynes, MK7 6HL	0.1%	2	0.0%	0	1.5%	1	0.6%	0
Double Tree by Hilton, Stadium Way, Bletchley, Milton Keynes, MK1 1ST	3.8%	54	3.7%	7	0.0%	0	0.0%	0
EasyHotel Milton Keynes Central, Norfolk House, Saxon Gate, Milton Keynes, MK9 2AH	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Holiday Inn Express, Eastlake Park, Tongwell Street, Milton Keynes, MK15 0YA	2.1%	30	1.6%	3	1.5%	1	0.6%	0
Holiday Inn, Junction 14, London Road, Newport Pagnell, MK16 0JA	0.5%	7	1.2%	2	3.6%	2	0.6%	0
Holiday Inn, Saxon Gate, West, Milton Keynes, MK9 2HQ	0.9%	12	0.0%	0	1.5%	1	0.0%	0
Holiday Inn, New Road, Weston Turville, Aylesbury, HP22 5QT	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Horwood House Hotel, Mursley Road, Little Horwood, Milton Keynes, MK17 0PH	0.5%	7	1.6%	3	0.0%	0	0.0%	0
Hotel Campanile, Off Penn Road, Watling Street, Fenny Stratford, Bletchley, Milton Keynes, MK2 2AU	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Hotel La Tour, Marlborough Gate, Milton Keynes, MK9 3FP	2.1%	30	2.2%	4	6.2%	3	2.8%	1
Hotel Novotel Milton Keynes, Saxon Street, Leyburn Court, Heelands, Milton Keynes, MK13 7RA	0.4%	5	1.6%	3	0.0%	0	0.0%	0
Leonardo Hotel, Midsummer Boulevard, Milton Keynes, MK9 2HP	2.1%	29	0.0%	0	0.0%	0	0.6%	0
Longs Hotel & Inn, Bedford Street, Woburn, Milton Keynes, MK17 9QB	0.3%	5	1.6%	3	0.0%	0	0.0%	0
Mercure Milton Keynes Hotel, The Approach, Two Mile Ash, Milton Keynes, MK8 8LY	0.8%	11	1.9%	3	0.0%	0	0.0%	0
Moxy Hotel, Avebury	0.6%	8	1.6%	3	3.1%	2	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
Boulevard, Milton Keynes, MK9 2GA																
Premier Inn (Theatre District) Hotel, Avebury Boulevard, Milton Keynes, MK9 3JT	2.5%	36	5.5%	10	0.0%	0	0.6%	0	2.9%	4	3.1%	6	0.0%	0	0.0%	0
Premier Inn (Xscape), Secklow Gate, Milton Keynes, MK9 3BZ	1.3%	19	1.2%	2	0.6%	0	0.0%	0	4.2%	5	2.1%	4	0.0%	0	0.0%	0
Premier Inn Central, Grafton Gate, Milton Keynes, MK9 1AL	1.3%	19	0.0%	0	0.6%	0	2.4%	0	0.5%	1	1.0%	2	1.9%	5	0.0%	0
Premier Inn Willen Lake, Brickhill Street, Willen, Milton Keynes, MK15 0DS	1.5%	22	1.2%	2	0.0%	0	1.2%	0	1.8%	2	0.0%	0	0.0%	0	0.4%	0
Premier Inn, Avebury Boulevard, Milton Keynes, MK9 1AU	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Inn, London Road, Buckingham, MK18 1SH	0.3%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Premier Inn, Milton Keynes South Hotel, The Caldecotte Pub and Grill, Lakeside Grove, Milton Keynes, MK7 8HP	0.8%	11	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Premier Inn, Shirwell Crescent, Furzton, Milton Keynes, MK4 1GA	1.2%	16	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Saracens Head Hotel, Watling Street, Towcester, NN12 6BX	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Revived Hotel, High Street, Newport Pagnell, Milton Keynes, MK16 8AR	0.8%	11	0.0%	0	12.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Queen Hotel, Dartmouth Road, Olney, MK46 4BH	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woburn, George Street, Woburn, Milton Keynes, MK17 9PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0
The Woughton House Hotel, Newport Road, Woughton on the Green, Milton Keynes, MK6 3LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelodge at the Hub, Midsummer Boulevard, Milton Keynes, MK9 2EA	1.7%	23	3.2%	6	0.0%	0	0.0%	0	1.2%	1	2.9%	6	0.0%	0	1.0%	1
Travelodge Buckingham, A413, Buckingham, MK18 1SH	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	1.5%	2
Travelodge, A5 Old Stratford Roundabout, Old Stratford, Milton Keynes, MK19 6AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelodge, Burchard Crecents, Shenley Church End, Milton Keynes, MK5 6HQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelodge, Junction A421, Beacroft Road, Marston Moretaine, Bedford, MK43 0PZ	0.2%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villiers Hotel, Castle Street, Buckingham, MK18 1BS	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	1.4%	2
Whittlebury Hotel & Spa, Whittlebury, Towcester, NN12 8QH	0.6%	8	3.9%	7	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adventurer's Village, Frobisher Gate, Milton Keynes, MK15 0DT	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Air Bnb (Unspecified)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Swan Hotel, The Embankment, Bedford,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
MK40 1RW																
Bell Hotel & Inn, Bedford Street, Woburn, MK17 9QB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Cock Hotel, High Street, Stony Stratford, MK11 1AH	0.6%	8	0.8%	1	0.6%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Fawsley Hall Hotel & Spa, Daventry, NN11 3BA	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick Manor Hotel, Church Road, Flitwick, MK45 1AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Harlington Manor, Westoning Road, Harlington, LU5 6PB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Hartwell House and Spa, Oxford Road, Stone, HP17 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Heron's Lodge Guide Centre, Bradwell Road, Great Holm, Milton Keynes, MK8 9AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilton Garden Inn, Silverstone Circuit, Towcester, NN12 8TL	0.3%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn Express, Wendlebury Road, Bicester, OX25 2BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
House Forty One, King Edward Avenue, Aylesbury, HP21 7JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Ibis Hotels (Unspecified)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlebury Hotel, Kings End, Bicester, OX26 6DR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Old George Hotel, High Street, Stony Stratford, MK11 1AA	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paisley Pear, Northampton Road, Brackley, NN13 5FH	0.0%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkside House Hotel, Lucas Place, Milton Keynes, MK6 3BZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Inn (Unspecified)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Inn, Buckingham Road, Aylesbury, HP19 9QL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Premier Inn, Oxford Road, Bicester, OX26 1AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
South Lodge Luxury, Cross End, Wavendon, Milton Keynes, MK17 8AQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
The Bell Hotel, Market Square, Winslow, MK18 3AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.4%	0
The Bull Hotel, Market Place, Olney, MK46 4EA	0.3%	5	0.0%	0	0.6%	0	21.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Carrington Arms, Cranfield Road, Moulsoe, MK16 0HB	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Cherry Tree, High Street, Olney, MK46 4EB	0.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Coach House at The Bull Inn, Tickford Street, Newport Pagnell, MK16 9AE	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Dukes, Leighton Road, Heath and Reach, Leighton Buzzard, LU7 0AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
The Lindens Guest House, High Street, Olney, MK46 4BB	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Old Farmhouse,	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Hartwell Road, Long Street, Hanslope, MK19 7BY								
The Red Lion, Park Road, Stevington, MK43 7QD	0.0%	1	0.0%	0	0.0%	0	0.0%	0
The Swan Hotel, High Street, Leighton Buzzard, LU7 1EA	0.4%	6	0.0%	0	0.0%	0	0.0%	0
The White Hart, Dunstable Street, Ampthill, Bedford, MK45 2NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The White Hart, Gun Lane, Sherington, MK16 9PE	0.1%	1	0.0%	0	2.1%	1	0.0%	0
Yew Tree Farm Bed & Breakfast, Westbrook End, Newton Longville, MK17 0DF	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	63.6%	897	58.2%	106	61.7%	31	58.3%	11
Weighted base:	1409	183	50	20	124	190	244	121
Sample:	1409	104	101	100	100	100	100	100

#### Q44 From the following, do you consider there to be any deficiencies in the stock of local visitor accommodation? [MR]

Lack of affordable accommodation	16.0%	226	11.6%	21	10.2%	5	11.8%	2	20.1%	25	24.7%	47	6.0%	15	13.5%	16
Numbers of bed & breakfast premises	12.2%	172	11.7%	21	7.8%	4	7.2%	1	11.3%	14	15.7%	30	9.7%	24	14.2%	17
Quality of local accommodation	11.9%	167	12.0%	22	5.8%	3	6.6%	1	9.5%	12	11.6%	22	12.7%	31	8.5%	10
Number of hotels	10.8%	153	12.0%	22	5.2%	3	7.6%	2	7.8%	10	13.3%	25	11.1%	27	10.0%	12
More disabled friendly hotels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know)	39.5%	557	37.4%	68	47.6%	24	36.9%	7	48.5%	60	42.2%	80	42.0%	102	42.1%	51
(None)	28.8%	405	30.9%	56	39.6%	20	41.2%	8	24.2%	30	22.1%	42	35.7%	87	27.7%	33
Weighted base:	1409	183	50	20	124	190	244	121								
Sample:	1409	104	101	100	100	100	100	100								

#### Q45 Do you ever visit the following? [MR]

Xscape, Milton Keynes	50.0%	704	52.6%	96	43.9%	22	40.8%	8	46.8%	58	65.0%	123	41.4%	101	29.9%	36
Milton Keynes Dons football at Stadium MK	23.1%	326	21.5%	39	16.6%	8	8.4%	2	20.6%	26	21.3%	40	20.2%	49	19.3%	23
MK Lightning Ice Hockey at Planet Ice, Milton Keynes	10.3%	145	10.4%	19	6.1%	3	3.0%	1	6.6%	8	14.2%	27	9.2%	22	5.7%	7
(None of the above)	40.5%	570	40.9%	75	54.3%	27	56.4%	11	48.4%	60	30.2%	57	43.7%	106	56.9%	69
Weighted base:	1409	183	50	20	124	190	244	121								
Sample:	1409	104	101	100	100	100	100	100								

Weighted:

February 2023

	Total	Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
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**Q46 Which leisure facilities would you like to see more of in the area? [MR]**

*Not asked to those who don't participate in any of the leisure activities mentioned at Q35*

Bars / pubs	7.9%	99	8.7%	14	0.0%	0	0.0%	0	6.7%	8	8.7%	16	4.9%	11	2.5%	3
Better shopping facilities	9.6%	120	9.9%	16	0.0%	0	0.0%	0	7.2%	8	15.2%	27	8.1%	19	6.0%	6
Bowling alley	7.2%	91	3.0%	5	3.7%	2	0.0%	0	4.3%	5	7.6%	14	7.4%	17	17.0%	17
Cinema	7.4%	93	6.5%	11	0.0%	0	0.0%	0	10.6%	12	4.9%	9	8.1%	19	12.4%	13
Concert hall / venue	5.8%	73	5.9%	10	0.0%	0	3.7%	1	2.0%	2	9.3%	17	2.9%	7	5.0%	5
Cycle paths / area	4.8%	60	1.9%	3	3.7%	2	0.0%	0	0.5%	1	3.3%	6	12.3%	28	1.8%	2
Dance facilities	3.0%	38	2.6%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	7	2.0%	5	0.0%	0
Extreme sports	3.6%	46	5.2%	9	0.0%	0	0.0%	0	0.0%	0	6.0%	11	2.9%	7	0.0%	0
Health and fitness (gym)	4.9%	62	6.9%	11	0.0%	0	6.2%	1	5.8%	7	5.9%	11	1.8%	4	4.3%	4
Hotels	3.0%	37	4.3%	7	0.0%	0	0.0%	0	2.0%	2	1.6%	3	3.8%	9	0.0%	0
Ice rink	5.6%	71	7.7%	13	3.7%	2	0.0%	0	2.0%	2	6.0%	11	10.2%	23	3.0%	3
Karting	2.4%	30	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	4	1.8%	4	3.7%	4
Leisure centre	6.1%	76	4.5%	7	0.0%	0	0.0%	0	3.3%	4	10.3%	18	5.4%	12	1.8%	2
More children facilities / activities	7.4%	93	2.6%	4	7.4%	3	0.0%	0	4.6%	5	9.1%	16	8.2%	19	7.5%	8
More sports facilities (football pitches, tennis courts)	6.0%	75	6.3%	10	4.4%	2	0.7%	0	3.5%	4	7.7%	14	6.5%	15	3.4%	3
Museum / art galleries	6.6%	83	6.8%	11	0.0%	0	0.0%	0	2.0%	2	6.0%	11	8.4%	19	6.2%	6
Skateboarding	2.5%	31	3.4%	6	0.0%	0	3.7%	1	0.0%	0	0.0%	0	5.3%	12	4.3%	4
Indoor soft play areas	3.4%	42	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	15	5.0%	5
Play spaces / park facilities	2.6%	33	2.6%	4	3.7%	2	1.4%	0	0.0%	0	0.0%	0	3.5%	8	6.2%	6
Paintballing	2.8%	36	6.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	9	6.2%	6
Restaurants	5.5%	68	3.4%	6	0.0%	0	0.0%	0	3.8%	4	2.2%	4	9.4%	22	1.2%	1
Swimming pool	12.0%	151	6.9%	11	10.4%	4	29.0%	5	9.6%	11	15.9%	29	14.3%	33	9.6%	10
Theatre	3.1%	39	1.2%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	14	6.0%	14	4.3%	4
Bingo	2.0%	25	1.7%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	7	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Escape rooms	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lazer quest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
More activities for disabled people	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for teenagers	0.6%	8	1.8%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1
More activities for the elderly	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More affordable leisure facilities	0.2%	2	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More community centres / activities	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubs	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Rollerskating facilities	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5	0.0%	0
Walking group (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	42.6%	534	44.0%	73	65.1%	27	62.7%	11	60.9%	69	40.0%	72	38.6%	88	44.1%	45
Weighted base:		1255		165		42		17		113		179		229		101
Sample:		1221		96		81		90		89		94		92		79

**GEN Gender of respondent.**

Male	36.6%	516	40.5%	74	34.4%	17	29.5%	6	38.0%	47	32.2%	61	37.0%	90	33.2%	40
Female	63.4%	893	59.5%	109	65.6%	33	70.5%	14	62.0%	77	67.8%	129	63.0%	153	66.8%	81
Weighted base:		1409		183		50		20		124		190		244		121
Sample:		1409		104		101		100		100		100		100		100

**AGE Could I ask how old you are please?**

18 – 24 years	8.1%	115	11.7%	21	2.3%	1	4.9%	1	7.2%	9	4.6%	9	8.3%	20	7.7%	9
25 – 34 years	12.8%	180	17.5%	32	4.6%	2	4.9%	1	9.1%	11	9.2%	17	11.1%	27	9.3%	11
35 – 44 years	21.4%	301	25.4%	46	6.3%	3	3.3%	1	12.3%	15	16.7%	32	31.9%	78	16.8%	20
45 – 54 years	21.3%	300	23.5%	43	15.5%	8	16.3%	3	21.9%	27	28.9%	55	22.3%	54	22.9%	28
55 – 64 years	18.3%	257	12.8%	23	29.9%	15	25.2%	5	23.4%	29	22.8%	43	10.7%	26	26.0%	31
65+ years (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1409		183		50		20		124		190		244		121
Sample:		1409		104		101		100		100		100		100		100

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14								
<b>CAR How many cars / motorcycles does your household own / have access to?</b>																
None	8.8%	124	7.2%	13	7.6%	4	4.9%	1	8.2%	10	7.6%	14	8.3%	20	5.1%	6
1	39.4%	555	39.4%	72	33.4%	17	47.3%	9	30.3%	38	43.1%	82	35.0%	85	25.7%	31
2	33.3%	470	30.9%	56	41.0%	21	28.1%	6	35.0%	43	33.0%	63	37.9%	92	40.3%	49
3	9.3%	131	10.4%	19	6.2%	3	4.4%	1	19.9%	25	9.9%	19	5.0%	12	13.7%	17
4+	5.5%	77	5.4%	10	5.8%	3	6.6%	1	3.7%	5	6.4%	12	9.2%	22	11.4%	14
(Refused)	3.7%	52	6.7%	12	6.1%	3	8.7%	2	2.9%	4	0.0%	0	4.6%	11	3.7%	4
Weighted base:		1409		183		50		20		124		190		244		121
Sample:		1409		104		101		100		100		100		100		100

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>PC Postcode Sector:</b>								
HP19 0	1.0%	14	0.0%	0	0.0%	0	0.0%	0
HP19 7	0.6%	9	0.0%	0	0.0%	0	0.0%	0
HP19 8	0.9%	12	0.0%	0	0.0%	0	0.0%	0
HP19 9	2.0%	28	0.0%	0	0.0%	0	0.0%	0
HP20 1	0.9%	13	0.0%	0	0.0%	0	0.0%	0
HP20 2	0.6%	9	0.0%	0	0.0%	0	0.0%	0
HP21 7	1.7%	24	0.0%	0	0.0%	0	0.0%	0
HP21 8	1.4%	19	0.0%	0	0.0%	0	0.0%	0
HP21 9	1.2%	17	0.0%	0	0.0%	0	0.0%	0
HP22 0	1.2%	17	0.0%	0	0.0%	0	0.0%	0
HP22 4	0.7%	10	0.0%	0	0.0%	0	0.0%	0
HP22 5	0.7%	9	0.0%	0	0.0%	0	0.0%	0
HP22 7	0.4%	6	0.0%	0	0.0%	0	0.0%	0
HP23 4	0.8%	11	0.0%	0	0.0%	0	0.0%	0
LU5 6	1.8%	26	0.0%	0	0.0%	0	13.7%	26
LU6 2	1.2%	17	0.0%	0	0.0%	0	8.9%	17
LU7 0	1.4%	19	0.0%	0	0.0%	0	10.0%	19
LU7 1	1.0%	13	0.0%	0	0.0%	0	7.1%	13
LU7 2	1.8%	25	0.0%	0	0.0%	0	13.0%	25
LU7 3	1.7%	24	0.0%	0	0.0%	0	12.8%	24
LU7 4	0.7%	10	0.0%	0	0.0%	0	5.0%	10
LU7 9	0.8%	11	0.0%	0	0.0%	0	5.6%	11
MK1 1	0.7%	11	0.0%	0	0.0%	0	0.0%	0
MK10 0	1.1%	16	0.0%	0	0.0%	0	0.0%	0
MK10 7	2.6%	37	0.0%	0	0.0%	0	0.0%	0
MK10 9	1.2%	16	0.0%	0	0.0%	0	0.0%	0
MK11 1	0.4%	5	0.0%	0	0.0%	0	0.0%	0
MK11 2	0.2%	3	0.0%	0	0.0%	0	0.0%	0
MK11 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0
MK11 4	0.8%	11	6.3%	11	0.0%	0	0.0%	0
MK12 5	1.8%	26	0.0%	0	0.0%	0	0.0%	0
MK12 6	0.8%	11	0.0%	0	0.0%	0	0.0%	0
MK13 0	0.8%	11	0.0%	0	0.0%	0	0.0%	0
MK13 7	1.1%	16	0.0%	0	0.0%	0	0.0%	0
MK13 8	0.7%	9	0.0%	0	0.0%	0	0.0%	0
MK13 9	0.7%	9	0.0%	0	0.0%	0	0.0%	0
MK14 5	1.1%	16	0.0%	0	0.0%	0	0.0%	0
MK14 6	0.8%	11	0.0%	0	0.0%	0	0.0%	0
MK14 7	0.7%	10	0.0%	0	0.0%	0	0.0%	0
MK15 0	0.1%	2	0.0%	0	0.0%	0	0.0%	0
MK15 8	0.6%	8	0.0%	0	0.0%	0	0.0%	0
MK15 9	0.7%	10	0.0%	0	0.0%	0	0.0%	0
MK16 0	0.6%	8	0.0%	0	15.9%	8	0.0%	0
MK16 8	1.4%	20	0.0%	0	40.6%	20	0.0%	0
MK16 9	0.9%	13	0.0%	0	25.7%	13	0.0%	0
MK17 0	1.4%	20	0.0%	0	0.0%	0	0.0%	0
MK17 7	1.1%	15	0.0%	0	0.0%	0	7.8%	15
MK17 8	1.3%	19	0.0%	0	0.0%	0	9.8%	19
MK17 9	0.4%	6	0.0%	0	0.0%	0	3.1%	6
MK18 1	0.6%	9	4.9%	9	0.0%	0	0.0%	0
MK18 2	1.0%	14	0.0%	0	0.0%	0	0.0%	0
MK18 3	1.8%	25	0.0%	0	0.0%	0	0.0%	0
MK18 4	0.6%	8	0.0%	0	0.0%	0	0.0%	0
MK18 5	0.4%	6	3.1%	6	0.0%	0	0.0%	0
MK18 6	0.2%	3	1.6%	3	0.0%	0	0.0%	0
MK18 7	0.3%	4	2.2%	4	0.0%	0	0.0%	0
MK19 6	0.6%	8	4.5%	8	0.0%	0	0.0%	0
MK19 7	0.6%	9	0.0%	0	17.8%	9	0.0%	0
MK2 2	1.2%	16	0.0%	0	0.0%	0	0.0%	0
MK2 3	1.2%	17	0.0%	0	0.0%	0	0.0%	0
MK3 5	0.9%	12	0.0%	0	0.0%	0	0.0%	0
MK3 6	0.5%	7	0.0%	0	0.0%	0	0.0%	0
MK3 7	1.3%	19	0.0%	0	0.0%	0	0.0%	0
MK4 1	1.2%	17	0.0%	0	0.0%	0	0.0%	0
MK4 2	1.1%	15	0.0%	0	0.0%	0	0.0%	0
MK4 3	0.6%	8	0.0%	0	0.0%	0	0.0%	0
MK4 4	0.7%	10	0.0%	0	0.0%	0	0.0%	0
MK43 0	0.7%	10	0.0%	0	0.0%	0	7.7%	10
MK43 1	0.6%	8	0.0%	0	0.0%	0	6.6%	8
MK43 2	0.5%	7	0.0%	0	0.0%	0	5.9%	7
MK43 8	0.9%	12	0.0%	0	0.0%	0	10.0%	12
MK43 9	0.6%	8	0.0%	0	0.0%	0	6.4%	8

Column %ges.



# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
MK45 1	1.9%	27	0.0%	0	0.0%	0	0.0%	0
MK45 2	2.3%	33	0.0%	0	0.0%	0	0.0%	0
MK45 3	1.3%	19	0.0%	0	0.0%	0	0.0%	0
MK45 5	0.4%	6	0.0%	0	0.0%	0	0.0%	0
MK46 4	0.5%	7	0.0%	0	0.0%	0	0.0%	0
MK46 5	0.9%	13	0.0%	0	0.0%	0	0.0%	0
MK5 6	1.0%	13	0.0%	0	0.0%	0	0.0%	0
MK5 7	1.6%	23	0.0%	0	0.0%	0	0.0%	0
MK5 8	0.4%	6	0.0%	0	0.0%	0	0.0%	0
MK6 2	1.7%	24	0.0%	0	0.0%	0	0.0%	0
MK6 3	0.4%	6	0.0%	0	0.0%	0	0.0%	0
MK6 4	0.7%	10	0.0%	0	0.0%	0	0.0%	0
MK6 5	0.9%	13	0.0%	0	0.0%	0	0.0%	0
MK7 6	0.1%	2	0.0%	0	0.0%	0	0.0%	0
MK7 7	0.2%	3	0.0%	0	0.0%	0	0.0%	0
MK7 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0
MK8 0	0.3%	5	0.0%	0	0.0%	0	0.0%	0
MK8 1	1.1%	15	8.2%	15	0.0%	0	0.0%	0
MK8 8	0.3%	4	0.0%	0	0.0%	0	0.0%	0
MK8 9	0.5%	7	0.0%	0	0.0%	0	0.0%	0
MK9 1	0.1%	2	0.0%	0	0.0%	0	0.0%	0
MK9 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0
MK9 3	0.2%	3	0.0%	0	0.0%	0	0.0%	0
MK9 4	0.2%	3	0.0%	0	0.0%	0	0.0%	0
NN12 6	2.1%	30	16.3%	30	0.0%	0	0.0%	0
NN12 7	1.0%	14	7.7%	14	0.0%	0	0.0%	0
NN12 8	1.1%	15	8.4%	15	0.0%	0	0.0%	0
NN13 5	0.6%	9	4.8%	9	0.0%	0	0.0%	0
NN13 6	1.5%	21	11.5%	21	0.0%	0	0.0%	0
NN13 7	1.0%	14	7.5%	14	0.0%	0	0.0%	0
NN7 2	0.4%	6	3.0%	6	0.0%	0	0.0%	0
NN7 3	1.3%	18	9.9%	18	0.0%	0	0.0%	0
OX25 1	0.6%	9	0.0%	0	0.0%	0	0.0%	0
OX25 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0
OX25 3	0.2%	3	0.0%	0	0.0%	0	0.0%	0
OX26 1	0.2%	3	0.0%	0	0.0%	0	0.0%	0
OX26 2	1.5%	22	0.0%	0	0.0%	0	0.0%	0
OX26 3	0.7%	9	0.0%	0	0.0%	0	0.0%	0
OX26 4	0.6%	9	0.0%	0	0.0%	0	0.0%	0
OX26 5	0.7%	10	0.0%	0	0.0%	0	0.0%	0
OX26 6	1.4%	19	0.0%	0	0.0%	0	0.0%	0
OX27 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX27 7	0.7%	9	0.0%	0	0.0%	0	0.0%	0
OX27 8	0.2%	3	0.0%	0	0.0%	0	0.0%	0
OX27 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1409	183	50	20	124	190	244	121
Sample:	1409	104	101	100	100	100	100	100

**QUOTA Zone:**

Zone 1	4.5%	63	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.8%	110	0.0%	0	0.0%	0	0.0%	0
Zone 3	4.3%	61	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.7%	81	0.0%	0	0.0%	0	0.0%	0
Zone 5	4.2%	60	0.0%	0	0.0%	0	0.0%	0
Zone 6	3.2%	46	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.1%	57	0.0%	0	0.0%	0	0.0%	0
Zone 8	13.0%	183	100.0%	183	0.0%	0	0.0%	0
Zone 9	3.6%	50	0.0%	0	100.0%	50	0.0%	0
Zone 10	1.4%	20	0.0%	0	0.0%	0	100.0%	20
Zone 11	8.8%	124	0.0%	0	0.0%	0	0.0%	124
Zone 12	13.5%	190	0.0%	0	0.0%	0	0.0%	0
Zone 13	17.3%	244	0.0%	0	0.0%	0	0.0%	0
Zone 14	8.6%	121	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1409	183	50	20	124	190	244	121
Sample:	1409	104	101	100	100	100	100	100

### **Appendix 3:**

Data Tabulations

By Q27 (Weighted)

Weighted:

February 2023

	Total	Q23: Newport Pagnell District Centre	Q23: Olney District Centre	Q23: Stony Stratford District Centre	Q23: Woburn Sands District Centre	Q23: Bletchley Town Centre	Q23: Kingston Town Centre	Q23: Westcroft Town Centre	Q23: Wolverton Town Centre
<b>Q27 Which of these Town or District centres do you visit most often?</b>									
Newport Pagnell District Centre	5.5%	78 100.0%	78 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Olney District Centre	3.8%	53 0.0%	0 100.0%	53 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Stony Stratford District Centre	8.2%	116 0.0%	0 0.0%	0 100.0%	116 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Woburn Sands District Centre	4.3%	61 0.0%	0 0.0%	0 0.0%	0 100.0%	61 0.0%	0 0.0%	0 0.0%	0 0.0%
Bletchley Town Centre	16.2%	228 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	228 0.0%	0 0.0%	0 0.0%
Kingston Town Centre	12.4%	175 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	175 0.0%	0 0.0%
Westcroft Town Centre	8.3%	117 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	117 0.0%	0 0.0%
Wolverton Town Centre	3.5%	50 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	50 0.0%
(Don't visit any of these centres)	37.7%	531 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:	1409	78	53	116	61	228	175	117	50
Sample:	1409	121	115	127	45	209	172	135	83

**Q28 How do you usually travel to (CENTRE MENTIONED IN Q27)?***Not asked to those who don't visit any of the centres mentioned at Q27*

Car / van / Motorcycle, scooter or moped (as driver or passenger)	79.6%	699 74.8%	58 65.3%	35 83.4%	97 63.1%	38 75.7%	172 91.2%	159 91.4%	107 63.1%	31
Bus (including the busway or guided bus), minibus or coach	4.9%	43 3.1%	2 5.6%	3 3.5%	4 5.1%	3 9.3%	21 2.4%	4 1.0%	1 7.8%	4
Walk	10.9%	96 20.7%	16 19.5%	10 4.9%	6 26.1%	16 9.9%	23 3.4%	6 6.9%	8 22.0%	11
Taxi	2.2%	19 0.0%	0 4.0%	2 7.1%	8 1.9%	1 3.3%	7 0.0%	0 0.0%	0 0.0%	0
Train	1.3%	11 0.0%	0 4.0%	2 0.0%	0 3.7%	2 0.8%	2 2.5%	4 0.7%	1 0.0%	0
Bicycle	0.5%	5 1.0%	1 0.5%	0 0.7%	1 0.0%	0 0.3%	1 0.5%	1 0.0%	0 2.8%	1
Mobility scooter / disability vehicle	0.4%	3 0.4%	0 0.2%	0 0.6%	1 0.0%	0 0.1%	0 0.0%	0 0.0%	0 4.3%	2
Other (Don't know / varies)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
	0.2%	2 0.0%	0 0.9%	0 0.0%	0 0.0%	0 0.5%	1 0.0%	0 0.0%	0 0.0%	0
Weighted base:	878	78	53	116	61	228	175	117	50	
Sample:	1007	121	115	127	45	209	172	135	83	

Weighted:

February 2023

	Total	Q23: Newport Pagnell District Centre	Q23: Olney District Centre	Q23: Stony Stratford District Centre	Q23: Woburn Sands District Centre	Q23: Bletchley Town Centre	Q23: Kingston Town Centre	Q23: Westcroft Town Centre	Q23: Wolverton Town Centre									
<b>Q29 What do you like about (CENTRE MENTIONED IN Q27)? [MR]</b>																		
<i>Not asked to those who don't visit any of the centres mentioned at Q27</i>																		
Close to home	24.6%	216	35.1%	27	23.8%	13	11.1%	13	31.9%	19	23.2%	53	16.9%	30	38.9%	46	31.0%	15
Attractive environment / nice place	15.9%	140	30.0%	23	29.5%	16	27.0%	31	30.8%	19	14.5%	33	7.1%	12	1.5%	2	7.4%	4
Easy to get to by car	14.0%	123	3.0%	2	1.6%	1	12.8%	15	6.7%	4	25.1%	57	12.7%	22	13.9%	16	10.9%	5
Shops - good range of independent shops	11.1%	97	10.4%	8	31.3%	17	28.8%	33	8.1%	5	10.9%	25	0.9%	2	1.9%	2	11.1%	6
Familiar / know where everything is	11.1%	97	7.2%	6	5.7%	3	8.9%	10	3.2%	2	14.4%	33	13.0%	23	11.7%	14	14.1%	7
Good cafés / restaurants	10.7%	94	6.1%	5	16.1%	9	22.4%	26	7.3%	4	9.4%	21	11.7%	20	3.2%	4	9.3%	5
Shops - good range of supermarkets	10.4%	91	0.0%	0	2.0%	1	0.2%	0	5.5%	3	8.8%	20	19.4%	34	24.8%	29	6.6%	3
Parking - it's free	8.3%	73	3.1%	2	2.6%	1	4.3%	5	5.5%	3	10.3%	23	10.5%	18	15.9%	19	0.0%	0
Shops - good range of non-food shops generally	7.8%	69	5.7%	4	4.6%	2	3.4%	4	6.1%	4	5.6%	13	14.7%	26	11.7%	14	3.3%	2
Parking - it's easy to find a space	7.6%	67	5.3%	4	5.2%	3	4.6%	5	0.0%	0	8.0%	18	14.7%	26	8.7%	10	1.1%	1
Nice atmosphere / friendly people	7.4%	65	5.0%	4	12.7%	7	16.4%	19	4.2%	3	9.8%	22	2.8%	5	0.2%	0	11.0%	5
Clean streets / well maintained	7.2%	63	11.5%	9	22.5%	12	6.8%	8	12.3%	7	7.2%	16	3.7%	6	2.1%	3	2.7%	1
You can get everything you need there	6.9%	61	1.6%	1	6.0%	3	2.6%	3	7.4%	4	7.6%	17	10.0%	18	10.9%	13	2.0%	1
Good for a day out	6.8%	60	9.9%	8	3.7%	2	8.2%	10	7.2%	4	8.9%	20	8.1%	14	0.7%	1	1.7%	1
Traditional / quaint	5.8%	51	10.6%	8	18.5%	10	18.0%	21	9.2%	6	1.9%	4	0.6%	1	0.0%	0	2.5%	1
Close to work / en route to work	5.1%	45	8.2%	6	11.5%	6	2.3%	3	1.8%	1	2.6%	6	4.2%	7	10.0%	12	7.4%	4
Shops - good range of quality shops	4.9%	43	0.0%	0	4.0%	2	2.8%	3	4.9%	3	6.2%	14	6.9%	12	4.6%	5	5.8%	3
Shops - good range of affordable shops	4.8%	42	2.7%	2	7.3%	4	1.9%	2	3.7%	2	8.1%	19	2.0%	3	6.8%	8	3.8%	2
Good layout / shops close together	4.8%	42	0.0%	0	6.0%	3	1.7%	2	3.8%	2	9.4%	21	4.4%	8	4.3%	5	0.5%	0
Shops - good range of 'high street' retailers	4.6%	40	1.6%	1	0.0%	0	3.9%	5	3.1%	2	4.7%	11	6.3%	11	8.1%	10	2.3%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	4.3%	37	6.2%	5	0.5%	0	8.1%	9	6.7%	4	4.0%	9	1.2%	2	5.1%	6	3.7%	2
Quiet / not busy	3.8%	34	2.3%	2	8.1%	4	4.2%	5	4.0%	2	5.5%	12	3.3%	6	0.0%	0	3.9%	2
Shops - good range of clothing shops	3.7%	32	3.8%	3	6.3%	3	4.9%	6	1.7%	1	4.6%	10	3.3%	6	0.0%	0	5.8%	3
Easy to get to by bus	3.7%	32	6.3%	5	0.0%	0	0.7%	1	1.9%	1	9.6%	22	1.1%	2	0.0%	0	2.8%	1
Shops - good range of bakers / butchers / greengrocers	3.5%	30	5.6%	4	0.0%	0	6.7%	8	0.0%	0	7.7%	18	0.0%	0	0.7%	1	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.3%	29	4.9%	4	0.0%	0	5.8%	7	6.4%	4	3.4%	8	3.0%	5	1.2%	1	0.0%	0
Parking - it's cheap	3.2%	28	2.4%	2	0.0%	0	0.7%	1	3.3%	2	7.6%	17	1.7%	3	2.9%	3	0.0%	0
Good pubs / bars	3.1%	27	5.1%	4	2.4%	1	4.3%	5	0.4%	0	3.7%	9	2.9%	5	1.5%	2	2.3%	1
Specific retailer	2.6%	23	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	8.6%	15	2.8%	3	4.4%	2
Good for financial services (e.g. banks / building societies)	2.6%	23	3.8%	3	1.7%	1	1.6%	2	0.0%	0	4.6%	10	2.7%	5	0.7%	1	2.2%	1
Good market	2.2%	19	0.0%	0	6.2%	3	2.7%	3	0.0%	0	3.0%	7	2.6%	5	0.6%	1	1.7%	1
Shops - good opening hours / open on Sundays	1.8%	16	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	6.2%	11	0.7%	1	0.0%	0
Good disabled access	1.6%	14	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	9	0.8%	1	0.7%	1	4.3%	2
Has undercover shopping	1.6%	14	4.0%	3	2.1%	1	0.7%	1	3.1%	2	0.0%	0	2.3%	4	0.0%	0	5.8%	3
Easy to get to by train	1.1%	9	0.0%	0	4.0%	2	0.7%	1	3.7%	2	0.8%	2	0.8%	1	0.7%	1	0.0%	0
Loyalty scheme / vouchers	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Close to family and friends	0.4%	3	0.9%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Green spaces	0.2%	1	0.0%	0	0.2%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	0
Good range of specialist shops	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Feels safe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Traffic free areas / pedestrianisation	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like to support local businesses	0.1%	1	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Q23: Newport Pagnell District Centre	Q23: Olney District Centre	Q23: Stony Stratford District Centre	Q23: Woburn Sands District Centre	Q23: Bletchley Town Centre	Q23: Kingston Town Centre	Q23: Westcroft Town Centre	Q23: Wolverton Town Centre									
Good for health services (e.g. doctors, dentist, opticians)	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Good for a change / day out	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Has a garden centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating areas	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Good business facilities / meeting rooms	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	6.7%	59	5.7%	4	1.7%	1	2.7%	3	5.0%	3	12.3%	28	6.2%	11	2.7%	3	9.9%	5
(Don't know)	0.8%	7	1.8%	1	0.2%	0	0.7%	1	0.0%	0	1.7%	4	0.0%	0	0.0%	0	2.2%	1
Weighted base:	878	78	53	116	61	228	175	117	50									
Sample:	1007	121	115	127	45	209	172	135	83									

Weighted:

February 2023

	Total	Q23: Newport Pagnell District Centre	Q23: Olney District Centre	Q23: Stony Stratford District Centre	Q23: Woburn Sands District Centre	Q23: Bletchley Town Centre	Q23: Kingston Town Centre	Q23: Westcroft Town Centre	Q23: Wolverton Town Centre									
<b>Q30 What do you dislike about (CENTRE MENTIONED IN Q27)? [MR]</b>																		
<i>Not asked to those who don't visit any of the centres mentioned at Q27</i>																		
Parking - not enough spaces available	10.8%	95	12.7%	10	18.2%	10	9.8%	11	10.8%	7	7.0%	16	18.4%	32	4.6%	5	7.7%	4
Dirty streets / poorly maintained	7.5%	66	4.4%	3	0.0%	0	0.2%	0	1.9%	1	17.8%	41	4.2%	7	6.3%	7	12.0%	6
Needs an update / revamp	6.5%	57	6.6%	5	7.2%	4	1.6%	2	5.0%	3	11.5%	26	5.0%	9	4.1%	5	6.2%	3
Shops - need more / better clothes shops	5.4%	47	3.0%	2	6.6%	3	2.0%	2	7.9%	5	8.9%	20	3.6%	6	6.3%	7	1.0%	1
Too many empty shops	4.9%	43	4.2%	3	1.6%	1	2.2%	3	0.0%	0	13.0%	30	0.6%	1	3.8%	5	1.6%	1
Not enough / poor quality cafés / restaurants	4.8%	42	4.1%	3	8.6%	5	3.2%	4	6.4%	4	6.0%	14	3.9%	7	2.7%	3	6.3%	3
Shops - need more 'high street' retailers	4.2%	37	4.0%	3	0.0%	0	1.1%	1	0.0%	0	4.7%	11	7.7%	13	5.3%	6	4.0%	2
Shops - need more / better range of supermarkets	3.9%	34	1.1%	1	2.1%	1	2.0%	2	0.0%	0	6.3%	14	4.2%	7	6.3%	7	0.9%	0
Shops - need more / better range of non-food shops generally	3.5%	31	5.4%	4	5.3%	3	1.4%	2	8.0%	5	1.9%	4	5.0%	9	1.9%	2	4.3%	2
Too busy / noisy	3.2%	28	1.1%	1	0.2%	0	1.4%	2	0.0%	0	4.1%	9	7.7%	13	2.6%	3	0.0%	0
Too many charity shops	3.1%	27	12.5%	10	0.6%	0	0.2%	0	0.0%	0	6.5%	15	0.6%	1	0.9%	1	0.4%	0
Poor market	3.0%	26	0.0%	0	4.0%	2	1.5%	2	1.4%	1	6.2%	14	1.3%	2	2.9%	3	3.9%	2
Traffic congestion	3.0%	26	0.0%	0	4.9%	3	1.7%	2	1.2%	1	2.9%	7	6.0%	11	0.5%	1	5.8%	3
Not enough / poor quality public toilets	2.9%	26	4.1%	3	6.1%	3	0.7%	1	3.6%	2	2.4%	6	1.4%	3	3.6%	4	8.0%	4
Not attractive / poor environment	2.9%	25	0.0%	0	4.0%	2	0.7%	1	7.1%	4	4.6%	10	2.4%	4	1.4%	2	3.8%	2
Shops - need more independent shops	2.8%	25	12.6%	10	0.0%	0	4.4%	5	3.6%	2	0.6%	1	2.8%	5	0.7%	1	1.5%	1
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.7%	24	1.4%	1	1.2%	1	0.0%	0	0.0%	0	3.4%	8	2.9%	5	6.4%	7	3.4%	2
Not enough / poor quality seating areas	2.6%	23	1.1%	1	0.0%	0	4.4%	5	8.5%	5	1.4%	3	2.6%	5	2.9%	3	1.7%	1
Too many betting shops	2.5%	22	0.0%	0	0.0%	0	2.5%	3	0.0%	0	7.0%	16	1.8%	3	0.0%	0	0.0%	0
Not enough financial services (e.g. banks / building societies)	2.4%	21	6.0%	5	1.2%	1	3.6%	4	0.9%	1	2.0%	5	2.7%	5	0.0%	0	4.3%	2
Hard to get to by bus	2.2%	19	3.3%	3	5.4%	3	0.7%	1	4.9%	3	2.1%	5	1.3%	2	1.4%	2	1.7%	1
Poor nightlife	2.1%	19	0.0%	0	6.1%	3	0.0%	0	4.4%	3	4.1%	9	0.8%	1	0.0%	0	4.0%	2
Lack of pedestrianised areas	2.1%	18	0.0%	0	7.5%	4	2.3%	3	1.9%	1	3.7%	8	0.5%	1	0.7%	1	1.1%	1
Parking - no free parking	2.1%	18	3.4%	3	0.0%	0	0.0%	0	8.0%	5	0.8%	2	2.9%	5	0.0%	0	7.5%	4
Lack of undercover shopping	2.1%	18	3.6%	3	0.0%	0	1.7%	2	3.8%	2	3.8%	9	0.5%	1	1.4%	2	0.0%	0
Shops - need more quality shops	2.0%	17	3.5%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	9	1.6%	3	2.3%	3	0.0%	0
Parking - expensive parking	2.0%	17	4.5%	4	3.7%	2	0.0%	0	0.0%	0	2.2%	5	3.8%	7	0.0%	0	0.0%	0
Lack of security / don't feel safe	1.7%	15	0.0%	0	2.1%	1	0.0%	0	1.9%	1	2.9%	7	1.3%	2	1.2%	1	4.2%	2
Not enough other services (e.g. library, hairdresser, vets etc.)	1.7%	15	1.1%	1	0.0%	0	2.2%	3	5.0%	3	2.1%	5	0.0%	0	2.9%	3	0.0%	0
Shops - need longer opening hours / more open on Sundays	1.6%	14	0.0%	0	0.0%	0	1.8%	2	0.0%	0	3.1%	7	1.7%	3	0.7%	1	1.7%	1
Poor layout / shops too far apart	1.6%	14	2.4%	2	1.6%	1	2.4%	3	0.0%	0	2.1%	5	2.0%	3	0.0%	0	0.0%	0
Poor atmosphere / unfriendly people	1.5%	13	0.0%	0	1.6%	1	1.4%	2	1.9%	1	0.9%	2	2.9%	5	0.7%	1	2.3%	1
Hard to get to by train	1.4%	12	0.0%	0	5.4%	3	0.0%	0	3.8%	2	3.1%	7	0.0%	0	0.0%	0	0.0%	0
Shops - need more affordable shops	1.2%	10	2.4%	2	3.2%	2	0.0%	0	0.0%	0	1.1%	3	2.3%	4	0.0%	0	0.4%	0
Poor disabled access	1.2%	10	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.0%	7	0.9%	2	0.0%	0	1.7%	1
Not enough / poor quality pubs / bars	1.2%	10	2.0%	2	5.6%	3	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	3.4%	2
Shops - need more bakers / butchers / greengrocers	1.0%	8	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.1%	2	1.7%	3	0.7%	1	1.1%	1
Too many hairdressers / beauty salons	1.0%	8	0.0%	0	0.2%	0	0.0%	0	0.0%	0	3.6%	8	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	0.8%	7	4.4%	3	0.0%	0	0.0%	0	1.2%	1	0.1%	0	0.0%	0	0.0%	0	4.5%	2
Poor road access / remove one way system	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0

Column %ges.

# Milton Keynes Household Survey for Nexus Planning

Weighted:

February 2023

	Total	Q23: Newport Pagnell District Centre	Q23: Olney District Centre	Q23: Stony Stratford District Centre	Q23: Woburn Sands District Centre	Q23: Bletchley Town Centre	Q23: Kingston Town Centre	Q23: Westcroft Town Centre	Q23: Wolverton Town Centre									
Too small	0.2%	2	0.8%	1	0.2%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Better maintained roads / pavements / remove potholes	0.2%	2	0.3%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	1.7%	1
Too many ethnic shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More refuse bins	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
To many cafes / restaurants	0.1%	1	0.3%	0	0.5%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.4%	0
Cycle paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Too many estate agents	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
No post office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Poor range of specialist shops	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dislike undercover parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Poor security / feels unsafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Too many financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
High business rates	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelessness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
No pedestrian crossings	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much redevelopment / construction	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic pollution	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	43.0%	377	36.2%	28	39.7%	21	67.1%	78	45.2%	28	23.9%	54	40.3%	70	63.1%	74	47.6%	24
(Don't know)	2.5%	22	1.3%	1	0.0%	0	1.8%	2	5.0%	3	4.5%	10	2.6%	5	0.4%	0	0.5%	0
Weighted base:	878		78		53		116		61		228		175		117		50	
Sample:	1007		121		115		127		45		209		172		135		83	

Weighted:

February 2023

	Total	Q23: Newport Pagnell District Centre	Q23: Olney District Centre	Q23: Stony Stratford District Centre	Q23: Woburn Sands District Centre	Q23: Bletchley Town Centre	Q23: Kingston Town Centre	Q23: Westcroft Town Centre	Q23: Wolverton Town Centre	
<b>Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED IN Q27), more often? [MR]</b>										
<i>Not asked to those who don't visit any of the centres mentioned at Q27</i>										
Increased general choice and range of shops	13.7%	120 13.7%	11 10.9%	6 6.4%	7 8.3%	5 23.7%	54 8.8%	15 14.9%	17 8.9%	4
More parking	8.6%	76 8.1%	6 15.1%	8 6.1%	7 9.8%	6 9.9%	22 9.3%	16 0.0%	0 19.3%	10
Improved non-food shops within the town centre	8.0%	70 11.9%	9 8.0%	4 5.3%	6 1.4%	1 12.6%	29 6.1%	11 7.3%	9 2.7%	1
Improved food shops within the town centre	8.0%	70 4.7%	4 5.1%	3 7.4%	9 8.6%	5 16.3%	37 5.9%	10 0.7%	1 2.8%	1
Cheaper parking	7.3%	64 10.4%	8 9.4%	5 5.5%	6 0.0%	0 10.9%	25 8.3%	15 1.9%	2 6.3%	3
Better environment	7.3%	64 17.3%	14 0.0%	0 3.9%	4 0.0%	0 12.4%	28 6.3%	11 2.6%	3 7.6%	4
Improved quality of shops	6.9%	61 10.4%	8 0.2%	0 6.2%	7 7.8%	5 10.6%	24 5.2%	9 1.6%	2 10.3%	5
Discount foodstores within the town centre	5.4%	48 6.9%	5 7.2%	4 3.3%	4 7.0%	4 11.1%	25 2.4%	4 0.7%	1 0.0%	0
Improved street cleaning	5.1%	45 5.3%	4 4.0%	2 1.6%	2 1.9%	1 8.3%	19 3.2%	6 6.5%	8 6.8%	3
Improved leisure facilities	5.0%	43 5.8%	4 5.6%	3 2.5%	3 9.1%	6 8.4%	19 0.7%	1 2.1%	2 9.7%	5
Cheaper public transport	4.8%	42 8.1%	6 9.1%	5 2.8%	3 3.8%	2 7.0%	16 5.3%	9 0.2%	0 0.0%	0
Better security	4.7%	42 7.8%	6 3.5%	2 1.8%	2 5.6%	3 8.8%	20 4.2%	7 0.0%	0 1.7%	1
Longer opening hours	4.2%	36 6.3%	5 3.4%	2 2.0%	2 8.1%	5 7.6%	17 1.7%	3 0.0%	0 4.0%	2
Increased public transport	3.9%	35 3.9%	3 11.3%	6 1.6%	2 8.6%	5 3.4%	8 3.3%	6 2.0%	2 5.0%	2
More cafes / restaurants / pubs / nightclubs	1.0%	8 0.3%	0 0.2%	0 1.2%	1 0.0%	0 1.0%	2 0.6%	1 2.5%	3 0.9%	0
More independent shops	0.7%	6 1.2%	1 0.6%	0 0.2%	0 0.0%	0 1.3%	3 0.0%	0 0.7%	1 1.7%	1
Needs an update / revamp	0.6%	5 0.0%	0 0.0%	0 1.0%	1 0.0%	0 1.5%	3 0.0%	0 0.0%	0 1.5%	1
More / improved disabled parking	0.5%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.7%	4 0.0%	0 0.0%	0 0.0%	0
More financial services / banks	0.4%	4 4.8%	4 0.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Less traffic congestion / better road access	0.4%	3 0.0%	0 1.2%	1 0.3%	0 0.0%	0 0.0%	0 1.1%	2 0.0%	0 1.1%	1
More pedestrianisation	0.4%	3 0.3%	0 0.0%	0 1.2%	1 1.2%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0
Wider parking spaces	0.3%	3 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0
Better maintained roads / pavements / remove potholes	0.3%	2 1.2%	1 0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.1%	1
Better market	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	2 0.0%	0 0.0%	0 0.5%	0
More health services (e.g. doctors, dentist, opticians, chemist)	0.2%	2 0.0%	0 0.0%	0 0.0%	0 1.2%	1 0.4%	1 0.0%	0 0.0%	0 0.0%	0
Better taxi service	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.8%	1 0.0%	0 0.0%	0
More affordable shops	0.1%	1 0.0%	0 1.2%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better disabled access	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%	0
Less cafes	0.1%	1 0.0%	0 1.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More / safer pedestrian crossings	0.1%	1 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Cleaner streets	0.1%	1 0.0%	0 0.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	0 0.0%	0
More trolley facilities	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	0 0.0%	0
Less beggars	0.0%	0 0.0%	0 0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More traffic enforcement officers / parking restrictions	0.0%	0 0.0%	0 0.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More cycle lanes	0.0%	0 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Less takeaways	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.2%	0 0.0%	0
More seating areas	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	0
(Nothing / Nothing else)	40.8%	358 32.3%	25 36.0%	19 49.1%	57 52.6%	32 21.4%	49 46.4%	81 63.3%	74 42.1%	21
(Don't know)	8.1%	71 3.9%	3 6.1%	3 11.1%	13 5.2%	3 8.3%	19 11.5%	20 5.2%	6 6.5%	3
Weighted base:		878	78	53	116	61	228	175	117	50
Sample:		1007	121	115	127	45	209	172	135	83

Column %ges.



## Appendix 4:

### Sample Questionnaire

Good morning / afternoon / evening, I am ..... from NEMS market research, an independent market research company, and we are conducting a short survey in your area on behalf of Milton Keynes City Council about shopping and leisure habits. Do you have time to answer some questions please? It will take about 7-8 minutes.

**QA** Are you the person responsible, or jointly responsible, for the main food shopping in your household?

Yes  
No

IF 'YES' – CONTINUE INTERVIEW.  
IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

**READ OUT:** We now have a few questions about where you go Food shopping. In answering these questions the location may be a store, a town, a specific road or area, or it could be the internet.

**Q01** Where did you last undertake your main food and grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK IF THERE'S ONE PLACE THEY USE MORE OFTEN FOR MAIN FOOD SHOPPING EVEN IF SLIGHTLY

#CONV	Convenience List	GO TO Q04
500	Other (PLEASE WRITE IN)	GO TO Q04
502	Internet / delivered	GO TO Q02
505	(Don't know / can't remember)	CLOSE
506	(Don't do this type of shopping)	CLOSE

**ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01**

**Q02** Which retailer do you usually use for your main food internet / delivery shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

1	Amazon Pantry
2	Asda
3	Iceland
4	Marks & Spencer
5	Morrisons
6	Ocado
7	Sainsbury's
8	Tesco
9	Waitrose
A	Other (PLEASE WRITE IN)
B	(Don't know / varies)

**ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01**

**Q03** How do you normally receive your main food internet / delivery shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

1	Home delivered
2	Click and collect
3	Starship robots
4	Deliveroo
5	Uber Eats Grocery
6	Other (PLEASE WRITE IN)
7	(Don't know / varies)

**NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01**

**Q04** How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?

DO NOT READ OUT. ONE ANSWER ONLY.

1	Private Vehicle (car / van / Motorcycle, scooter or moped; as passenger or driver; or taxi)
2	Bus (including the busway or guided bus), minibus or coach
3	Walk
4	Train
5	Bicycle
6	Mobility scooter / disability vehicle
7	Other (PLEASE WRITE IN)
8	(Don't know / varies)

**NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01**

**Q05** How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?

DO NOT PROMPT. ONE ANSWER ONLY.

X	Amount of time taken to nearest whole minute: (PLEASE WRITE IN)
Y	(Don't know / can't remember)
Z	(Refused)

**Q06** How much did you spend on your last main food and grocery shopping at (STORE MENTIONED AT Q01)?

DO NOT PROMPT. ONE ANSWER ONLY.

X	To the nearest £: (PLEASE WRITE IN)
Y	(Don't know / can't remember)
Z	(Refused)

**Q07** How often do you do your main food shopping at (STORE MENTIONED AT Q01)?  
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 7 times a week
- 2 4-6 times a week
- 3 2-3 times a week
- 4 Once a week
- 5 Once a fortnight
- 6 Once a month
- 7 Less than once a month
- 8 Have only used once
- 9 (Don't know / varies)

**Q08** Do you make 'top up' shopping trips in between your main food shopping trip? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Yes GO TO Q09
- 2 No GO TO Q12

**ASKED TO THOSE WHO DO TOP UP SHOPPING AT Q08**

**Q09** Where did you last undertake your 'top up' shopping?  
DO NOT READ OUT. ONE ANSWER ONLY.

- #CONV Convenience List
- 500 Other (PLEASE WRITE IN)
- 502 Internet / delivered
- 505 (Don't know / can't remember)

**ASKED TO THOSE WHO DO TOP UP SHOPPING AT Q08**

**Q10** How much did you spend on your last top-up food and grocery shopping at (STORE MENTIONED AT Q08)?  
DO NOT PROMPT. ONE ANSWER ONLY.

- X To the nearest £: (PLEASE WRITE IN)
- Y (Don't know / can't remember)
- Z (Refused)

**Q11** How often do you do your top-up food shopping at (STORE MENTIONED AT Q08)?  
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 7 times a week
- 2 4-6 times a week
- 3 2-3 times a week
- 4 Once a week
- 5 Once a fortnight
- 6 Once a month
- 7 Less than once a month
- 8 Have only used once
- 9 (Don't know / varies)

**READ OUT:** We now have a few questions about where you go for non-food shopping. In answering these questions, the location may be a town centre, a retail park, a free-standing store, or it could be facilities such as the internet, TV shopping or catalogue.

**Q12** Where did you last buy clothing or footwear goods?  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#COMP Comparison List

**Q13** Where did you last buy books, stationery, CDs, DVDs?  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#COMP Comparison List

**Q14** Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#COMP Comparison List

**Q15** Where did you last buy goods such as toys, games, bicycles and recreational goods?  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#COMP Comparison List

**Q16** Where did you last buy chemist goods, including health and beauty products?  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#COMP Comparison List

**Q17** Where did you last buy electrical items, such as televisions, washing machines and computers?  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#COMP Comparison List

**Q18** **Where did you last buy DIY or gardening goods?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#COMP Comparison List

**Q19** **Where did you last buy furniture, carpets and floor coverings?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#COMP Comparison List

**Q20** **Which of the following forms of shopping do you carry out?**  
READ OUT. CAN BE MULTICODED

- |   |   |           |
|---|---|-----------|
| 1 | Internet  | GO TO Q21 |
| 2 | Portable internet shopping (through mobile phone) | GO TO Q21 |
| 3 | TV Shopping                                       | GO TO Q21 |
| 4 | (None of these)                                   | GO TO Q22 |

**ASKED TO THOSE SHOPPING VIA DIGITAL CHANNELS AT Q20**

**Q21** **For your last Internet or TV order, how did you receive your goods?**  
DO NOT READ OUT. CAN BE MULTICODED

- |   |                                     |
|---|-------------------------------------|
| 1 | Collection at store                 |
| 2 | Home delivery                       |
| 3 | Delivery to place of work           |
| 4 | Collection at click and collect hub |
| 5 | Collection at other location        |
| 6 | (Don't know / can't remember)       |
| 7 | (None of the above)                 |

**READ OUT: I would now like to ask you some questions about your views on certain Town Centres as a place for shopping, leisure activities, and using other town centre services.**

**Q22** **Have you visited Milton Keynes City centre for shopping purposes in the past year / 12 months?**  
ONE ANSWER ONLY

- |   |     |           |
|---|-----|-----------|
| 1 | Yes | GO TO Q23 |
| 2 | No  | GO TO Q27 |

**ASKED TO THOSE WHO HAVE VISITED MILTON KEYNES CITY FOR RETAIL AT Q22**

**Q23** **How do you usually travel to Milton Keynes City Centre for shopping purposes?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- |   |   |
|---|---|
| 1 | Car / van / Motorcycle, scooter or moped (as driver or passenger) |
| 2 | Bus (including the busway or guided bus), minibus or coach        |
| 3 | Walk  |
| 4 | Taxi  |
| 5 | Train   |
| 6 | Bicycle   |
| A | Mobility scooter / disability vehicle                             |
| B | Other (PLEASE WRITE IN)   |
| C | (Don't know / varies)   |

**ASKED TO THOSE WHO HAVE VISITED MILTON KEYNES CITY FOR RETAIL AT Q22**

Q24

**What do you like about Milton Keynes City Centre?**

DO NOT READ OUT. CAN BE MULTICODED.

- 001 Attractive environment / nice place
- 002 Clean streets / well maintained
- 003 Close to home
- 004 Close to work / en route to work
- 005 Easy to get to by bus
- 006 Easy to get to by car
- 007 Easy to get to by train
- 008 Familiar / know where everything is
- 009 Good cafés / restaurants
- 010 Good disabled access
- 011 Good for a day out
- 012 Good for financial services (e.g. banks / building societies)
- 013 Good layout / shops close together
- 014 Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
- 015 Good market
- 016 Good pubs / bars
- 017 Good range of other services (e.g. library, hairdresser, vets etc.)
- 018 Has undercover shopping
- 019 Nice atmosphere / friendly people
- 020 Parking - it's cheap
- 021 Parking - it's easy to find a space
- 022 Parking - it's free
- 023 Quiet / not busy
- 024 Shops - good opening hours / open on Sundays
- 025 Shops - good range of affordable shops
- 026 Shops - good range of bakers / butchers / greengrocers
- 027 Shops - good range of clothing shops
- 028 Shops - good range of 'high street' retailers
- 029 Shops - good range of independent shops
- 030 Shops - good range of non-food shops generally
- 031 Shops - good range of quality shops
- 032 Shops - good range of supermarkets
- 033 Traditional / quaint
- 034 Traffic free areas / pedestrianisation
- 035 You can get everything you need there
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (Nothing)

**ASKED TO THOSE WHO HAVE VISITED MILTON KEYNES CITY FOR RETAIL AT Q22**

Q25

**What do you dislike about Milton Keynes City Centre?**

DO NOT READ OUT. CAN BE MULTICODED.

- 001 Dirty streets / poorly maintained
- 002 Hard to get to by bus
- 003 Hard to get to by train
- 004 Lack of pedestrianised areas
- 005 Lack of security / don't feel safe
- 006 Lack of undercover shopping
- 007 Needs an update / revamp
- 008 Not attractive / poor environment
- 009 Not enough / poor quality cafés / restaurants
- 010 Not enough / poor quality public toilets
- 011 Not enough / poor quality pubs / bars
- 012 Not enough / poor quality seating areas
- 013 Not enough financial services (e.g. banks / building societies)
- 014 Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
- 015 Not enough other services (e.g. library, hairdresser, vets etc.)
- 016 Parking - expensive parking
- 017 Parking - no free parking
- 018 Parking - not enough spaces available
- 019 Poor atmosphere / unfriendly people
- 020 Poor disabled access
- 021 Poor layout / shops too far apart
- 022 Poor market
- 023 Poor nightlife
- 024 Shops - need longer opening hours / more open on Sundays
- 025 Shops - need more / better clothes shops
- 026 Shops - need more / better range of non-food shops generally
- 027 Shops - need more / better range of supermarkets
- 028 Shops - need more affordable shops
- 029 Shops - need more bakers / butchers / greengrocers
- 030 Shops - need more 'high street' retailers
- 031 Shops - need more independent shops
- 032 Shops - need more quality shops
- 033 Too busy / noisy
- 034 Too many betting shops
- 035 Too many charity shops
- 036 Too many empty shops
- 037 Too many takeaways
- 038 Traffic congestion
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (Nothing)

**ASKED TO THOSE WHO HAVE VISITED MILTON KEYNES CITY FOR RETAIL AT Q22**

**Q26** Are there any measures that would encourage you to visit Milton Keynes City Centre, more often?  
DO NOT READ OUT. CAN BE MULTICODED.

- 1 Better environment
- 2 Better security
- 3 Cheaper parking
- 4 Cheaper public transport
- 5 Discount foodstores within the town centre
- 6 Improved food shops within the town centre
- 7 Improved leisure facilities
- 8 Improved non-food shops within the town centre
- 9 Improved quality of shops
- A Improved street cleaning
- B Increased general choice and range of shops
- C Increased public transport
- D Longer opening hours
- E More parking
- F Other (PLEASE WRITE IN)
- G (Nothing / Nothing else)
- H (Don't know)

**Q27** Which of these Town or District centres do you visit most often?  
READ OUT. ONE ANSWER ONLY.

- 1 Newport Pagnell District Centre GO TO Q28
- 2 Olney District Centre GO TO Q28
- 3 Stony Stratford District Centre GO TO Q28
- 4 Woburn Sands District Centre GO TO Q28
- 5 Bletchley Town Centre GO TO Q28
- 6 Kingston Town Centre GO TO Q28
- 7 Westcroft Town Centre GO TO Q28
- 8 Wolverton Town Centre GO TO Q28
- 9 (Don't visit any of these centres) GO TO Q32

**THOSE WHO VISIT ONE OF THE CENTRES AT Q27**

**Q28** How do you usually travel to (CENTRE MENTIONED IN Q27)?  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van / Motorcycle, scooter or moped (as driver or passenger)
- 2 Bus (including the busway or guided bus), minibus or coach
- 3 Walk
- 4 Taxi
- 5 Train
- 6 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

**THOSE WHO VISIT ONE OF THE CENTRES AT Q27**

**Q29** What do you like about (CENTRE MENTIONED IN Q27)?  
DO NOT READ OUT. CAN BE MULTICODED.

- 001 Attractive environment / nice place
- 002 Clean streets / well maintained
- 003 Close to home
- 004 Close to work / en route to work
- 005 Easy to get to by bus
- 006 Easy to get to by car
- 007 Easy to get to by train
- 008 Familiar / know where everything is
- 009 Good cafés / restaurants
- 010 Good disabled access
- 011 Good for a day out
- 012 Good for financial services (e.g. banks / building societies)
- 013 Good layout / shops close together
- 014 Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
- 015 Good market
- 016 Good pubs / bars
- 017 Good range of other services (e.g. library, hairdresser, vets etc.)
- 018 Has undercover shopping
- 019 Nice atmosphere / friendly people
- 020 Parking - it's cheap
- 021 Parking - it's easy to find a space
- 022 Parking - it's free
- 023 Quiet / not busy
- 024 Shops - good opening hours / open on Sundays
- 025 Shops - good range of affordable shops
- 026 Shops - good range of bakers / butchers / greengrocers
- 027 Shops - good range of clothing shops
- 028 Shops - good range of 'high street' retailers
- 029 Shops - good range of independent shops
- 030 Shops - good range of non-food shops generally
- 031 Shops - good range of quality shops
- 032 Shops - good range of supermarkets
- 033 Traditional / quaint
- 034 Traffic free areas / pedestrianisation
- 035 You can get everything you need there
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (Nothing)

**THOSE WHO VISIT ONE OF THE CENTRES AT Q27**

**Q30** What do you dislike about (CENTRE MENTIONED IN Q27)?  
DO NOT READ OUT. CAN BE MULTICODED.

- 001 Dirty streets / poorly maintained
- 002 Hard to get to by bus
- 003 Hard to get to by train
- 004 Lack of pedestrianised areas
- 005 Lack of security / don't feel safe
- 006 Lack of undercover shopping
- 007 Needs an update / revamp
- 008 Not attractive / poor environment
- 009 Not enough / poor quality cafés / restaurants
- 010 Not enough / poor quality public toilets
- 011 Not enough / poor quality pubs / bars
- 012 Not enough / poor quality seating areas
- 013 Not enough financial services (e.g. banks / building societies)
- 014 Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
- 015 Not enough other services (e.g. library, hairdresser, vets etc.)
- 016 Parking - expensive parking
- 017 Parking - no free parking
- 018 Parking - not enough spaces available
- 019 Poor atmosphere / unfriendly people
- 020 Poor disabled access
- 021 Poor layout / shops too far apart
- 022 Poor market
- 023 Poor nightlife
- 024 Shops - need longer opening hours / more open on Sundays
- 025 Shops - need more / better clothes shops
- 026 Shops - need more / better range of non-food shops generally
- 027 Shops - need more / better range of supermarkets
- 028 Shops - need more affordable shops
- 029 Shops - need more bakers / butchers / greengrocers
- 030 Shops - need more 'high street' retailers
- 031 Shops - need more independent shops
- 032 Shops - need more quality shops
- 033 Too busy / noisy
- 034 Too many betting shops
- 035 Too many charity shops
- 036 Too many empty shops
- 037 Too many takeaways
- 038 Traffic congestion
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (Nothing)

**THOSE WHO VISIT ONE OF THE CENTRES AT Q27**

**Q31** Are there any measures that would encourage you to visit (CENTRE MENTIONED IN Q27), more often?  
DO NOT READ OUT. CAN BE MULTICODED.

- 1 Better environment
- 2 Better security
- 3 Cheaper parking
- 4 Cheaper public transport
- 5 Discount foodstores within the town centre
- 6 Improved food shops within the town centre
- 7 Improved leisure facilities
- 8 Improved non-food shops within the town centre
- 9 Improved quality of shops
- A Improved street cleaning
- B Increased general choice and range of shops
- C Increased public transport
- D Longer opening hours
- E More parking
- F Other (PLEASE WRITE IN)
- G (Nothing / Nothing else)
- H (Don't know)

**Q32** Do you ever visit Outdoor or Farmers Markets?  
ONE ANSWER ONLY

- 1 Yes GO TO Q33
- 2 No GO TO Q35

**ASKED TO THOSE WHO HAVE EVER VISITED AN OUTDOOR OR FARMERS MARKET AT Q32**

**Q33** Which Outdoor or Farmers Markets do you visit?  
DO NOT PROMPT. CAN BE MULTICODED

- 1 Wolverton Farmers Market
- 2 Stony Stratford Farmers Market
- 3 Milton Keynes Outdoor Market
- 4 Bletchley Market
- 5 Newport Pagnell Farmers Market
- 6 Olney Farmers Market
- 7 Other (PLEASE WRITE IN)
- 8 (Don't know / varies)

**ASKED TO THOSE WHO HAVE EVER VISITED AN OUTDOOR OR FARMERS MARKET AT Q32**

**Q34** What do you like the most about visiting Outdoor or Farmers Markets?  
DO NOT PROMPT. CAN BE MULTICODED

- 1 Choice /range / quality of produce
- 2 Friendly atmosphere
- 3 Close to home / work
- 4 Easily accessible by public transport
- 5 Convenient / Free car parking
- 6 Browsing
- 7 Day out / change of scenery
- 8 Good prices
- 9 Less packaging / plastic
- A Local produce
- B Supporting local traders
- C Other (PLEASE WRITE IN)
- D (Don't know)

**READ OUT: We now have a few questions about a range of different social and leisure activities.**

**Q35** Which of these leisure activities do you participate in?  
READ OUT. CAN BE MULTICODED.

- 1 Indoor sports or health and fitness activity
- 2 Cinema
- 3 Restaurant
- 4 Pub / bars / nightclubs
- 5 Ten pin bowling
- 6 Casino
- 7 Theatres / concert halls / museums / art galleries and other cultural facilities
- 8 (None mentioned)

**ASKED TO THOSE WHO PARTICIPATE IN HEALTH AND FITNESS OR LEISURE CENTRE ACTIVITIES AT Q35**

**Q36** Which centre / facility did you last visit for indoor sports or health and fitness activity?  
DO NOT PROMPT. ONE ANSWER ONLY.

#HEALTH Health List

**ASKED TO THOSE WHO GO TO THE CINEMA AT Q35**

**Q37** Which centre / facility did you last visit for the cinema?  
DO NOT PROMPT. ONE ANSWER ONLY.

#CINEMA Cinema List

**ASKED TO THOSE WHO GO TO RESTAURANTS AT Q35**

**Q38** Which centre / facility did you last visit to go to a café or restaurant?  
DO NOT PROMPT. ONE ANSWER ONLY.

#SOCIAL Social List

**ASKED TO THOSE WHO GO TO PUB, BARS OR NIGHTCLUBS AT Q35**

**Q39** Which centre / facility did you last visit to go to pubs, bars and nightclubs?  
DO NOT PROMPT. ONE ANSWER ONLY.

#SOCIAL Social List

**ASKED TO THOSE WHO GO TEN PIN BOWLING AT Q35**

**Q40** Which centre / facility did you last visit to go ten-pin bowling?  
DO NOT PROMPT. ONE ANSWER ONLY.

#BOWL Bowling List

**ASKED TO THOSE WHO GO TO CASINO AT Q35**

**Q41** Which centre / facility did you last visit for a casino?  
DO NOT PROMPT. ONE ANSWER ONLY.

#CASINO Casino List

**ASKED TO THOSE WHO VISIT THEATRE / CONCERT HALL, MUSEUM / ART GALLERIES AT Q35**

**Q42** Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?

DO NOT PROMPT. ONE ANSWER ONLY.

#CULTUR Culture List



**Q43** Based on either your own experience or that of friends or family, if you were to recommend local hotel accommodation to a visitor to the Milton Keynes area, which would you recommend?

#HOTEL Hotel list

**Q44** From the following, do you consider there to be any deficiencies in the stock of local visitor accommodation?  
READ LIST. CAN BE MULTICODED

- 1 Number of hotels
- 2 Numbers of bed & breakfast premises
- 3 Quality of local accommodation
- 4 Lack of affordable accommodation
- 5 Other (PLEASE WRITE IN)
- A (None)
- B (Don't know)

**Q45** Do you ever visit the following?  
READ LIST. CAN BE MULTICODED

- 1 Xscape, Milton Keynes
- 2 Milton Keynes Dons football at Stadium MK
- 3 MK Lightning Ice Hockey at Planet Ice, Milton Keynes
- 4 (None of the above)

**Q46** Which leisure facilities would you like to see more of in the area?  
DO NOT READ OUT. CAN BE MULTICODED.

- 001 Bars / pubs
- 002 Better shopping facilities
- 003 Bowling alley
- 004 Cinema
- 005 Concert hall / venue
- 006 Cycle paths / area
- 007 Dance facilities
- 008 Extreme sports
- 009 Health and fitness (gym)
- 010 Hotels
- 011 Ice rink
- 012 Karting
- 013 Leisure centre
- 014 More children facilities / activities
- 015 More sports facilities (football pitches, tennis courts)
- 016 Museum / art galleries
- 017 Skateboarding
- 018 Indoor soft play areas
- 019 Play spaces / park facilities
- 020 Paintballing
- 021 Restaurants
- 022 Swimming pool
- 023 Theatre
- 024 Bingo
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (None)

**GEN** Gender of respondent.  
CODE FROM OBSERVATION

- 1 Male
- 2 Female

**AGE** Could I ask how old you are please?  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 18 – 24 years
- 2 25 – 34 years
- 3 35 – 44 years
- 4 45 – 54 years
- 5 55 – 64 years
- 6 65+ years
- 7 (Refused)

**CAR** How many cars / motorcycles does your household own / have access to?

- 0 None
- 1 1
- 2 2
- 3 3
- 4 4+
- 5 (Refused)

**Thank & close.**

## Appendix 5:

### Food Expenditure Tables

## 012A23 Milton Keynes Household Survey

## Q01 Where did you last undertake your main food and grocery shopping?

Zone 1	Mean	Sample
Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	£ 72.59	25
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	£ 86.13	46
Asda, Islay Court, Jersey Drive, Newton Leys, Bletchley, Milton Keynes, MK3 5WQ	£ 81.25	4
Co-Op Food, Newton Road, Bletchley, Milton Keynes, MK3 5BS	£ 120.00	1
Co-Op Food, Water Eaton Road, Bletchley, Milton Keynes, MK2 3AQ	£ -	0
Farmfoods, The Brunel Centre, The Concourse, Bletchley, Milton Keynes, MK2 2ES	£ 42.50	2
Home Bargains, Beacon Retail Park, Watling Street, Bletchley, MK1 1BN	£ -	0
Home Bargains, Queensway, Bletchley, Milton Keynes, MK2 2DR	£ -	0
Iceland, Dukes Drive, Bletchley, MK2 2QG	£ 63.33	3
Iceland, Watling Street, Bletchley, MK1 1YY	£ 100.00	1
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	£ 47.36	12
Local shops, Bletchley Town Centre	£ 14.00	1
Londis, Victoria Road, Stratford, Bletchley, MK2 2NP	£ -	0
Marks and Spencer (M&S), Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	£ 62.00	6
Tesco Express, Buckingham Road, Bletchley, Milton Keynes, MK3 5BP	£ 98.38	13
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes, MK3 6PB	£ 13.00	1
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	£ 70.73	72
<b>Zone 2</b>		
Aldi, Westcroft Retail Park, Barnsdale Drive, Westcroft, MK4 4DD	£ 64.75	4
Co-Op Food, Guildford Avenue, Kingsmead, Milton Keynes, MK4 4JZ	£ -	0
Co-Op Food, New Hill Place, Dunthorne Way, Grange Farm, Milton Keynes, MK8 0LW	£ -	0
Co-Op Food, Tattenhoe Lane, Bletchley, MK3 7AQ	£ -	0
Co-Op Food, Winfold Lane, Emerson Valley, Milton Keynes, MK4 2SH	£ -	0
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	£ 63.87	56
One Stop, White Horse Drive, Emerson Valley, Milton Keynes, MK4 2AS	£ -	0
Premier Stores, Whaddon Way, Bletchley, MK3 7DG	£ -	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	£ 62.95	23
Tesco Express, Dulverton Drive, Furzton, Milton Keynes, MK4 1EN	£ 30.00	2
Tesco Express, Egerton Gate, Shenley Brook End, Milton Keynes, MK5 7HH	£ -	0
Tesco Express, Oxley Park, Milton Keynes, MK4 4TB	£ -	0
<b>Zone 3</b>		
Aldi, The Place Retail Park, Milton Keynes, MK9 1EN	£ 61.56	18
B&M, Farthing Grove, Netherfield, Milton Keynes, MK6 4JH	£ 30.00	2
Budgens, Dodkin, Beanhill, Milton Keynes, MK6 4LP	£ -	0
Co-Op Food, Farthing Grove, Netherfield, Milton Keynes, MK6 4JH	£ -	0
Co-Op Food, Fishermead Boulevard, Fishermead, Milton Keynes, MK6 2AD	£ -	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2YA	£ 41.25	5
Local shops, Beanhill Local Centre, Milton Keynes, MK6 4LP	£ 40.00	1
Local shops, Milton Keynes City Centre, MK9 3ES	£ -	0
Marks and Spencer (M&S), Elder Gate, Milton Keynes, MK9 1BB	£ 63.33	3
Marks and Spencer (M&S), Sunset Walk, Burns Way, Milton Keynes, MK9 3PD	£ 83.00	6
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	£ 91.96	30
One Stop, Garraways, Coffee Hall, Milton Keynes, MK6 5DD	£ -	0
Premier Eagle Supermarket, Harrier Court, Eaglestone, Milton Keynes, MK6 5BZ	£ -	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	£ 76.45	81
Tesco Express, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2JB	£ -	0
<b>Zone 4</b>		
Aldi, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	£ 88.00	4
Co-Op Food, Bodmin Place, Broughton, Milton Keynes, MK10 7DP	£ -	0
Co-Op Food, Plaistow Crescent, Monkston Park, Milton Keynes, MK10 9PN	£ -	0
Co-Op Food, Tanfield Lane, Broughton, Milton Keynes, MK10 9NY	£ -	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	£ 181.25	4
Home Bargains, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	£ 9.00	1
Lidl, Fen Street, Milton Keynes, MK10 7NP	£ 59.00	4
Local shops, Kingston Local Centre, Milton Keynes, MK10 0AF	£ 25.00	1
Local shops, Springfield Local Centre, Milton Keynes, MK6 3JH	£ -	0
Local shops, Tinkers Bridge Local Centre, MK6 3DD	£ -	0
Marks and Spencer (M&S), The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA	£ 40.00	1
One Stop, Springfield Local Centre, Springfield, Milton Keynes, MK6 3JH	£ -	0
Tesco Express, Fyfield Barrow, Walnut Tree, Milton Keynes, MK7 7AN	£ -	0
Tesco Express, Holst Crescent, Old Farm Park, Milton Keynes, MK7 8QU	£ -	0
Tesco Express, Marshworth, Tinkers Bridge, Milton Keynes, MK6 3DD	£ -	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	£ 75.77	55
Waitrose, Babbage Gate, Oakgrove, Milton Keynes, MK10 9SU	£ 91.23	28
<b>Zone 5</b>		
Aldi, Stantonbury, Milton Keynes, MK14 6GU	£ 67.05	48
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	£ 58.33	6
B & K News Convenience Store, Conniburrow Boulevard, Conniburrow, Milton Keynes, MK14 7AH	£ -	0
Budgens, Dalgin Place, Milton Keynes, MK9 4BA	£ -	0
Co-Op Food, Downs Barn Boulevard, Downs Barn, Milton Keynes, MK14 7QB	£ -	0
Co-Op Food, St Leger Court, Great Linford, Milton Keynes, MK14 5HA	£ -	0
Co-Op Food, Tower Crescent, Tower Drive, Neath Hill, MK14 6JY	£ -	0
Great Linford Community Fridge, St Leger Court, Great Linford, MK14 5HA	£ -	0
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	£ 51.15	29
Sainsbury's Local, Granville Square, Willen, Milton Keynes, MK15 9JL	£ 57.00	5
Tesco Express, Giffard Park, Milton Keynes, MK14 5QD	£ -	0
<b>Zone 6</b>		
McColl's, Highgrove Hill, Great Holm, Milton Keynes, MK8 9AQ	£ -	0
One Stop, Bradwell Common Boulevard, Bradwell Common, Milton Keynes, MK13 8DY	£ -	0
One Stop, The High Street, Two Mile Ash, Milton Keynes, MK8 8HG	£ -	0
Tesco Express, Swinden Court, Heelands, Milton Keynes, MK13 7PN	£ 13.00	1
<b>Zone 7</b>		
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	£ 50.00	2
Co-Op Food, High Street, New Bradwell, Milton Keynes, MK13 0BT	£ -	0
Farmfoods, Glyn Square, Wolverton, Milton Keynes, MK12 5JQ	£ -	0
Gurkah Groceries, Jersey Road, Wolverton, MK12 5BN	£ -	0
Hodgelea Food & Wine, Brookside, Hodge Lea, Milton Keynes, MK12 6JP	£ -	0

Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	£ 68.62	15
Local shops, Stony Stratford Town Centre, MK11 1BD	£ -	0
Local shops, Wolverton Town Centre, MK12 5JW	£ -	0
Londis, London Road, Stony Stratford, Milton Keynes, MK11 1JA	£ -	0
Marks and Spencer (M&S), Bradwell Abbey BP, Monks Way, Stacey Bushes, Linford Wood, MK12 6HU	£ -	0
Nisa Local, Wolverton Road, Stony Stratford, MK11 1ED	£ -	0
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes, MK12 6AX	£ 74.76	21
Tesco Express, Cofferridge Close, Stony Stratford, MK11 1BY	£ 19.00	2
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	£ 72.95	94
<b>Zone 8</b>		
Aldi, Old Greens Norton Road, Towcester, NN12 8AX	£ 48.00	9
Aldi, Osier Way, Buckingham, MK18 1TG	£ 77.14	7
Bridge Store, Towcester Road, Old Stratford, MK19 6AN	£ -	0
Co-Op Food, High Street, Brackley, Northampton, NN13 7BW	£ -	0
Co-Op Food, High Street, Deanshanger, Milton Keynes, MK19 6HR	£ -	0
Co-Op Food, Park End, Croughton, Brackley, NN13 5LX	£ -	0
Co-Op Food, Watling Street, Towcester, NN12 6BT	£ -	0
Heyford Meats, The Green, Nether Heyford, NN7 3LE	£ -	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	£ 48.67	3
Local shops, Brackley Town Centre, NN13 7AB	£ 55.00	1
Local shops, Buckingham Town Centre, MK18 1EL	£ -	0
Local shops, Bugbrooke Village Centre, NN7 3PG	£ -	0
Marks and Spencer (M&S), Brackley BP, Northampton Road, Brackley, NN13 5SZ	£ -	0
Nisa Local, School Lane, Yardley Gobion, NN12 7UL	£ -	0
Sainsbury's Local, Chandos Road, Buckingham, MK18 1AL	£ -	0
Sainsbury's Superstore, Wellington Road, Brackley, NN13 6RE	£ 72.20	5
Smith and Clay, Market Place, Brackley, NN13 7DP	£ -	0
Tesco Express, Market Hill, Buckingham, MK18 1JX	£ -	0
Tesco Express, Pavillons Way, Lark Rise, Brackley, NN13 6JR	£ 55.00	2
Tesco Superstore, London Road, Buckingham, MK18 1AB	£ 78.47	17
Tesco Superstore, Old Tiffield Road, Towcester, NN12 6PF	£ 46.67	3
Tesco Superstore, Oxford Road, Brackley, NN13 7EF	£ 57.08	14
Waitrose, High Street, Meadow Walk, Buckingham, MK18 1RS	£ 53.33	3
Waitrose, Manor Road, Brackley, NN13 6BE	£ 93.00	2
Waitrose, Richmond Road, Water Lane, Towcester, NN12 6HZ	£ 56.50	4
<b>Zone 9</b>		
Castlethorpe Village Shop, The Chestnuts, Castlethorpe, MK19 7EU	£ -	0
Co-Op Food, High Street, Newport Pagnell, MK16 8AB	£ 42.00	6
Co-Op Food, Wordsworth Avenue, Newport Pagnell, MK16 8SB	£ -	0
G J Douglas Family Butchers, High Street, Newport Pagnell, MK16 8AQ	£ -	0
Local shops, Hanslope Village Centre, MK19 7LU	£ -	0
Local shops, North Crawley Village Centre, MK16 9HJ	£ -	0
Local shops, Tickford Street, Newport Pagnell, MK16 9BA	£ -	0
Marks and Spencer (M&S), Tickford Street, Newport Pagnell, MK16 9BD	£ -	0
One Stop, Annesley Road, Newport Pagnell, MK16 0BG	£ -	0
Premier Stores, Gold Street, Hanslope, Milton Keynes, MK19 7LU	£ -	0
Tesco Express, Elthorne Way, Green Park Drive, Newport Pagnell, MK16 0JR	£ -	0
Tompkins Butchers, Gold Street, Hanslope, MK19 7LU	£ -	0
<b>Zone 10</b>		
Amazing-Grains, Fountain Court, Olney, MK46 4DG	£ -	0
Co-Op Food, Stanley Court, Weston Road, Olney, MK46 5NH	£ 39.61	19
Harvest, Fountain Court, Olney, MK46 4DG	£ -	0
One Stop, High Street, Olney, MK46 4EF	£ -	0
Premier Stores, High Street, Lavendon, MK46 4EX	£ -	0
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	£ 53.06	36
Tesco Express, Market Place, Olney, MK46 4BA	£ 62.00	2
<b>Zone 11</b>		
Budgens, Amptill Road, Maulden, MK45 2DH	£ -	0
Budgens, Stagsden Road, Bromham, MK43 8PU	£ -	0
Co-Op Food, Clay Avenue, Stewartby, Bedford, MK43 9SU	£ -	0
Co-Op Food, Coniston Road, Flitwick, MK45 1QY	£ -	0
Co-Op Food, High Street, Bedford, MK43 0DP	£ 10.00	1
Co-Op Food, Station Road, Marston Moretaine, Bedford, MK43 0PH	£ 50.00	1
Haynes Post Office, Silver End Road, Haynes, MK45 3PS	£ -	0
Local shops, Amptill Town Centre, MK45 2NG	£ 99.00	2
Local shops, Flitwick Town Centre, MK45 1AJ	£ 89.00	1
Local shops, Maulden Village Centre, MK45 2DH	£ -	0
Local shops, Wootton Village Centre, MK43 9JU	£ -	0
One Stop, Molivers Lane, Bromham, Bedford, MK43 8LD	£ -	0
Sainsbury's Local, Folkes Road, Bedford, MK43 9BY	£ 50.00	1
Tesco Express, Cause End Road, Wootton, MK43 9DA	£ -	0
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	£ 82.23	35
Waitrose, Bedford Street, Amptill, MK45 2LU	£ 70.14	8
<b>Zone 12</b>		
Aldi, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	£ 73.00	7
Co-Op Food, Birds Hill, Heath and Reach, Leighton Buzzard, LU7 0AQ	£ 45.00	1
Co-Op Food, High Street, Woburn Sands, MK17 8RF	£ 50.00	2
Co-Op Food, Stanbridge Road, Leighton Buzzard, LU7 4DF	£ -	0
Hunters Farm Shop, Watling Street, Little Brickhill, MK17 9DN	£ -	0
Iceland, Market Square, Leighton Buzzard, LU7 1EU	£ -	0
Local shops, Leighton Buzzard Town Centre, LU7 1DN	£ 20.00	1
Marks and Spencer (M&S), Grovebury Retail Park, Grovebury Road, Leighton Buzzard, LU7 4EG	£ 89.00	1
Marks and Spencer (M&S), Toddington South Service Area, M1 Motorway, Ipswich Road, Dunstable, LU5 6HR	£ -	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	£ 71.11	9
Premier Stores, Barkham Close, Cheddington, LU7 0RT	£ -	0
Premier Stores, High Street, Westoning, MK45 5JG	£ -	0
Premier Stores, Marsworth Road, Pitstone, LU7 9AT	£ -	0
Tesco Express, Aries Court, Appenine Way, Leighton Buzzard, LU7 3XW	£ 37.50	3
Tesco Express, Coniston Road, Linslade, Leighton Buzzard, LU7 2PJ	£ -	0
Tesco Express, High Street, Woburn Sands, Milton Keynes, MK17 8RQ	£ 12.00	1
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	£ 77.53	19
Waitrose, Waterborne Walk, Leighton Buzzard, LU7 1DH	£ 71.43	7

<b>Zone 13</b>		
Aldi, Cambridge Street, Aylesbury, HP20 1BT	£ 70.29	7
Aldi, Rimmington Way, Aylesbury, HP19 8AW	£ 73.33	3
Asda, Mandeville Road, Aylesbury, HP21 8BD	£ 50.00	2
Co-Op Food, High Street, Winslow, MK18 3DQ	£ -	0
Co-Op Food, Jansel Square, Bedgrove, Aylesbury, HP21 7ET	£ -	0
Co-Op Food, Orwell Drive, Hawkslade Farm, Aylesbury, HP21 9JL	£ -	0
Co-Op Food, Wedgewood Street, Aylesbury, HP19 7HL	£ -	0
Elm Farm Food & Wine, Elm Court, Elm Farm Road, Aylesbury, HP21 7NQ	£ -	0
Iceland, High Street, Aylesbury, HP20 1SA	£ -	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	£ -	1
Lidl, Oakfield Road, Aylesbury, HP20 1GD	£ -	0
Local shops, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	£ -	0
Local shops, North Marston Village Centre, MK18 3PN	£ -	0
Local shops, Winslow Town Centre, MK18 3DQ	£ -	0
Marks and Spencer (M&S), High Street, Aylesbury, HP20 1SH	£ -	0
Morrisons Superstore, Station Way, Aylesbury, HP20 2HX	£ 28.50	3
One Stop, High Street, Winslow, Buckingham, MK18 3HF	£ -	0
P S Tilbury, Jansel Square, Bedgrove, HP21 7ET	£ -	0
Sainsbury's Local, Jansel Square, Camborne Avenue, Bedgrove, HP21 7ET	£ -	1
Sainsbury's Local, Oakfield Road, Aylesbury, HP20 1LL	£ 37.67	3
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	£ 25.00	1
Sainsbury's Superstore, Gatehouse Road, Aylesbury, HP19 8ED	£ 59.50	4
Tesco Express, Jackson Road, Aylesbury, HP19 9BF	£ 60.00	1
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	£ 97.45	23
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	£ 72.75	16
The Shop, Granborough Road, North Marston, MK18 3PN	£ -	0
Waitrose, Exchange Street, Waterside, Aylesbury, HP20 1AL	£ 135.00	3
<b>Zone 14</b>		
Aldi, Launton Road, Bicester, OX26 6PZ	£ 48.50	9
Co-Op Food, Barberrry Place, Bicester, OX26 3HA	£ -	0
Co-Op Food, Bassett Avenue, Bicester, OX26 4TZ	£ -	0
Co-Op Food, West Street, Steeple Claydon, MK18 2NT	£ -	0
Co-Op Food, Willowvale Way, Steeple Claydon, MK18 2PP	£ -	0
Costcutter, Bicester Road, Launton, OX26 5DQ	£ 10.00	1
Iceland, Sheep Street, Bicester, OX26 6TB	£ 40.00	1
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	£ 75.88	8
Local shops, Ardley Village Centre, OX27 7PF	£ 30.00	1
Local shops, Bicester Town Centre, OX26 6FA	£ 40.00	1
Marks and Spencer (M&S), Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	£ 61.67	3
One Stop, Woodpiece Road, Upper Arncliffe, OX25 1PJ	£ -	0
Padbury Meats, Main Street, Padbury, MK18 2AY	£ -	0
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	£ 47.19	18
Tesco Express, Bowmont Square, Shakespeare Drive, Bicester, OX26 2GJ	£ -	0
Tesco Express, Hart Place, Bicester, OX26 4FR	£ 150.00	1
Tesco Express, Holm Square, Southwold, Bicester, OX26 3YQ	£ 30.00	1
Tesco Express, Nightingale Place, Langford Village, Bicester, OX26 6XX	£ -	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	£ 114.45	12
<b>Outside Survey Area</b>		
Aldi, Church Street, Dunstable, LU5 4RP	£ 38.00	2
Aldi, Fairhill, Bedford, MK41 7FY	£ 80.80	5
Aldi, Kettering Retail Park, Carina Road, Kettering, NN15 6YA	£ 50.00	1
Aldi, Laporte Retail Park, Dallow Road, Luton, LU1 1HL	£ 64.00	1
Aldi, Towcester Road, Northampton, NN1 1BQ	£ -	0
Aldi, Victoria Road, Wellingborough, NN8 1HH	£ -	0
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	£ 48.89	10
Aldi, Weedon Road, Northampton, NN5 5DE	£ 100.00	1
Aldi, Westville Road, Bedford, MK42 9BL	£ 73.33	3
Asda, Chapel Street, Rugby, CV21 3EB	£ -	0
Asda, Court Drive, Dunstable, LU5 4JD	£ 68.33	3
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	£ 33.50	4
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	£ 85.00	3
Asda, Washbrook Road, Rushden, NN10 6AA	£ -	0
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	£ 55.00	1
B&M, Alban Retail Park, Bedford, MK42 0NW	£ 126.00	1
Co-Op Food, Barry Road, Northampton, NN1 5JS	£ -	0
Co-Op Food, Bedford Road, Barton-Le-Clay, MK45 4LL	£ -	0
Co-Op Food, Bignal Court, Lake Avenue, Kettering, NN15 7RH	£ -	0
Co-Op Food, Birchfield Road East, Northampton, NN3 2HG	£ -	0
Co-Op Food, Birdsfoot Lane, Luton, LU3 2HX	£ -	0
Co-Op Food, Biscot Road, Luton, LU3 1AW	£ -	0
Co-Op Food, Bishopsclote Road, Limbury, Luton, LU3 1PB	£ -	0
Co-Op Food, Brooklands Avenue, Bedford, MK42 6AE	£ -	0
Co-Op Food, Burchester Place, Grimsbury, Banbury, OX16 3WT	£ -	0
Co-Op Food, Bushland Road, Northampton, NN3 2NS	£ -	0
Co-Op Food, Chatsworth Drive, Cherwell Heights, Banbury, OX16 9YJ	£ -	0
Co-Op Food, Cherwell Drive, Oxford, OX3 0LY	£ -	0
Co-Op Food, Church Lane, Goldington, Bedford, MK41 0PW	£ -	0
Co-Op Food, Ferriston, Hardwick Estate, Banbury, OX16 1XE	£ -	0
Co-Op Food, Grange Place, Kettering, NN16 0NT	£ -	0
Co-Op Food, Hester Street, Semilong Road, Semilong, Northampton, NN2 6BH	£ -	0
Co-Op Food, High Street, Earls Barton, NN6 0JJ	£ -	0
Co-Op Food, High Street, Harrold, Bedford, MK43 7DA	£ -	0
Co-Op Food, High Street, Higham Ferrers, Rushden, NN10 8BL	£ -	0
Co-Op Food, High Street, Irchester, NN29 7AA	£ -	0
Co-Op Food, High Street, Long Buckby, Northampton, NN6 7RE	£ -	0
Co-Op Food, High Street, Mulberry Close, Stotfold, Hitchin, SG5 4NL	£ -	0
Co-Op Food, High Street, Sharnbrook, MK44 1PF	£ -	0
Co-Op Food, Hunters Way, Greenhills, Brixworth, NN6 9EL	£ -	0
Co-Op Food, King Street, Potton, Sandy, SG19 2QT	£ -	0
Co-Op Food, Lowther Road, Dunstable, LU6 3NL	£ -	0
Co-Op Food, Market Square, Whipperley Ring, Luton, LU1 5RD	£ -	0

Co-Op Food, Neighbourhood Centre, Northern Way, Wellingborough, NN8 4UF	£	-	0
Co-Op Food, Newnham Road, Northampton, NN2 7RE	£	-	0
Co-Op Food, Newton Road, Wollaston, Wellingborough, NN29 7QN	£	-	0
Co-Op Food, Oakley Road, Chinnor, OX39 4HB	£	-	0
Co-Op Food, Olympic Way, Wellingborough, NN8 3QE	£	-	0
Co-Op Food, Phipps Road, Woodfordhalse, Daventry, NN11 3TW	£	-	0
Co-Op Food, Queensway Shopping Centre, Mewburn Road, Banbury, OX16 9PQ	£	-	0
Co-Op Food, Rotary Way, Hanwell Fields, Banbury, OX16 1ER	£	-	0
Co-Op Food, Rothersthorpe Road, Far Cotton, Northampton, NN4 8JA	£	-	0
Co-Op Food, Ruscote Arcade, Longelandes Way, Banbury, OX16 1PH	£	-	0
Co-Op Food, St Dominics Square, Lewsey Farm, Luton, LU4 0UN	£	-	0
Co-Op Food, St Johns Road, Kettering, NN15 5AZ	£	-	0
Co-Op Food, St Johns Street, Kempston, Bedford, MK42 8EP	£	-	0
Co-Op Food, Stamford Road, Kettering, NN16 8LL	£	-	0
Co-Op Food, The Falconer, Ashby Road, Daventry, NN11 9QG	£	-	0
Co-Op Food, Westfield Road, Dunstable, LU6 1DP	£	-	0
Co-Op Food, Wigmore Lane, Luton, LU2 8AB	£	-	0
Co-Op Food, Wootton Fields Centre, Wootton Hope Drive, Wootton, NN4 6DY	£	-	0
Farmfoods, Ashton Square, West Street, Dunstable, LU6 3SN	£	-	0
Farmfoods, Kingsway, Bedford, MK42 9BA	£	-	0
Farmfoods, Newlands Shopping Centre, Northall Street, Kettering, NN16 8AQ	£	-	0
Farmfoods, The Arndale Centre, The Mall, Luton, LU1 2TE	£	-	0
Farmfoods, The Calthorpe Centre, Calthorpe Street Banbury, OX16 5EX	£	-	0
Iceland, Calthorpe Street, Banbury, OX16 5EX	£	-	0
Iceland, Churchgate Shopping Centre, Churchgate, Hitchin, SG5 1DN	£	-	0
Iceland, Greenhill Street, Bedford, MK40 1LX	£	20.00	1
Iceland, Grove Court, Station Road, Biggleswade, SG18 8AP	£	-	0
Iceland, Harlestone Road, Northampton, NN5 7AE	£	-	0
Iceland, High Street North, Dunstable, LU6 1LE	£	-	0
Iceland, High Street, Rushden, NN10 0PJ	£	-	0
Iceland, Marsh Road, Leagrave, Luton, LU3 2QG	£	-	0
Iceland, Newlands Shopping Centre, Newlands Street, Kettering, NN16 8JH	£	-	0
Iceland, Park Street, Luton, LU1 3JX	£	-	0
Iceland, St Peters Shopping Centre, St Peters Way, Northampton, NN1 1PS	£	-	0
Iceland, Swansgate Shopping Centre, Cheese Lane, Swansgate, Wellingborough, NN8 1EX	£	-	0
Iceland, Wigmore Park Shopping Centre, Wigmore Lane, Luton, LU2 9TA	£	-	0
Kensworth Village Stores, Common Road, Kensworth, LU6 3RG	£	-	0
Kings Farm Shop, Nash Lee End, Wendover, HP22 6BH	£	-	0
Lidl, Evesham Road, Bishops Cleeve, GL52 8NF	£	60.00	1
Lidl, Great North Road, Eaton Socon, Saint Neots, PE19 8EN	£	-	0
Lidl, Houghton Road, Houghton Regis, Dunstable, LU5 5AX	£	80.00	1
Lidl, London Road, Wellingborough, NN8 2DP	£	35.00	1
Lidl, Luton Road, Dunstable, LU5 4LW	£	56.50	2
Lidl, Northfield Avenue, Mariners Way, Kettering, NN16 8AR	£	-	0
Lidl, Perkins Road, Bedford, MK41 0GX	£	-	0
Lidl, Ridge Road, Bedford, MK42 7LZ	£	87.67	3
Lidl, Rope Walk, Bedford, MK42 0DJ	£	-	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	£	-	0
Lidl, Towcester Road, Northampton, NN1 1BQ	£	-	0
Lidl, Weedon Road, Northampton, NN5 5DF	£	80.00	1
Marks and Spencer (M&S), Abington Avenue, Northampton, NN1 4QB	£	-	0
Marks and Spencer (M&S), Bancroft, Hitchin, SG5 1LS	£	-	0
Marks and Spencer (M&S), Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	£	-	0
Marks and Spencer (M&S), Frogmore Street, Tring, HP23 5BN	£	-	0
Marks and Spencer (M&S), London Luton Airport, Luton, LU2 9LY	£	-	0
Marks and Spencer (M&S), Raunds BP, Sycamore Road, Raunds, Wellingborough, NN9 6EQ	£	-	0
Marks and Spencer (M&S), Sam Clark Way, Kempston, MK42 7GB	£	-	0
Morrisons Superstore, Amptill Road, Bedford, MK42 9PP	£	81.25	4
Morrisons Superstore, High Street, Houghton Regis, Dunstable, LU5 5BJ	£	55.00	2
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	£	-	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	£	-	0
Morrisons Superstore, Oxford Street, Wellingborough, NN8 4JJ	£	45.00	1
Morrisons Superstore, Swan Close Road, Banbury, OX16 5AQ	£	67.00	1
Morrisons Superstore, Victoria Promenade, Northampton, NN1 1HB	£	70.00	1
S C Sinfield, Balls Lane, Willington, MK44 3PT	£	-	0
Sainsbury's Local, Berryfields Local Centre, Aylesbury, HP18 0PT	£	-	0
Sainsbury's Superstore, Bells Brook, Biggleswade, SG18 0NA	£	57.50	3
Sainsbury's Superstore, Bramingham Park, Quantock Rise, Luton, LU3 4AB	£	-	0
Sainsbury's Superstore, Clapham Road, Bedford, MK41 7PJ	£	65.00	2
Sainsbury's Superstore, Dunstable Road, Luton, LU1 1DY	£	-	0
Sainsbury's Superstore, Gambrel Road, Westgate Industrial Estate, Northampton, NN5 5DG	£	140.00	1
Sainsbury's Superstore, High Street, Thame, OX9 2BU	£	-	1
Sainsbury's Superstore, Luton Road, Dunstable, LU5 4RF	£	6.00	2
Sainsbury's Superstore, Northampton Road, Wellingborough, NN8 3GZ	£	-	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	£	-	0
Sainsbury's Superstore, Priors Road, Cheltenham, GL52 5AQ	£	119.00	1
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	£	-	0
Sainsbury's Superstore, Saxon Centre, Bedford Road, Kempston, Bedford, MK42 8AY	£	71.40	6
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	£	70.00	1
Tesco Express, Abington Street, Northampton, NN1 2AN	£	40.00	1
Tesco Express, Andrew Close, Shenley, Radlett, WD7 9LP	£	30.00	1
Tesco Express, Beauvais Square, Shortstown, MK42 0GE	£	-	0
Tesco Express, Bedford Road, Kempston, Bedford, MK42 8DD	£	-	0
Tesco Express, Bordeaux Close, Duston, Northampton, NN5 6YR	£	-	0
Tesco Express, Butts Road, East Hunsbury, Northampton, NN4 0UE	£	-	0
Tesco Express, Calverton Road, Limbury Mead, Luton, LU3 2SZ	£	-	0
Tesco Express, Cannon Street, Wellingborough, NN8 4DU	£	-	0
Tesco Express, Coppice Drive, Spinney Hill, Northampton, NN3 6ND	£	79.00	1
Tesco Express, Grafton Close, Bushfield Centre, Wellingborough, NN8 5WA	£	-	0
Tesco Express, High Street North, Dunstable, LU6 1LW	£	-	0
Tesco Express, King Street, Potton, Sandy, SG19 2QT	£	-	0
Tesco Express, Langdale Road, Dunstable, LU6 3BS	£	-	0

Tesco Express, Limehurst Road, Duston, Northampton, NN5 6LP	£ -	0
Tesco Express, The Parade, Sundon Park, Luton, LU3 3BJ	£ 55.00	1
Tesco Express, Tring Road, Wendover, HP22 6NU	£ -	0
Tesco Express, Wimbourne Place, Ashby Fields Local Centre, Daventry, NN11 0XY	£ -	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	£ 70.00	5
Tesco Extra, Carina Road, Kettering, NN15 6XB	£ -	0
Tesco Extra, Clannell Road, Northampton, NN4 0JF	£ 122.50	2
Tesco Extra, Jarman Way, Hemel Hempstead, HP2 4JS	£ -	1
Tesco Extra, Skimpot Road, Dunstable, LU5 4JU	£ 50.00	1
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	£ 170.00	1
Tesco Metro, The Mall, (Armdale Centre), Luton, LU1 2LL	£ -	0
Tesco Superstore, London Road, Tring, HP23 5NB	£ 70.00	1
Tesco Superstore, New Street, Daventry, NN11 4BT	£ -	0
Tesco Superstore, Riverfield Drive, Bedford, MK41 0SE	£ 70.00	1
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	£ 75.00	2
Waitrose, Bowen Square, Daventry, NN11 4DR	£ -	0
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	£ 80.00	1
Waitrose, Crown Park, Northampton Road, Rushden, NN10 6AR	£ -	0
Waitrose, Goldington Road, Bedford, MK41 0UE	£ 100.00	1
Waitrose, Newport Pagnell Road, Northampton, NN4 6HP	£ -	0
Waitrose, Southam Road, Banbury, OX16 2FW	£ 78.00	1
Waitrose, The Kingsthorpe Centre, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	£ -	0
Waitrose, The Lairage, Bedford Road, Hitchin, SG5 1HF	£ -	0
Wilko, High Street, Bedford, MK40 1RY	£ 50.00	1
<b>Others</b>		
Other	£ -	0
Internet / delivery	£ 97.56	220
<b>Total</b>	<b>£ 74.60</b>	<b>1409</b>

## 012A23 Milton Keynes Household Survey

## Q09 Where did you last undertake your 'top up' shopping?

Zone 1	Mean	Sample
Aldi, Watling Street, Bletchley, Milton Keynes, MK1 1EY	£ 30.50	6
Asda, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	£ 40.56	20
Asda, Islay Court, Jersey Drive, Newton Leys, Bletchley, Milton Keynes, MK3 5WQ	£ 14.80	5
Co-Op Food, Newton Road, Bletchley, Milton Keynes, MK3 5BS	£ 13.50	5
Co-Op Food, Water Eaton Road, Bletchley, Milton Keynes, MK2 3AQ	£ 12.50	2
Farmfoods, The Brunel Centre, The Concourse, Bletchley, Milton Keynes, MK2 2ES	£ 29.75	4
Home Bargains, Beacon Retail Park, Watling Street, Bletchley, MK1 1BN	£ 10.00	1
Home Bargains, Queensway, Bletchley, Milton Keynes, MK2 2DR	£ 18.50	2
Iceland, Dukes Drive, Bletchley, MK2 2QG	£ 30.00	1
Iceland, Watling Street, Bletchley, MK1 1YY	£ 12.00	1
Lidl, Princes Way, Bletchley, Milton Keynes, MK2 2EN	£ 33.08	13
Local shops, Bletchley Town Centre	£ 7.00	3
Londis, Victoria Road, Stratford, Bletchley, MK2 2NP	£ 2.00	1
Marks and Spencer (M&S), Stadium Way West, Bletchley, Milton Keynes, MK1 1ST	£ 33.67	7
Tesco Express, Buckingham Road, Bletchley, Milton Keynes, MK3 5BP	£ 28.18	11
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes, MK3 6PB	£ 9.14	8
Tesco Extra, Watling Street, Bletchley, Milton Keynes, MK1 1DD	£ 22.08	29
<b>Zone 2</b>		
Aldi, Westcroft Retail Park, Barnsdale Drive, Westcroft, MK4 4DD	£ 18.75	4
Co-Op Food, Guildford Avenue, Kingsmead, Milton Keynes, MK4 4JZ	£ 12.00	1
Co-Op Food, New Hill Place, Dunthorne Way, Grange Farm, Milton Keynes, MK8 0LW	£ 12.00	3
Co-Op Food, Tattenhoe Lane, Bletchley, MK3 7AQ	£ 4.00	1
Co-Op Food, Winfold Lane, Emerson Valley, Milton Keynes, MK4 2SH	£ 5.33	4
Morrisons Superstore, Barnsdale Drive, Westcroft, Milton Keynes, MK4 4DD	£ 23.42	21
One Stop, White Horse Drive, Emerson Valley, Milton Keynes, MK4 2AS	£ 13.33	3
Premier Stores, Whaddon Way, Bletchley, MK3 7DG	£ 12.00	1
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes, MK5 6JU	£ 19.13	27
Tesco Express, Dulverton Drive, Furzton, Milton Keynes, MK4 1EN	£ 13.00	6
Tesco Express, Egerton Gate, Shenley Brook End, Milton Keynes, MK5 7HH	£ 15.20	6
Tesco Express, Oxley Park, Milton Keynes, MK4 4TB	£ -	0
<b>Zone 3</b>		
Aldi, The Place Retail Park, Milton Keynes, MK9 1EN	£ 30.88	9
B&M, Farthing Grove, Netherfield, Milton Keynes, MK6 4JH	£ 13.20	5
Budgens, Dodkin, Beanhill, Milton Keynes, MK6 4LP	£ 2.00	1
Co-Op Food, Farthing Grove, Netherfield, Milton Keynes, MK6 4JH	£ 9.75	8
Co-Op Food, Fishermead Boulevard, Fishermead, Milton Keynes, MK6 2AD	£ 15.00	5
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2YA	£ 18.17	7
Local shops, Beanhill Local Centre, Milton Keynes, MK6 4LP	£ -	0
Local shops, Milton Keynes City Centre, MK9 3ES	£ 31.67	3
Marks and Spencer (M&S), Elder Gate, Milton Keynes, MK9 1BB	£ 17.50	3
Marks and Spencer (M&S), Sunset Walk, Burns Way, Milton Keynes, MK9 3PD	£ 15.33	3
Morrisons Superstore, Elder Gate, Milton Keynes, MK9 1DL	£ 24.94	18
One Stop, Garraways, Coffee Hall, Milton Keynes, MK6 5DD	£ 9.00	4
Premier Eagle Supermarket, Harrier Court, Eaglestone, Milton Keynes, MK6 5BZ	£ 5.00	1
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	£ 34.33	15
Tesco Express, Oldbrook Boulevard, Oldbrook, Milton Keynes, MK6 2JB	£ 13.50	10
<b>Zone 4</b>		
Aldi, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	£ 27.50	4
Co-Op Food, Bodmin Place, Broughton, Milton Keynes, MK10 7DP	£ 25.00	2
Co-Op Food, Plaistow Crescent, Monkston Park, Milton Keynes, MK10 9PN	£ 16.00	3
Co-Op Food, Tanfield Lane, Broughton, Milton Keynes, MK10 9NY	£ 13.00	1
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	£ 80.00	2
Home Bargains, Winchester Circle, Kingston, Milton Keynes, MK10 0BA	£ -	0
Lidl, Fen Street, Milton Keynes, MK10 7NP	£ 17.50	2
Local shops, Kingston Local Centre, Milton Keynes, MK10 0AF	£ -	0
Local shops, Springfield Local Centre, Milton Keynes, MK6 3JH	£ -	1
Local shops, Tinkers Bridge Local Centre, MK6 3DD	£ -	1
Marks and Spencer (M&S), The Kingston Centre, Winchester Circle, Milton Keynes, MK10 0BA	£ -	0
One Stop, Springfield Local Centre, Springfield, Milton Keynes, MK6 3JH	£ 4.00	2
Tesco Express, Fyfield Barrow, Walnut Tree, Milton Keynes, MK7 7AN	£ 3.00	1
Tesco Express, Holst Crescent, Old Farm Park, Milton Keynes, MK7 8QU	£ 6.00	1
Tesco Express, Marshworth, Tinkers Bridge, Milton Keynes, MK6 3DD	£ -	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes, MK10 0AH	£ 15.17	9
Waitrose, Babbage Gate, Oakgrove, Milton Keynes, MK10 9SU	£ 29.60	10
<b>Zone 5</b>		
Aldi, Stantonbury, Milton Keynes, MK14 6GU	£ 19.13	16
Asda, Selkirk Drive, Oakridge Park, Stantonbury, Milton Keynes, MK14 6FF	£ 21.62	13
B & K News Convenience Store, Conniburrow Boulevard, Conniburrow, Milton Keynes, MK14 7AH	£ 17.50	2
Budgens, Dalgin Place, Milton Keynes, MK9 4BA	£ 14.00	2
Co-Op Food, Downs Barn Boulevard, Downs Barn, Milton Keynes, MK14 7QB	£ 2.00	1
Co-Op Food, St Leger Court, Great Linford, Milton Keynes, MK14 5HA	£ 6.50	10
Co-Op Food, Tower Crescent, Tower Drive, Neath Hill, MK14 6JY	£ 13.25	12
Great Linford Community Fridge, St Leger Court, Great Linford, MK14 5HA	£ 7.00	1
Lidl, Wolverton Road, Blakelands, Milton Keynes, MK14 5AA	£ 23.38	18
Sainsbury's Local, Granville Square, Willen, Milton Keynes, MK15 9JL	£ 12.18	17
Tesco Express, Giffard Park, Milton Keynes, MK14 5QD	£ 15.50	3
<b>Zone 6</b>		
McColl's, Highgrove Hill, Great Holm, Milton Keynes, MK8 9AQ	£ 3.00	1
One Stop, Bradwell Common Boulevard, Bradwell Common, Milton Keynes, MK13 8DY	£ 7.50	2
One Stop, The High Street, Two Mile Ash, Milton Keynes, MK8 8HG	£ 2.00	1
Tesco Express, Swinden Court, Heelands, Milton Keynes, MK13 7PN	£ 7.09	11
<b>Zone 7</b>		
Asda, Glyn Square, Creed Street, Wolverton, MK12 5JQ	£ 15.33	6
Co-Op Food, High Street, New Bradwell, Milton Keynes, MK13 0BT	£ 9.00	5
Farmfoods, Glyn Square, Wolverton, Milton Keynes, MK12 5JQ	£ 52.00	2
Gurkah Groceries, Jersey Road, Wolverton, MK12 5BN	£ 4.00	1
Hodgelea Food & Wine, Brookside, Hodge Lea, Milton Keynes, MK12 6JP	£ 4.00	2



Lidl, Stratford Road, Wolverton, Milton Keynes, MK12 5NT	£ 29.23	13
Local shops, Stony Stratford Town Centre, MK11 1BD	£ 13.00	1
Local shops, Wolverton Town Centre, MK12 5JW	£ 1.00	1
Londis, London Road, Stony Stratford, Milton Keynes, MK11 1JA	£ 1.00	1
Marks and Spencer (M&S), Bradwell Abbey BP, Monks Way, Stacey Bushes, Linford Wood, MK12 6HU	£ -	1
Nisa Local, Wolverton Road, Stony Stratford, MK11 1ED	£ 5.00	1
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes, MK12 6AX	£ 21.88	25
Tesco Express, Cofferridge Close, Stony Stratford, MK11 1BY	£ 7.50	2
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes, MK12 5RJ	£ 18.39	37
<b>Zone 8</b>		
Aldi, Old Greens Norton Road, Towcester, NN12 8AX	£ 15.50	2
Aldi, Osier Way, Buckingham, MK18 1TG	£ -	0
Bridge Store, Towcester Road, Old Stratford, MK19 6AN	£ -	0
Co-Op Food, High Street, Brackley, Northampton, NN13 7BW	£ 10.00	1
Co-Op Food, High Street, Deanshanger, Milton Keynes, MK19 6HR	£ 9.00	2
Co-Op Food, Park End, Croughton, Brackley, NN13 5LX	£ 22.00	1
Co-Op Food, Watling Street, Towcester, NN12 6BT	£ -	0
Heyford Meats, The Green, Nether Heyford, NN7 3LE	£ 15.00	1
Lidl, Needlepin Way, Buckingham, MK18 7RB	£ 10.33	3
Local shops, Brackley Town Centre, NN13 7AB	£ -	0
Local shops, Buckingham Town Centre, MK18 1EL	£ 10.00	1
Local shops, Bugbrooke Village Centre, NN7 3PG	£ 3.00	1
Marks and Spencer (M&S), Brackley BP, Northampton Road, Brackley, NN13 5SZ	£ -	0
Nisa Local, School Lane, Yardley Gobion, NN12 7UL	£ 20.00	1
Sainsbury's Local, Chandos Road, Buckingham, MK18 1AL	£ 7.00	2
Sainsbury's Superstore, Wellington Road, Brackley, NN13 6RE	£ 18.33	6
Smith and Clay, Market Place, Brackley, NN13 7DP	£ 20.00	1
Tesco Express, Market Hill, Buckingham, MK18 1JX	£ -	0
Tesco Express, Pavillons Way, Lark Rise, Brackley, NN13 6JR	£ -	0
Tesco Superstore, London Road, Buckingham, MK18 1AB	£ 29.00	10
Tesco Superstore, Old Tiffield Road, Towcester, NN12 6PF	£ 16.50	4
Tesco Superstore, Oxford Road, Brackley, NN13 7EF	£ 15.25	4
Waitrose, High Street, Meadow Walk, Buckingham, MK18 1RS	£ 29.00	3
Waitrose, Manor Road, Brackley, NN13 6BE	£ 20.50	4
Waitrose, Richmond Road, Water Lane, Towcester, NN12 6HZ	£ 25.00	4
<b>Zone 9</b>		
Castlethorpe Village Shop, The Chestnuts, Castlethorpe, MK19 7EU	£ 10.00	1
Co-Op Food, High Street, Newport Pagnell, MK16 8AB	£ 15.29	17
Co-Op Food, Wordsworth Avenue, Newport Pagnell, MK16 8SB	£ 16.20	11
G J Douglas Family Butchers, High Street, Newport Pagnell, MK16 8AQ	£ 17.00	1
Local shops, Hanslope Village Centre, MK19 7LU	£ 7.00	2
Local shops, North Crawley Village Centre, MK16 9HJ	£ 7.33	3
Local shops, Tickford Street, Newport Pagnell, MK16 9BA	£ 25.00	1
Marks and Spencer (M&S), Tickford Street, Newport Pagnell, MK16 9BD	£ 10.00	1
One Stop, Annesley Road, Newport Pagnell, MK16 0BG	£ 8.00	2
Premier Stores, Gold Street, Hanslope, Milton Keynes, MK19 7LU	£ 14.33	3
Tesco Express, Elthorne Way, Green Park Drive, Newport Pagnell, MK16 0JR	£ 7.00	3
Tompkins Butchers, Gold Street, Hanslope, MK19 7LU	£ 37.00	1
<b>Zone 10</b>		
Amazing-Grains, Fountain Court, Olney, MK46 4DG	£ 5.50	2
Co-Op Food, Stanley Court, Weston Road, Olney, MK46 5NH	£ 13.06	34
Harvest, Fountain Court, Olney, MK46 4DG	£ 60.00	1
One Stop, High Street, Olney, MK46 4EF	£ 9.00	3
Premier Stores, High Street, Lavendon, MK46 4EX	£ 4.00	2
Sainsbury's Superstore, Lavendon Road, Olney, MK46 4HH	£ 15.13	18
Tesco Express, Market Place, Olney, MK46 4BA	£ 12.08	14
<b>Zone 11</b>		
Budgens, Amphill Road, Maulden, MK45 2DH	£ 25.00	1
Budgens, Stagsden Road, Bromham, MK43 8PU	£ 20.00	1
Co-Op Food, Clay Avenue, Stewartby, Bedford, MK43 9SU	£ 10.00	1
Co-Op Food, Coniston Road, Flitwick, MK45 1QY	£ -	0
Co-Op Food, High Street, Bedford, MK43 0DP	£ 13.00	6
Co-Op Food, Station Road, Marston Moretaine, Bedford, MK43 0PH	£ 22.50	3
Haynes Post Office, Silver End Road, Haynes, MK45 3PS	£ -	1
Local shops, Amphill Town Centre, MK45 2NG	£ -	0
Local shops, Flitwick Town Centre, MK45 1AJ	£ -	0
Local shops, Maulden Village Centre, MK45 2DH	£ 5.00	1
Local shops, Wootton Village Centre, MK43 9JU	£ 80.00	1
One Stop, Molivers Lane, Bromham, Bedford, MK43 8LD	£ 10.00	1
Sainsbury's Local, Folkes Road, Bedford, MK43 9BY	£ 16.50	2
Tesco Express, Cause End Road, Wootton, MK43 9DA	£ 3.00	1
Tesco Superstore, Coniston Road, Flitwick, MK45 1LX	£ 21.67	10
Waitrose, Bedford Street, Amphill, MK45 2LU	£ 18.14	9
<b>Zone 12</b>		
Aldi, Grovebury Retail Park, Leighton Buzzard, LU7 4EG	£ 47.50	2
Co-Op Food, Birds Hill, Heath and Reach, Leighton Buzzard, LU7 0AQ	£ 4.50	2
Co-Op Food, High Street, Woburn Sands, MK17 8RF	£ 16.50	7
Co-Op Food, Stanbridge Road, Leighton Buzzard, LU7 4DF	£ 3.00	2
Hunters Farm Shop, Watling Street, Little Brickhill, MK17 9DN	£ 26.67	3
Iceland, Market Square, Leighton Buzzard, LU7 1EU	£ -	0
Local shops, Leighton Buzzard Town Centre, LU7 1DN	£ -	0
Marks and Spencer (M&S), Grovebury Retail Park, Grovebury Road, Leighton Buzzard, LU7 4EG	£ 25.00	2
Marks and Spencer (M&S), Toddington South Service Area, M1 Motorway, Ipswich Road, Dunstable, LU5 6HR	£ -	0
Morrisons Superstore, Lake Street, Leighton Buzzard, LU7 1WS	£ 25.00	5
Premier Stores, Barkham Close, Cheddington, LU7 0RT	£ 15.00	1
Premier Stores, High Street, Westoning, MK45 5JG	£ 4.00	1
Premier Stores, Marsworth Road, Pitstone, LU7 9AT	£ 12.00	1
Tesco Express, Aries Court, Appenine Way, Leighton Buzzard, LU7 3XW	£ -	0
Tesco Express, Coniston Road, Linslade, Leighton Buzzard, LU7 2PJ	£ 17.50	2
Tesco Express, High Street, Woburn Sands, Milton Keynes, MK17 8RQ	£ 16.33	3
Tesco Superstore, Vimy Road, Leighton Buzzard, LU7 1ER	£ 13.83	7
Waitrose, Waterborne Walk, Leighton Buzzard, LU7 1DH	£ 16.50	6

<b>Zone 13</b>		
Aldi, Cambridge Street, Aylesbury, HP20 1BT	£ 26.40	5
Aldi, Rimmington Way, Aylesbury, HP19 8AW	£ 34.00	1
Asda, Mandeville Road, Aylesbury, HP21 8BD	£ 20.00	1
Co-Op Food, High Street, Winslow, MK18 3DQ	£ 20.50	4
Co-Op Food, Jansel Square, Bedgrove, Aylesbury, HP21 7ET	£ 27.50	2
Co-Op Food, Orwell Drive, Hawkslade Farm, Aylesbury, HP21 9JL	£ -	0
Co-Op Food, Wedgewood Street, Aylesbury, HP19 7HL	£ 1.00	1
Elm Farm Food & Wine, Elm Court, Elm Farm Road, Aylesbury, HP21 7NQ	£ 10.00	1
Iceland, High Street, Aylesbury, HP20 1SA	£ 40.00	1
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury, HP20 1DG	£ 14.00	2
Lidl, Oakfield Road, Aylesbury, HP20 1GD	£ 12.00	1
Local shops, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	£ 35.00	1
Local shops, North Marston Village Centre, MK18 3PN	£ 15.00	1
Local shops, Winslow Town Centre, MK18 3DQ	£ 24.50	2
Marks and Spencer (M&S), High Street, Aylesbury, HP20 1SH	£ 28.33	3
Morrisons Superstore, Station Way, Aylesbury, HP20 2HX	£ 30.00	3
One Stop, High Street, Winslow, Buckingham, MK18 3HF	£ 1.00	1
P S Tilbury, Jansel Square, Bedgrove, HP21 7ET	£ 12.00	1
Sainsbury's Local, Jansel Square, Camborne Avenue, Bedgrove, HP21 7ET	£ -	1
Sainsbury's Local, Oakfield Road, Aylesbury, HP20 1LL	£ 16.80	5
Sainsbury's Superstore, Buckingham Street, Aylesbury, HP20 2LA	£ 14.00	4
Sainsbury's Superstore, Gatehouse Road, Aylesbury, HP19 8ED	£ 9.00	4
Tesco Express, Jackson Road, Aylesbury, HP19 9BF	£ 15.00	1
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	£ 23.57	7
Tesco Superstore, Tring Road, Aylesbury, HP20 1PQ	£ 14.25	9
The Shop, Granborough Road, North Marston, MK18 3PN	£ 13.00	1
Waitrose, Exchange Street, Waterside, Aylesbury, HP20 1AL	£ 47.50	2
<b>Zone 14</b>		
Aldi, Launton Road, Bicester, OX26 6PZ	£ 60.00	1
Co-Op Food, Barberrry Place, Bicester, OX26 3HA	£ 24.67	4
Co-Op Food, Bassett Avenue, Bicester, OX26 4TZ	£ -	0
Co-Op Food, West Street, Steeple Claydon, MK18 2NT	£ 50.00	1
Co-Op Food, Willowvale Way, Steeple Claydon, MK18 2PP	£ 10.00	1
Costcutter, Bicester Road, Launton, OX26 5DQ	£ 10.00	1
Iceland, Sheep Street, Bicester, OX26 6TB	£ 12.00	2
Lidl, Launton Road Retail Park, Bicester, OX26 4JQ	£ 22.00	8
Local shops, Ardley Village Centre, OX27 7PF	£ -	0
Local shops, Bicester Town Centre, OX26 6FA	£ 30.00	1
Marks and Spencer (M&S), Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	£ 31.50	5
One Stop, Woodpiece Road, Upper Arncliffe, OX25 1PJ	£ 25.00	2
Padbury Meats, Main Street, Padbury, MK18 2AY	£ 40.00	1
Sainsbury's Superstore, Pioneer Square, Bure Place, Bicester, OX26 6FA	£ 17.29	15
Tesco Express, Bowmont Square, Shakespeare Drive, Bicester, OX26 2GJ	£ 11.50	2
Tesco Express, Hart Place, Bicester, OX26 4FR	£ 15.33	3
Tesco Express, Holm Square, Southwold, Bicester, OX26 3YQ	£ 17.00	2
Tesco Express, Nightingale Place, Langford Village, Bicester, OX26 6XX	£ 22.33	3
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	£ 35.00	4
<b>Outside Survey Area</b>		
Aldi, Church Street, Dunstable, LU5 4RP	£ -	0
Aldi, Fairhill, Bedford, MK41 7FY	£ 40.00	1
Aldi, Kettering Retail Park, Carina Road, Kettering, NN15 6YA	£ -	0
Aldi, Laporte Retail Park, Dallow Road, Luton, LU1 1HL	£ -	0
Aldi, Towcester Road, Northampton, NN1 1BQ	£ 30.00	1
Aldi, Victoria Road, Wellingborough, NN8 1HH	£ -	0
Aldi, Vimy Road, Linslade, Leighton Buzzard, LU7 7ER	£ 10.20	5
Aldi, Weedon Road, Northampton, NN5 5DE	£ -	0
Aldi, Westville Road, Bedford, MK42 9BL	£ -	0
Asda, Chapel Street, Rugby, CV21 3EB	£ 15.00	1
Asda, Court Drive, Dunstable, LU5 4JD	£ 57.00	1
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	£ 86.00	1
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	£ 24.00	2
Asda, Washbrook Road, Rushden, NN10 6AA	£ -	0
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	£ 10.00	1
B&M, Alban Retail Park, Bedford, MK42 0NW	£ -	0
Co-Op Food, Barry Road, Northampton, NN1 5JS	£ 5.00	1
Co-Op Food, Bedford Road, Barton-Le-Clay, MK45 4LL	£ -	0
Co-Op Food, Bignal Court, Lake Avenue, Kettering, NN15 7RH	£ -	0
Co-Op Food, Birchfield Road East, Northampton, NN3 2HG	£ -	0
Co-Op Food, Birdsfoot Lane, Luton, LU3 2HX	£ -	0
Co-Op Food, Biscot Road, Luton, LU3 1AW	£ 55.00	1
Co-Op Food, Bishopsclote Road, Limbury, Luton, LU3 1PB	£ -	0
Co-Op Food, Brooklands Avenue, Bedford, MK42 6AE	£ 2.00	1
Co-Op Food, Burchester Place, Grimsbury, Banbury, OX16 3WT	£ -	0
Co-Op Food, Bushland Road, Northampton, NN3 2NS	£ -	0
Co-Op Food, Chatsworth Drive, Cherwell Heights, Banbury, OX16 9YJ	£ -	0
Co-Op Food, Cherwell Drive, Oxford, OX3 0LY	£ 20.00	1
Co-Op Food, Church Lane, Goldington, Bedford, MK41 0PW	£ -	0
Co-Op Food, Ferriston, Hardwick Estate, Banbury, OX16 1XE	£ -	0
Co-Op Food, Grange Place, Kettering, NN16 0NT	£ -	0
Co-Op Food, Hester Street, Semilong Road, Semilong, Northampton, NN2 6BH	£ -	0
Co-Op Food, High Street, Earls Barton, NN6 0JJ	£ -	0
Co-Op Food, High Street, Harrold, Bedford, MK43 7DA	£ -	0
Co-Op Food, High Street, Higham Ferrers, Rushden, NN10 8BL	£ -	0
Co-Op Food, High Street, Irchester, NN29 7AA	£ -	0
Co-Op Food, High Street, Long Buckby, Northampton, NN6 7RE	£ -	0
Co-Op Food, High Street, Mulberry Close, Stotfold, Hitchin, SG5 4NL	£ -	0
Co-Op Food, High Street, Sharnbrook, MK44 1PF	£ -	0
Co-Op Food, Hunters Way, Greenhills, Brixworth, NN6 9EL	£ -	0
Co-Op Food, King Street, Potton, Sandy, SG19 2QT	£ -	0
Co-Op Food, Lowther Road, Dunstable, LU6 3NL	£ 10.00	1
Co-Op Food, Market Square, Whipperley Ring, Luton, LU1 5RD	£ -	0

Co-Op Food, Neighbourhood Centre, Northern Way, Wellingborough, NN8 4UF	£ -	0
Co-Op Food, Newnham Road, Northampton, NN2 7RE	£ -	0
Co-Op Food, Newton Road, Wollaston, Wellingborough, NN29 7QN	£ -	0
Co-Op Food, Oakley Road, Chinnor, OX39 4HB	£ 20.00	1
Co-Op Food, Olympic Way, Wellingborough, NN8 3QE	£ -	0
Co-Op Food, Phipps Road, Woodfordhalse, Daventry, NN11 3TW	£ -	0
Co-Op Food, Queensway Shopping Centre, Mewburn Road, Banbury, OX16 9PQ	£ 40.00	1
Co-Op Food, Rotary Way, Hanwell Fields, Banbury, OX16 1ER	£ -	0
Co-Op Food, Rothersthorpe Road, Far Cotton, Northampton, NN4 8JA	£ -	0
Co-Op Food, Ruscote Arcade, Longelandes Way, Banbury, OX16 1PH	£ -	0
Co-Op Food, St Dominics Square, Lewsey Farm, Luton, LU4 0UN	£ 30.00	1
Co-Op Food, St Johns Road, Kettering, NN15 5AZ	£ -	0
Co-Op Food, St Johns Street, Kempston, Bedford, MK42 8EP	£ -	0
Co-Op Food, Stamford Road, Kettering, NN16 8LL	£ -	0
Co-Op Food, The Falconer, Ashby Road, Daventry, NN11 9QG	£ -	0
Co-Op Food, Westfield Road, Dunstable, LU6 1DP	£ 30.00	1
Co-Op Food, Wigmore Lane, Luton, LU2 8AB	£ -	0
Co-Op Food, Wootton Fields Centre, Wootton Hope Drive, Wootton, NN4 6DY	£ -	0
Farmfoods, Ashton Square, West Street, Dunstable, LU6 3SN	£ -	0
Farmfoods, Kingsway, Bedford, MK42 9BA	£ -	0
Farmfoods, Newlands Shopping Centre, Northall Street, Kettering, NN16 8AQ	£ -	0
Farmfoods, The Arndale Centre, The Mall, Luton, LU1 2TE	£ -	0
Farmfoods, The Calthorpe Centre, Calthorpe Street Banbury, OX16 5EX	£ -	0
Iceland, Calthorpe Street, Banbury, OX16 5EX	£ -	0
Iceland, Churchgate Shopping Centre, Churchgate, Hitchin, SG5 1DN	£ -	0
Iceland, Greenhill Street, Bedford, MK40 1LX	£ -	0
Iceland, Grove Court, Station Road, Biggleswade, SG18 8AP	£ -	0
Iceland, Harlestone Road, Northampton, NN5 7AE	£ -	0
Iceland, High Street North, Dunstable, LU6 1LE	£ -	0
Iceland, High Street, Rushden, NN10 0PJ	£ -	0
Iceland, Marsh Road, Leagrave, Luton, LU3 2QG	£ -	0
Iceland, Newlands Shopping Centre, Newlands Street, Kettering, NN16 8JH	£ -	0
Iceland, Park Street, Luton, LU1 3JX	£ -	0
Iceland, St Peters Shopping Centre, St Peters Way, Northampton, NN1 1PS	£ -	0
Iceland, Swansgate Shopping Centre, Cheese Lane, Swansgate, Wellingborough, NN8 1EX	£ -	0
Iceland, Wigmore Park Shopping Centre, Wigmore Lane, Luton, LU2 9TA	£ -	0
Kensworth Village Stores, Common Road, Kensworth, LU6 3RG	£ 5.00	1
Kings Farm Shop, Nash Lee End, Wendover, HP22 6BH	£ 15.00	1
Lidl, Evesham Road, Bishops Cleeve, GL52 8NF	£ -	0
Lidl, Great North Road, Eaton Socon, Saint Neots, PE19 8EN	£ 20.00	1
Lidl, Houghton Road, Houghton Regis, Dunstable, LU5 5AX	£ 30.00	1
Lidl, London Road, Wellingborough, NN8 2DP	£ -	0
Lidl, Luton Road, Dunstable, LU5 4LW	£ 10.00	1
Lidl, Northfield Avenue, Mariners Way, Kettering, NN16 8AR	£ -	0
Lidl, Perkins Road, Bedford, MK41 0GX	£ 45.00	1
Lidl, Ridge Road, Bedford, MK42 7LZ	£ 14.00	2
Lidl, Rope Walk, Bedford, MK42 0DJ	£ 20.00	1
Lidl, Spiceball Park Road, Banbury, OX16 2DX	£ 16.00	1
Lidl, Towcester Road, Northampton, NN1 1BQ	£ -	0
Lidl, Weedon Road, Northampton, NN5 5DF	£ -	0
Marks and Spencer (M&S), Abington Avenue, Northampton, NN1 4QB	£ -	0
Marks and Spencer (M&S), Bancroft, Hitchin, SG5 1LS	£ -	0
Marks and Spencer (M&S), Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	£ 70.00	1
Marks and Spencer (M&S), Frogmore Street, Tring, HP23 5BN	£ 35.00	3
Marks and Spencer (M&S), London Luton Airport, Luton, LU2 9LY	£ -	0
Marks and Spencer (M&S), Raunds BP, Sycamore Road, Raunds, Wellingborough, NN9 6EQ	£ -	0
Marks and Spencer (M&S), Sam Clark Way, Kempston, MK42 7GB	£ 45.00	2
Morrisons Superstore, Amptill Road, Bedford, MK42 9PP	£ 37.00	2
Morrisons Superstore, High Street, Houghton Regis, Dunstable, LU5 5BJ	£ 62.00	2
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	£ -	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	£ -	0
Morrisons Superstore, Oxford Street, Wellingborough, NN8 4JJ	£ -	0
Morrisons Superstore, Swan Close Road, Banbury, OX16 5AQ	£ -	0
Morrisons Superstore, Victoria Promenade, Northampton, NN1 1HB	£ -	0
S C Sinfield, Balls Lane, Willington, MK44 3PT	£ 20.00	1
Sainsbury's Local, Berryfields Local Centre, Aylesbury, HP18 0PT	£ 15.00	1
Sainsbury's Superstore, Bells Brook, Biggleswade, SG18 0NA	£ -	0
Sainsbury's Superstore, Bramingham Park, Quantock Rise, Luton, LU3 4AB	£ 7.00	1
Sainsbury's Superstore, Clapham Road, Bedford, MK41 7PJ	£ 31.67	3
Sainsbury's Superstore, Dunstable Road, Luton, LU1 1DY	£ -	0
Sainsbury's Superstore, Gambrel Road, Westgate Industrial Estate, Northampton, NN5 5DG	£ 12.00	1
Sainsbury's Superstore, High Street, Thame, OX9 2BU	£ -	0
Sainsbury's Superstore, Luton Road, Dunstable, LU5 4RF	£ 25.00	2
Sainsbury's Superstore, Northampton Road, Wellingborough, NN8 3GZ	£ -	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	£ -	0
Sainsbury's Superstore, Priors Road, Cheltenham, GL52 5AQ	£ -	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	£ -	0
Sainsbury's Superstore, Saxon Centre, Bedford Road, Kempston, Bedford, MK42 8AY	£ -	0
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	£ -	0
Tesco Express, Abington Street, Northampton, NN1 2AN	£ -	0
Tesco Express, Andrew Close, Shenley, Radlett, WD7 9LP	£ -	0
Tesco Express, Beauvais Square, Shortstown, MK42 0GE	£ 3.00	1
Tesco Express, Bedford Road, Kempston, Bedford, MK42 8DD	£ -	0
Tesco Express, Bordeaux Close, Duston, Northampton, NN5 6YR	£ 45.00	1
Tesco Express, Butts Road, East Hunsbury, Northampton, NN4 0UE	£ 10.00	1
Tesco Express, Calverton Road, Limbury Mead, Luton, LU3 2SZ	£ -	0
Tesco Express, Cannon Street, Wellingborough, NN8 4DU	£ 10.00	1
Tesco Express, Coppice Drive, Spinney Hill, Northampton, NN3 6ND	£ 79.00	1
Tesco Express, Grafton Close, Bushfield Centre, Wellingborough, NN8 5WA	£ 56.00	1
Tesco Express, High Street North, Dunstable, LU6 1LW	£ -	0
Tesco Express, King Street, Potton, Sandy, SG19 2QT	£ -	0
Tesco Express, Langdale Road, Dunstable, LU6 3BS	£ 50.00	1

Tesco Express, Limehurst Road, Duston, Northampton, NN5 6LP	£ -	0
Tesco Express, The Parade, Sundon Park, Luton, LU3 3BJ	£ -	0
Tesco Express, Tring Road, Wendover, HP22 6NU	£ 10.00	1
Tesco Express, Wimbourne Place, Ashby Fields Local Centre, Daventry, NN11 0XY	£ -	0
Tesco Extra, Cardington Road, Bedford, MK42 0BG	£ -	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	£ -	0
Tesco Extra, Clannell Road, Northampton, NN4 0JF	£ 86.00	1
Tesco Extra, Jarman Way, Hemel Hempstead, HP2 4JS	£ -	0
Tesco Extra, Skimpot Road, Dunstable, LU5 4JU	£ 15.00	1
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	£ -	0
Tesco Metro, The Mall, (Armdale Centre), Luton, LU1 2LL	£ -	0
Tesco Superstore, London Road, Tring, HP23 5NB	£ 10.00	1
Tesco Superstore, New Street, Daventry, NN11 4BT	£ -	0
Tesco Superstore, Riverfield Drive, Bedford, MK41 0SE	£ -	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	£ 6.00	1
Waitrose, Bowen Square, Daventry, NN11 4DR	£ -	0
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	£ 23.00	1
Waitrose, Crown Park, Northampton Road, Rushden, NN10 6AR	£ -	0
Waitrose, Goldington Road, Bedford, MK41 0UE	£ -	0
Waitrose, Newport Pagnell Road, Northampton, NN4 6HP	£ 50.00	1
Waitrose, Southam Road, Banbury, OX16 2FW	£ 5.00	1
Waitrose, The Kingsthorpe Centre, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	£ -	0
Waitrose, The Lairage, Bedford Road, Hitchin, SG5 1HF	£ -	0
Wilko, High Street, Bedford, MK40 1RY	£ -	0
<b>Others</b>		
Other	£ -	0
Internet / delivery	£ 84.16	44
<b>Total</b>	£ 22.00	<b>1050</b>

## Appendix C – Market Shares and Capacity Assessment (Scenario A)

2020 Prices

Table 1a: Population and convenience goods expenditure per capita

Zone	Population						Population Growth 2023-2050	Convenience expenditure per capita (excluding SFT)					
	2023	2026	2030	2035	2040	2050		2023	2026	2030	2035	2040	2050
Zone 1	32,754	34,414	36,628	39,395	42,161	47,695	45.6%	£2,333	£2,305	£2,301	£2,307	£2,319	£2,342
Zone 2	51,976	54,610	58,123	62,514	66,904	75,685	45.6%	£2,366	£2,338	£2,333	£2,340	£2,352	£2,376
Zone 3	30,076	31,600	33,633	36,174	38,714	43,796	45.6%	£2,258	£2,231	£2,226	£2,233	£2,244	£2,267
Zone 4	44,890	47,165	50,199	53,991	57,783	65,367	45.6%	£2,289	£2,262	£2,257	£2,264	£2,275	£2,298
Zone 5	28,665	30,118	32,055	34,477	36,898	41,741	45.6%	£2,374	£2,346	£2,341	£2,348	£2,360	£2,384
Zone 6	21,012	22,077	23,497	25,272	27,047	30,597	45.6%	£2,376	£2,348	£2,343	£2,350	£2,362	£2,386
Zone 7	26,766	28,123	29,931	32,193	34,454	38,976	45.6%	£2,370	£2,342	£2,337	£2,344	£2,356	£2,379
Zone 8	99,753	102,290	104,975	107,683	110,263	116,287	16.6%	£2,568	£2,537	£2,532	£2,539	£2,552	£2,578
Zone 9	24,676	25,927	27,594	29,679	31,763	35,932	45.6%	£2,578	£2,547	£2,542	£2,550	£2,563	£2,588
Zone 10	9,373	9,848	10,481	11,273	12,065	13,649	45.6%	£2,767	£2,734	£2,729	£2,737	£2,751	£2,778
Zone 11	70,906	72,382	73,902	75,558	77,204	81,422	14.8%	£2,420	£2,391	£2,386	£2,393	£2,405	£2,430
Zone 12	100,104	102,233	104,476	106,635	108,554	114,484	14.4%	£2,542	£2,512	£2,507	£2,514	£2,527	£2,552
Zone 13	126,106	129,920	133,869	137,809	141,477	149,206	18.3%	£2,485	£2,455	£2,451	£2,458	£2,470	£2,495
Zone 14	64,231	65,709	67,337	69,139	70,982	74,860	16.5%	£2,483	£2,453	£2,448	£2,455	£2,468	£2,492
<b>Inner Study Area (Zones 1-7, 9-10)</b>	<b>270,188</b>	<b>283,882</b>	<b>302,142</b>	<b>324,966</b>	<b>347,790</b>	<b>393,438</b>	<b>45.6%</b>						
<b>Total Study Area</b>	<b>731,288</b>	<b>756,416</b>	<b>786,701</b>	<b>821,790</b>	<b>856,270</b>	<b>929,697</b>	<b>27.1%</b>						

Notes:

a. Zones are based on Postcode geography as shown on the plan at Appendix A

b. Population data for all zones is sourced from Experian MMG3 data (2021 report) for the year 2023. For zones in the Inner Study Area, we have used population projections based on annual household completions from Scenario 2b of the draft HEDNA. Annual growth then is attributed to each zone based on existing population split, projected until 2050. For all other zones, population figures are based on Experian projections to 2040. For the period 2040 to 2050, we assume annual population growth based on annual growth from the previous 10 years.

c. Per capita expenditure figures are derived from Experian MMG3 data (2021 report) at 2020 - the 2020 figures are then projected to the assessment years using "Ex. SFT adjusted for sales via stores" forecast growth rates taken from Figure 7 of Experian Retail Planner Briefing Note 20.

Table 1b: Total convenience goods expenditure available (excluding SFT)

Zones	Convenience expenditure (£m)						Growth % 2023-2050
	2023	2026	2030	2035	2040	2050	
Zone 1	£76.4	£79.3	£84.3	£90.9	£97.8	£111.7	46.2%
Zone 2	£123.0	£127.7	£135.6	£146.3	£157.4	£179.8	46.2%
Zone 3	£67.9	£70.5	£74.9	£80.8	£86.9	£99.3	46.2%
Zone 4	£102.8	£106.7	£113.3	£122.2	£131.5	£150.2	46.2%
Zone 5	£68.1	£70.6	£75.0	£81.0	£87.1	£99.5	46.2%
Zone 6	£49.9	£51.8	£55.1	£59.4	£63.9	£73.0	46.2%
Zone 7	£63.4	£65.8	£69.9	£75.5	£81.2	£92.7	46.2%
Zone 8	£256.1	£259.5	£265.8	£273.4	£281.4	£299.8	17.0%
Zone 9	£63.6	£66.0	£70.2	£75.7	£81.4	£93.0	46.2%
Zone 10	£25.9	£26.9	£28.6	£30.9	£33.2	£37.9	46.2%
Zone 11	£171.6	£173.1	£176.3	£180.8	£185.7	£197.8	15.3%
Zone 12	£254.5	£256.8	£261.9	£268.1	£274.3	£292.2	14.8%
Zone 13	£313.4	£319.0	£328.0	£338.7	£349.5	£372.3	18.8%
Zone 14	£159.5	£161.2	£164.8	£169.8	£175.2	£186.6	17.0%
<b>Total Study Area</b>	<b>£1,796.1</b>	<b>£1,835.0</b>	<b>£1,903.7</b>	<b>£1,993.4</b>	<b>£2,086.2</b>	<b>£2,285.8</b>	<b>27.3%</b>

Notes:

a. Figures derived from multiplying per capita expenditure with population within each zone using data provided in Table 1a

Table 1c: Convenience goods expenditure split between main food shopping and top-up food shopping spend (2023) (excluding SFT)

Zones	Convenience expenditure (£m)		
	Main Food	Top-Up	Total
Zone 1	57.3	19.1	76.4
Zone 2	92.2	30.7	123.0
Zone 3	50.9	17.0	67.9
Zone 4	77.1	25.7	102.8
Zone 5	51.0	17.0	68.1
Zone 6	37.4	12.5	49.9
Zone 7	47.6	15.9	63.4
Zone 8	192.1	64.0	256.1
Zone 9	47.7	15.9	63.6
Zone 10	19.5	6.5	25.9
Zone 11	128.7	42.9	171.6
Zone 12	190.9	63.6	254.5
Zone 13	235.0	78.3	313.4
Zone 14	119.6	39.9	159.5
<b>Total Study Area</b>	<b>1347.0</b>	<b>449.0</b>	<b>1796.1</b>

Notes:

a. Ratio of main food shopping to top-up food shopping is assumed to be 75:25 in line with Nexus professional judgement, as informed by the results of the NEMS household survey.

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Table 2a:  
 Main Food - (excluding SFT)  
 Survey Results Shopping Patterns (%)

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>94.4%</b>	<b>94.5%</b>	<b>99.6%</b>	<b>86.8%</b>	<b>92.1%</b>	<b>100.0%</b>	<b>87.9%</b>	<b>32.3%</b>	<b>99.3%</b>	<b>87.7%</b>	<b>12.6%</b>	<b>26.1%</b>	<b>8.7%</b>	<b>4.1%</b>
<b>Central Milton Keynes</b>	<b>6.8%</b>	<b>15.6%</b>	<b>33.1%</b>	<b>8.9%</b>	<b>24.7%</b>	<b>32.0%</b>	<b>8.1%</b>	<b>5.7%</b>	<b>7.4%</b>	<b>2.9%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.0%</b>
Aldi, The Place Retail Park, Milton Keynes	0.0%	3.3%	2.0%	0.8%	1.8%	10.2%	1.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Elder Gate, Westcroft	0.0%	2.3%	4.7%	2.5%	4.5%	4.8%	3.2%	0.4%	0.7%	2.9%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Wilton Gate, Milton Keynes	5.1%	10.0%	20.7%	5.6%	17.9%	15.4%	3.2%	1.3%	6.0%	0.0%	1.7%	0.0%	0.4%	0.0%
Central Milton Keynes - Other in Centre	1.7%	0.0%	1.6%	0.0%	0.5%	1.7%	0.0%	2.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, The Brunel Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC - Other in Centre	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC	0.0%	0.4%	4.2%	17.8%	11.2%	5.8%	0.0%	0.0%	11.8%	13.2%	5.6%	8.8%	0.0%	0.0%
Aldi, Winchester Circle, Kingston	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.7%	1.1%	0.0%	2.7%	0.0%	0.0%
Tesco Extra, Winchester Circle, Kingston	0.0%	0.4%	4.2%	16.0%	10.2%	5.8%	0.0%	0.0%	11.1%	11.1%	4.9%	7.4%	0.0%	0.0%
Kingston TC - Other in Centre	0.0%	0.0%	0.0%	1.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Westcroft TC	2.9%	33.6%	3.7%	4.8%	0.0%	6.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.6%
Aldi, Barnsdale Drive, Westcroft	0.0%	0.8%	0.0%	0.0%	0.0%	0.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Barnsdale Drive, Westcroft	2.9%	32.8%	5.7%	4.8%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.6%
Wolverton TC	5.8%	2.3%	4.7%	11.4%	8.4%	27.2%	10.4%	7.6%	27.1%	0.8%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, McConnell Drive, Wolverton	5.8%	2.3%	4.7%	11.4%	7.7%	27.5%	10.1%	7.6%	27.1%	0.8%	0.0%	0.0%	0.0%	0.0%
Wolverton TC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagwell DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, High Street, Newport Pagwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagwell DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	24.8%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, Station Court	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	23.1%	0.0%	0.0%	0.0%	0.0%
Olney DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cottingham Close, Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Woburn Sands DC - Other in Centre	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
<b>Local Centres</b>	<b>13.0%</b>	<b>13.8%</b>	<b>20.1%</b>	<b>14.7%</b>	<b>32.3%</b>	<b>18.7%</b>	<b>12.2%</b>	<b>8.4%</b>	<b>16.7%</b>	<b>3.2%</b>	<b>3.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.2%</b>
Stantonbury LC - Aldi	4.1%	0.0%	0.0%	1.8%	19.7%	10.8%	12.7%	4.0%	8.5%	0.8%	0.0%	0.0%	0.0%	0.0%
Willen LC - Sainsbury's Local, Granville Square	4.7%	0.0%	2.4%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Church End LC - Sainsbury's Superstore, Engine Drive	0.4%	8.8%	2.7%	0.0%	1.0%	2.8%	0.0%	2.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenleys LC - Tesco Express, Ardwell Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oakgrove LC - Waitrose, Babbae Gate	0.4%	3.3%	2.7%	3.7%	7.2%	2.5%	0.0%	0.0%	7.0%	2.9%	0.0%	0.0%	0.0%	0.0%
Oldbrook LC	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres	4.1%	1.7%	3.5%	6.2%	4.5%	2.5%	0.0%	2.0%	0.0%	3.6%	0.0%	3.6%	0.0%	2.2%
<b>Rest of Centres</b>	<b>63.7%</b>	<b>68.4%</b>	<b>11.7%</b>	<b>27.8%</b>	<b>15.7%</b>	<b>8.5%</b>	<b>18.3%</b>	<b>9.1%</b>	<b>10.7%</b>	<b>42.9%</b>	<b>1.7%</b>	<b>48.3%</b>	<b>1.4%</b>	<b>1.4%</b>
Doc - Zone 1 - Aldi, Watling Street, Bletchley	7.7%	4.9%	4.2%	1.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
Doc - Zone 1 - Asda, Blenheim Way, Bletchley	4.4%	7.3%	13.7%	13.4%	4.5%	0.6%	6.2%	4.9%	0.0%	0.0%	0.0%	6.3%	2.4%	0.0%
Doc - Zone 1 - Lidl, Princes Way, Bletchley	6.4%	4.4%	0.4%	1.8%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.5%	0.0%
Doc - Zone 1 - Tesco Express, Buckingham Road, Bletchley	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Tesco Extra, Watling Street, Bletchley	36.8%	16.4%	0.0%	10.9%	1.0%	0.6%	4.4%	2.0%	0.0%	0.0%	0.0%	0.2%	3.3%	0.0%
Doc - Zone 1 - Co-Op Food, Newton Road, Bletchley	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Other	6.0%	0.0%	3.3%	0.0%	0.5%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	1.4%
Doc - Zone 5	0.0%	0.0%	1.1%	0.0%	9.7%	0.6%	0.0%	0.0%	16.6%	2.9%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Lidl, Stratford Road, Wolverton	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	7.7%	2.4%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	39.4%	1.7%	0.0%	0.0%	0.0%
Doc - Zone 10 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>5.6%</b>	<b>5.5%</b>	<b>0.4%</b>	<b>12.2%</b>	<b>7.9%</b>	<b>0.0%</b>	<b>12.1%</b>	<b>67.2%</b>	<b>0.7%</b>	<b>12.3%</b>	<b>87.5%</b>	<b>73.9%</b>	<b>93.3%</b>	<b>85.9%</b>
Aylesbury	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	4.2%	78.4%	9.5%
Lighton Bazzard	1.1%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	47.7%	0.5%	0.0%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	2.4%	64.8%
Brackley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.6%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
Fishack	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Buckingham	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	8.4%	9.5%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Befford	0.0%	2.2%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	4.1%	27.3%	0.0%	0.0%	0.0%	0.0%
Northampton	1.2%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	11.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunstable	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	2.6%	5.5%	0.0%	0.0%
Outside of MKCC - Other	2.8%	2.2%	0.4%	5.3%	7.4%	0.0%	6.3%	6.8%	0.0%	7.4%	57.5%	16.1%	4.2%	8.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Figures may not add up due to rounding  
 b. The data is derived from Appendix 1 of the NEMS Report (Appendix B of the Study).





**Table 2c:  
Main Food - (excluding SFT)  
Expenditure based on Weighted Shopping Patterns - (2023) (£m)**

	Total	Inner Study Area (Zones 1-10) (£m)	Outer Study Area (Zones 8, 11-14) (£m)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£615.7</b>	<b>£453.4</b>	<b>£162.3</b>	<b>£54.1</b>	<b>£87.6</b>	<b>£50.7</b>	<b>£67.8</b>	<b>£47.3</b>	<b>£37.4</b>	<b>£44.2</b>	<b>£64.7</b>	<b>£47.5</b>	<b>£19.9</b>	<b>£15.5</b>	<b>£53.9</b>	<b>£20.4</b>	<b>£7.7</b>
<b>In Centre</b>	<b>£491.2</b>	<b>£369.7</b>	<b>£121.5</b>	<b>£41.4</b>	<b>£69.1</b>	<b>£39.5</b>	<b>£48.7</b>	<b>£40.9</b>	<b>£33.1</b>	<b>£38.4</b>	<b>£56.3</b>	<b>£42.0</b>	<b>£19.2</b>	<b>£14.0</b>	<b>£41.7</b>	<b>£6.5</b>	<b>£1.5</b>
Central Milton Keynes	£96.5	£81.4	£15.2	£4.2	£15.7	£18.8	£7.6	£13.7	£12.1	£4.5	£11.9	£3.8	£0.9	£2.2	£0.0	£1.1	£0.0
Aldi - The Place Retail Park, Milton Keynes	£12.3	£9.9	£2.4	£0.0	£2.7	£0.9	£0.6	£0.8	£2.2	£0.7	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons Superstore, Elder Gate, Westcroft	£20.5	£19.5	£1.0	£0.0	£2.8	£5.7	£2.5	£2.9	£2.2	£2.0	£1.0	£0.4	£0.9	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Witan Gate, Milton Keynes	£56.0	£49.8	£6.2	£3.3	£10.2	£11.3	£4.6	£9.8	£6.0	£1.7	£2.8	£3.0	£0.0	£2.2	£0.0	£1.1	£0.0
Central Milton Keynes - Other in Centre	£13.1	£4.6	£8.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Bletchley TC	£85.5	£0.5	£85.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Farmfoods, The Brunel Centre	£0.3	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bletchley TC - Other in Centre	£0.2	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Kingston TC	£58.2	£33.5	£24.7	£0.0	£0.4	£2.3	£13.3	£5.9	£2.2	£0.0	£0.0	£5.8	£3.5	£6.8	£18.4	£0.0	£0.0
Aldi, Winchester Circle, Kingston	£4.3	£1.3	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.6	£0.0	£0.0	£2.8	£0.0	£0.0
Tesco Extra, Winchester Circle, Kingston	£53.7	£31.9	£21.8	£0.0	£0.4	£2.3	£13.1	£5.5	£2.2	£0.0	£0.0	£5.4	£2.9	£6.3	£15.5	£0.0	£0.0
Kingston TC - Other in Centre	£0.7	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0
Westcroft TC	£44.5	£38.5	£6.0	£1.5	£28.6	£2.6	£3.3	£0.0	£2.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£0.6
Aldi, Barnsdale Drive, Westcroft	£1.1	£1.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons Superstore, Barnsdale Drive, Westcroft	£43.4	£37.4	£6.0	£1.5	£27.9	£2.6	£3.3	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£0.6
Wolverton TC	£85.1	£69.6	£15.5	£3.6	£2.2	£2.4	£9.0	£4.2	£10.2	£25.1	£35.5	£12.8	£0.2	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, McConnell Drive, Wolverton	£84.1	£68.6	£15.5	£3.6	£2.2	£2.4	£9.0	£4.0	£10.2	£24.3	£35.5	£12.8	£0.2	£0.0	£0.0	£0.0	£0.0
Wolverton TC - Other in Centre	£1.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagwell DC	£14.4	£14.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op Food, High Street, Newport Pagwell	£14.4	£14.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagwell DC - Other in Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£3.7	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op Food, Shenley Court	£3.3	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC - Other in Centre	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£0.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Coffendene Close, Stony Stratford	£0.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC - Other in Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£13.9	£13.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi	£11.5	£0.7	£10.8	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC - Other in Centre	£2.4	£13.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Local Centres</b>	<b>£98.5</b>	<b>£74.3</b>	<b>£24.2</b>	<b>£6.6</b>	<b>£12.1</b>	<b>£7.4</b>	<b>£10.7</b>	<b>£16.4</b>	<b>£6.4</b>	<b>£5.7</b>	<b>£8.3</b>	<b>£8.1</b>	<b>£1.1</b>	<b>£5.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£2.9</b>
Stantonbury LC - Aldi	£33.8	£26.2	£7.5	£2.3	£0.0	£0.0	£1.3	£9.4	£3.7	£7.5	£3.7	£3.7	£0.2	£0.0	£0.0	£0.0	£0.0
Willow LC - Sainsbury's Local, Granville Square	£5.1	£5.1	£0.0	£2.2	£0.0	£1.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Church End LC - Sainsbury's Superstore, Engaine Drive	£14.6	£10.4	£4.2	£0.2	£7.4	£1.2	£0.0	£0.5	£0.9	£0.0	£4.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Greenleys LC - Tesco Express, Ardwell Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Osborne LC - Waitrose, Balldale Gate	£0.6	£0.6	£0.0	£0.0	£4.0	£1.8	£3.6	£4.7	£1.2	£0.0	£0.0	£4.1	£0.9	£0.0	£0.0	£0.0	£0.0
Oldbrook LC	£2.6	£2.6	£0.0	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Local Centres	£21.9	£9.4	£12.5	£1.4	£0.7	£0.9	£3.9	£1.9	£0.6	£0.0	£4.6	£0.0	£0.0	£5.0	£0.0	£0.0	£2.9
<b>Doc Centres</b>	<b>£281.6</b>	<b>£186.0</b>	<b>£95.6</b>	<b>£21.7</b>	<b>£28.8</b>	<b>£13.8</b>	<b>£18.8</b>	<b>£24.0</b>	<b>£8.8</b>	<b>£8.8</b>	<b>£16.6</b>	<b>£11.0</b>	<b>£2.7</b>	<b>£11.1</b>	<b>£4.4</b>	<b>£1.8</b>	<b>£4.2</b>
Doc - Zone 1 - Aldi, Watling Street, Bletchley	£18.5	£13.4	£5.0	£4.7	£2.2	£1.4	£1.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0	£0.0	£0.0
Doc - Zone 1 - Asda, Bletcham Way, Bletchley	£73.0	£39.7	£33.4	£4.0	£8.1	£8.4	£12.5	£2.8	£0.2	£3.7	£11.9	£0.0	£0.0	£0.0	£14.9	£6.5	£0.0
Doc - Zone 1 - Lidl, Princes Way, Bletchley	£5.0	£4.4	£0.6	£2.6	£0.2	£0.2	£0.9	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 1 - Tesco Express, Buckingham Road, Bletchley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 1 - Tesco Extra, Watling Street, Bletchley	£77.6	£62.3	£15.4	£2.1	£15.4	£4.6	£8.3	£0.5	£0.2	£1.2	£4.0	£0.0	£0.0	£0.0	£14.0	£7.4	£0.0
Doc - Zone 1 - Co-Op Food, Newton Road, Bletchley	£0.4	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 1 - Other	£5.8	£5.8	£0.0	£2.9	£0.0	£1.5	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 4	£12.8	£8.5	£4.2	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£6.5	£0.0	£0.0	£0.0	£0.0	£4.2
Doc - Zone 5	£10.1	£10.1	£0.0	£0.0	£0.0	£0.0	£3.6	£0.1	£0.0	£0.0	£5.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 7 - Lidl, Stratford Road, Wolverton	£13.1	£6.8	£6.5	£0.0	£0.0	£0.0	£0.0	£0.9	£3.7	£4.5	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 9 - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 10	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	£9.9	£9.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£7.2	£1.5	£0.0	£0.0	£0.0	£0.0
Doc - Zone 10 - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Outside of MKCC</b>	<b>£791.4</b>	<b>£274.4</b>	<b>£516.0</b>	<b>£8.2</b>	<b>£4.6</b>	<b>£0.2</b>	<b>£9.3</b>	<b>£3.7</b>	<b>£0.0</b>	<b>£3.4</b>	<b>£127.4</b>	<b>£0.3</b>	<b>£2.5</b>	<b>£113.2</b>	<b>£137.0</b>	<b>£214.7</b>	<b>£111.8</b>
Antbury	£205.3	£11.9	£193.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£19.1	£19.1	£15.3
Leighton Buzzard	£93.9	£1.7	£92.1	£0.7	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£89.2	£1.4	£0.0
Bicester	£86.6	£0.0	£86.6	£0.0	£0.0	£0.0	£0.0										

**Table 3a:**  
Top Up Food - (excluding SFT)  
Survey Results Shopping Patterns (%)

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>96.6%</b>	<b>94.8%</b>	<b>100.0%</b>	<b>86.7%</b>	<b>96.4%</b>	<b>95.5%</b>	<b>91.6%</b>	<b>18.2%</b>	<b>99.3%</b>	<b>99.2%</b>	<b>14.1%</b>	<b>28.4%</b>	<b>8.3%</b>	<b>3.4%</b>
<b>In Centre</b>	<b>34.7%</b>	<b>67.9%</b>	<b>78.9%</b>	<b>52.5%</b>	<b>90.7%</b>	<b>81.6%</b>	<b>75.4%</b>	<b>13.3%</b>	<b>54.0%</b>	<b>59.2%</b>	<b>7.0%</b>	<b>27.1%</b>	<b>7.3%</b>	<b>3.4%</b>
<b>Central Milton Keynes</b>	0.5%	0.0%	13.8%	2.8%	15.2%	23.9%	7.3%	0.0%	1.4%	0.0%	0.0%	0.0%	4.4%	2.9%
Aldi, The Place Retail Park, Milton Keynes	0.0%	0.0%	0.0%	3.5%	1.3%	2.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Elder Gate, Westcroft	0.0%	0.0%	6.3%	0.0%	8.2%	7.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%
Sainsbury's Superstore, Wilton Gate, Milton Keynes	0.0%	0.0%	7.5%	0.0%	0.0%	6.6%	1.2%	0.0%	1.4%	0.0%	0.0%	0.0%	2.5%	2.9%
Central Milton Keynes - Other in Centre	0.5%	0.0%	0.0%	0.4%	5.7%	2.5%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Bletchley TC</b>	<b>12.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Farmfoods, The Brunel Centre	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC - Other in Centre	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Kingston TC</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>5.6%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>0.0%</b>
Aldi, Winchester Circle, Kingston	0.0%	0.0%	0.5%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Tesco Extra, Winchester Circle, Kingston	0.0%	0.0%	1.1%	2.5%	1.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Westcroft TC</b>	<b>0.5%</b>	<b>18.1%</b>	<b>0.5%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>1.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.5%</b>
Aldi, Barnside Drive, Westcroft	0.0%	2.2%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Barnside Drive, Westcroft	0.5%	15.9%	0.5%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
<b>Wolverton TC</b>	<b>2.6%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>6.2%</b>	<b>3.7%</b>	<b>7.3%</b>	<b>47.8%</b>	<b>0.0%</b>	<b>5.0%</b>	<b>0.0%</b>	<b>2.9%</b>	<b>1.7%</b>	<b>1.3%</b>	<b>0.0%</b>
Tesco Superstore, McConnell Drive, Wolverton	2.6%	2.7%	0.0%	6.2%	2.0%	7.3%	37.5%	0.0%	5.0%	0.0%	2.9%	1.7%	1.3%	0.0%
Wolverton TC - Other in Centre	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Newport Pagnell DC</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>15.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Co-Op Food, High Street, Newport Pagnell	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Olney DC</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.1%</b>	<b>58.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Co-Op Food, Stanley Court	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Stony Stratford DC</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>1.0%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Tesco Express, Colferidge Close, Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Woburn Sands DC</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>17.1%</b>	<b>0.0%</b>	<b>0.0%</b>
Woburn Sands DC - Other in Centre	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	17.1%	0.0%	0.0%
<b>Local Centres</b>	<b>19.0%</b>	<b>47.2%</b>	<b>62.9%</b>	<b>35.4%</b>	<b>69.5%</b>	<b>58.4%</b>	<b>17.4%</b>	<b>12.8%</b>	<b>20.8%</b>	<b>0.8%</b>	<b>4.7%</b>	<b>7.6%</b>	<b>1.3%</b>	<b>0.0%</b>
<b>Stantonbury LC - Aldi</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>1.5%</b>	<b>1.3%</b>	<b>13.7%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>2.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Wilten LC - Sainsbury's Local, Granville Square	0.0%	2.6%	2.1%	4.2%	19.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Church End LC - Sainsbury's Superstore, Engaine Drive	3.5%	7.2%	7.9%	0.0%	0.7%	12.8%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenleys LC - Tesco Express, Ardwell Lane	2.6%	2.2%	0.0%	6.2%	1.3%	0.0%	6.1%	0.0%	0.0%	0.0%	2.9%	1.7%	1.3%	0.0%
Oldgrove LC - Waitrose, Babbage Gate	0.0%	0.0%	4.3%	4.4%	2.4%	0.0%	5.9%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Oldrop LC</b>	<b>0.0%</b>	<b>2.6%</b>	<b>18.6%</b>	<b>5.1%</b>	<b>0.0%</b>	<b>9.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Other Local Centres	13.0%	33.5%	29.4%	14.4%	44.1%	28.1%	10.3%	0.5%	18.3%	0.0%	1.9%	5.9%	0.0%	0.0%
<b>Out of Centre</b>	<b>62.6%</b>	<b>26.9%</b>	<b>21.1%</b>	<b>44.2%</b>	<b>5.7%</b>	<b>3.9%</b>	<b>16.2%</b>	<b>4.8%</b>	<b>46.8%</b>	<b>40.0%</b>	<b>6.5%</b>	<b>1.3%</b>	<b>0.9%</b>	<b>0.0%</b>
Doc - Zone 1 - Aldi, Watling Street, Bletchley	0.5%	1.0%	1.4%	2.1%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Aldi, Bletham Way, Bletchley	5.1%	10.9%	5.0%	9.7%	1.7%	0.7%	2.6%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%
Doc - Zone 1 - Lidl, Princes Way, Bletchley	15.4%	1.9%	0.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Doc - Zone 1 - Tesco Express, Buckingham Road, Bletchley	2.8%	0.0%	1.5%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
Doc - Zone 1 - Tesco Extra, Watling Street, Bletchley	27.8%	1.5%	6.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.5%	0.0%
Doc - Zone 1 - Co-Op Food, Newton Road, Bletchley	7.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Other	3.3%	6.7%	1.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
Doc - Zone 2	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 4	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%
Doc - Zone 5	0.0%	1.5%	4.3%	0.0%	1.3%	1.8%	0.0%	0.0%	15.7%	5.1%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Lidl, Stratford Road, Wolverton	0.0%	0.0%	0.0%	0.0%	2.6%	0.7%	6.9%	4.8%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 10 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>3.4%</b>	<b>5.2%</b>	<b>0.0%</b>	<b>13.3%</b>	<b>3.6%</b>	<b>4.5%</b>	<b>8.4%</b>	<b>81.8%</b>	<b>0.7%</b>	<b>0.8%</b>	<b>86.0%</b>	<b>71.6%</b>	<b>91.7%</b>	<b>96.6%</b>
Aylesbury	0.0%	0.0%	0.0%	1.5%	0.0%	2.7%	2.6%	2.2%	0.0%	0.0%	0.0%	4.1%	65.8%	4.0%
Leighton Buzzard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	41.9%	0.9%	0.0%
Bicester	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	63.5%
Brackley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Filtham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.6%	0.0%	0.0%
Buckingham	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.9%	6.7%	0.0%	0.0%	0.0%	0.0%	0.9%	11.1%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	2.5%	0.0%	0.0%
Northampton	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	3.8%	8.3%	0.0%	0.0%	0.7%	0.0%	3.7%	0.0%
Dumstable	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	2.1%
Outside of MKCC - Other	3.4%	2.6%	0.0%	1.5%	3.6%	1.8%	0.0%	19.3%	0.7%	0.8%	57.6%	17.4%	20.4%	13.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes  
a. Figures may not add up due to rounding  
b. The data is derived from Appendix 1 the NEMS Report (Appendix B of the Study).

**Table 3b:**  
**Top Up Food - (excluding SFT)**  
**Weighted Shopping Patterns reflecting the mean spend at each location (%)**

Destination	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>44.1%</b>	<b>94.5%</b>	<b>16.2%</b>	<b>95.7%</b>	<b>97.7%</b>	<b>100.0%</b>	<b>83.7%</b>	<b>93.5%</b>	<b>95.6%</b>	<b>92.2%</b>	<b>19.4%</b>	<b>99.6%</b>	<b>96.2%</b>	<b>19.5%</b>	<b>24.8%</b>	<b>10.6%</b>	<b>4.8%</b>
<b>Central Milton Keynes</b>	<b>44.7%</b>	<b>91.3%</b>	<b>2.3%</b>	<b>94.5%</b>	<b>96.4%</b>	<b>100.0%</b>	<b>84.2%</b>	<b>93.4%</b>	<b>95.5%</b>	<b>92.1%</b>	<b>18.2%</b>	<b>99.6%</b>	<b>94.8%</b>	<b>24.7%</b>	<b>24.7%</b>	<b>9.4%</b>	<b>4.8%</b>
Aldi, The Place Retail Park, Milton Keynes	0.6%	1.8%	0.0%	0.0%	0.0%	0.0%	3.4%	2.5%	11.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Elder Gate, Westcroft	1.5%	3.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	12.3%	10.3%	0.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Sainsbury's Superstore, Wilton Gate, Milton Keynes	2.1%	2.8%	1.7%	0.0%	0.0%	13.2%	0.0%	0.0%	13.9%	2.2%	0.0%	2.7%	0.0%	0.0%	0.0%	4.2%	4.2%
Central Milton Keynes - Other in Centre	0.5%	1.5%	0.0%	0.4%	0.0%	0.0%	0.5%	5.1%	2.2%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Bletchley TC</b>	<b>0.4%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>10.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Farmfoods, The Brunel Centre	0.3%	0.7%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC - Other in Centre	0.2%	0.5%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Kingston DC</b>	<b>0.0%</b>	<b>1.3%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Aldi, Winchester Circle, Kingston	0.4%	0.7%	0.2%	0.0%	0.0%	0.8%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Tesco Extra, Winchester Circle, Kingston	0.2%	0.6%	0.0%	0.0%	0.0%	0.8%	1.7%	1.6%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Westcroft TC</b>	<b>1.7%</b>	<b>4.5%</b>	<b>0.2%</b>	<b>0.6%</b>	<b>21.2%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.5%</b>
Aldi, Barnsdale Drive, Westcroft	0.2%	0.5%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Barnsdale Drive, Westcroft	1.6%	4.0%	0.2%	0.6%	19.0%	0.7%	1.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
<b>Wolverton TC</b>	<b>3.4%</b>	<b>7.6%</b>	<b>1.0%</b>	<b>2.1%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>5.1%</b>	<b>7.6%</b>	<b>7.0%</b>	<b>42.8%</b>	<b>0.0%</b>	<b>5.1%</b>	<b>0.0%</b>	<b>2.6%</b>	<b>1.5%</b>	<b>1.1%</b>	<b>0.0%</b>
Tesco Superstore, McConnell Drive, Wolverton	2.9%	6.3%	1.0%	2.1%	2.6%	0.0%	5.1%	2.2%	2.0%	34.0%	0.0%	5.1%	0.0%	2.6%	1.5%	1.1%	0.0%
Wolverton TC - Other in Centre	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Newport Pagnell DC</b>	<b>0.6%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>15.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Co-Op Food, High Street, Newport Pagnell	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	13.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC - Other in Centre	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Olney DC</b>	<b>0.9%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.2%</b>	<b>52.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Co-Op Food, Stanly Court	0.6%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	38.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC - Other in Centre	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	14.4%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Stony Stratford DC</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.3%</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Tesco Express, Colferidge Close, Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Woburn Sands DC</b>	<b>2.1%</b>	<b>0.3%</b>	<b>3.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>13.8%</b>	<b>0.0%</b>	<b>0.0%</b>
Woburn Sands DC - Other in Centre	2.1%	0.3%	3.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%
<b>Local Centres</b>	<b>14.1%</b>	<b>29.2%</b>	<b>5.4%</b>	<b>13.6%</b>	<b>32.7%</b>	<b>45.7%</b>	<b>27.2%</b>	<b>54.0%</b>	<b>46.4%</b>	<b>16.7%</b>	<b>13.1%</b>	<b>13.8%</b>	<b>1.6%</b>	<b>4.7%</b>	<b>6.5%</b>	<b>1.3%</b>	<b>0.0%</b>
Stantonbury LC - Aldi	0.7%	1.9%	0.0%	0.0%	0.0%	0.5%	1.3%	1.5%	13.8%	0.9%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Willen LC - Sainsbury's Local, Granville Square	0.8%	2.4%	0.0%	0.0%	1.6%	1.3%	2.3%	14.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Church End LC - Sainsbury's Superstore, Engane Drive	2.0%	3.6%	1.2%	3.0%	7.1%	7.8%	0.0%	0.8%	12.9%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenhills LC - Tesco Express, Ardwell Lane	1.7%	2.6%	1.2%	2.5%	2.5%	0.0%	6.6%	1.7%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	3.1%	1.8%	1.3%
Oakgrove LC - Waitrose, Babbage Gate	1.8%	2.1%	1.7%	0.0%	0.0%	6.5%	5.4%	4.3%	0.0%	7.5%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Oldbrook LC	1.0%	2.7%	0.0%	0.0%	1.8%	14.2%	3.8%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres	6.1%	14.6%	1.3%	7.2%	19.7%	15.4%	8.8%	31.2%	16.1%	9.0%	0.4%	15.1%	0.0%	1.6%	4.6%	0.0%	0.0%
<b>Rest of Country</b>	<b>16.5%</b>	<b>36.2%</b>	<b>4.0%</b>	<b>61.8%</b>	<b>61.2%</b>	<b>66.7%</b>	<b>39.4%</b>	<b>47.6%</b>	<b>39.3%</b>	<b>29.3%</b>	<b>8.3%</b>	<b>19.8%</b>	<b>14.4%</b>	<b>18.2%</b>	<b>21.4%</b>	<b>3.4%</b>	<b>6.4%</b>
DoC - Zone 1 - Aldi, Watling Street, Bletchley	0.5%	1.5%	0.0%	0.7%	1.5%	2.2%	2.8%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 1 - Asda, Bletcham Way, Bletchley	4.3%	10.6%	0.9%	9.3%	22.6%	11.6%	17.6%	4.2%	1.5%	5.4%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%
DoC - Zone 1 - Lidl, Princes Way, Bletchley	1.5%	3.8%	0.2%	22.9%	3.2%	0.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
DoC - Zone 1 - Tesco Express, Buckingham Road, Bletchley	0.8%	1.6%	0.3%	3.6%	0.0%	2.1%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%
DoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	2.3%	5.7%	0.4%	27.5%	1.6%	6.8%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.5%	0.0%
DoC - Zone 1 - Co-Op Food, Newton Road, Bletchley	0.3%	0.7%	0.0%	4.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 1 - Other	1.1%	2.3%	0.5%	1.5%	8.9%	3.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
DoC - Zone 2	0.1%	0.3%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 4	0.4%	0.4%	0.4%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	2.9%	0.0%	0.0%	0.0%
DoC - Zone 5	1.3%	3.8%	0.0%	0.0%	1.7%	4.3%	0.0%	1.0%	2.2%	0.0%	0.0%	24.0%	8.2%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 7 - Lidl, Stratford Road, Wolverton	1.9%	3.0%	1.4%	0.0%	0.0%	0.0%	0.0%	4.7%	1.1%	10.2%	6.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 7 - Other	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 9	0.4%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	31.9%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 10 - Other	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>55.9%</b>	<b>5.5%</b>	<b>89.8%</b>	<b>4.3%</b>	<b>2.3%</b>	<b>0.0%</b>	<b>16.3%</b>	<b>6.5%</b>	<b>4.4%</b>	<b>7.8%</b>	<b>80.6%</b>	<b>0.4%</b>	<b>3.8%</b>	<b>80.5%</b>	<b>75.2%</b>	<b>89.4%</b>	<b>95.2%</b>
Aylesbury	11.9%	0.8%	18.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.8%	2.2%	2.5%	0.0%	0.0%	0.0%	2.8%	59.8%	4.4%
Leighton Buzzard	5.6%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	35.5%	1.6%	0.0%
Bicester	5.6%	0.5%	8.4%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	61.2%	0.0%
Brackley	2.9%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Filwick	1.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.7%	0.0%	0.0%	
Buckingham	2.1%	0.3%	3.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.7%	5.9%	0.0%	0.0%	0.0%	1.3%	9.9%	
Towcester	2.6%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Beeford	2.1%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.4%	2.5%	0.0%	0.0%	
Northampton	4.1%	1.0%	5.8%	0.0%	0.0%	0.0%	3.3%	0.0%									

**Table 3c**  
**Top Up Food - (excluding SFT)**  
**Expenditure based on Weighted Shopping Patterns - (2023) (£m)**

Destination	Total	Inner Study Area (Zones 1-7) % (10/19)	Outer Study Area (Zones 8-11) % (1/1)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Milton Keynes CC	£198.1	£151.4	£46.8	£18.3	£30.1	£17.0	£21.5	£15.9	£11.9	£14.6	£12.4	£15.8	£6.2	£8.4	£15.8	£8.3	£1.9
<b>In Centre</b>	<b>£128.5</b>	<b>£91.1</b>	<b>£35.3</b>	<b>£4.8</b>	<b>£17.3</b>	<b>£11.7</b>	<b>£11.3</b>	<b>£14.2</b>	<b>£11.3</b>	<b>£11.4</b>	<b>£8.5</b>	<b>£7.3</b>	<b>£4.5</b>	<b>£4.1</b>	<b>£14.4</b>	<b>£7.3</b>	<b>£1.9</b>
Central Milton Keynes	£21.3	£14.6	£6.7	£0.1	£0.0	£3.6	£1.0	£3.4	£4.5	£1.6	£0.0	£0.4	£0.0	£0.0	£0.0	£5.0	£1.7
Aldi, The Place Retail Park, Milton Keynes	£2.8	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons Superstore, Elder Gate, Westcroft	£6.6	£4.8	£1.7	£0.0	£0.0	£1.4	£0.0	£2.1	£3.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0
Sainsbury's Superstore, Wilton Gate, Milton Keynes	£9.5	£4.5	£5.0	£0.0	£0.0	£2.2	£0.0	£0.0	£1.5	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£3.3	£1.7
Central Milton Keynes - Other in Centre	£2.4	£2.4	£0.0	£0.1	£0.0	£0.0	£0.1	£0.9	£0.3	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bletchley TC	£2.0	£2.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Farnfields, The Stroud Centre	£1.2	£1.2	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bletchley TC - Other in Centre	£0.8	£0.8	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Kingston TC	£2.6	£2.0	£0.5	£0.0	£0.0	£0.3	£1.4	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0
Aldi, Winchester Circle, Kingston	£1.6	£1.1	£0.5	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0
Tesco Extra, Winchester Circle, Kingston	£0.9	£0.9	£0.0	£0.0	£0.0	£0.1	£0.4	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Kingston TC - Other in Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Westcroft TC	£7.8	£7.2	£0.6	£0.1	£6.5	£0.1	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2
Aldi, Barnsdale Drive, Westcroft	£0.7	£0.7	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons Superstore, Barnsdale Drive, Westcroft	£7.1	£6.4	£0.6	£0.1	£5.9	£0.1	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2
Wolverton TC	£15.2	£12.3	£3.0	£0.4	£0.8	£0.0	£1.3	£1.3	£0.9	£6.8	£0.0	£0.8	£0.0	£1.1	£1.0	£0.9	£0.0
Tesco Superstore, McConnell Drive, Wolverton	£13.1	£10.1	£3.0	£0.4	£0.8	£0.0	£1.3	£0.4	£0.9	£5.5	£0.0	£0.8	£0.0	£1.1	£1.0	£0.9	£0.0
Wolverton TC - Other in Centre	£2.2	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£2.6	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op Food, High Street, Newport Pagnell	£2.3	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC - Other in Centre	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£4.1	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£3.4	£0.0	£0.0	£0.0	£0.0
Co-Op Food, Stanley Court	£2.8	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.5	£0.0	£0.0	£0.0	£0.0
Olney DC - Other in Centre	£1.3	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.9	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cofferside Close, Stony Stratford	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC - Other in Centre	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£0.9	£0.5	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0
Woburn Sands DC - Other in Centre	£0.3	£0.5	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0
<b>Local Centres</b>	<b>£63.4</b>	<b>£47.8</b>	<b>£15.6</b>	<b>£2.4</b>	<b>£10.0</b>	<b>£7.8</b>	<b>£7.1</b>	<b>£9.2</b>	<b>£5.8</b>	<b>£2.6</b>	<b>£8.4</b>	<b>£2.8</b>	<b>£0.1</b>	<b>£2.0</b>	<b>£4.1</b>	<b>£1.0</b>	<b>£0.0</b>
Stambury LC - Aldi	£1.0	£1.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.3	£1.7	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Willon LC - Sainsbury's Local, Gramville Square	£3.8	£3.8	£0.0	£0.0	£0.5	£0.2	£0.6	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Church End LC - Sainsbury's Superstore, Engaine Drive	£9.2	£5.8	£3.4	£0.6	£2.2	£1.3	£0.0	£0.1	£1.6	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Greenleys LC - Tesco Express, Ardwell Lane	£7.7	£4.2	£3.5	£0.5	£0.8	£0.0	£1.5	£0.3	£0.0	£1.1	£0.0	£0.0	£0.0	£1.3	£1.2	£1.0	£0.0
Dakgrove LC - Waitrose, Babbage Gate	£8.1	£3.3	£4.8	£0.0	£0.0	£1.1	£1.4	£0.7	£0.0	£0.0	£4.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Osborn LC	£4.4	£4.4	£0.0	£0.0	£0.5	£2.4	£1.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Local Centres	£27.3	£23.4	£3.9	£1.4	£6.0	£2.6	£2.2	£5.3	£2.0	£1.4	£0.2	£2.4	£0.0	£0.7	£2.9	£0.0	£0.0
<b>Out of Centre</b>	<b>£69.7</b>	<b>£98.2</b>	<b>£114.4</b>	<b>£13.3</b>	<b>£12.7</b>	<b>£5.2</b>	<b>£10.2</b>	<b>£1.7</b>	<b>£6.4</b>	<b>£3.2</b>	<b>£3.9</b>	<b>£8.8</b>	<b>£3.7</b>	<b>£5.2</b>	<b>£1.3</b>	<b>£1.0</b>	<b>£0.0</b>
Doc - Zone 1 - Aldi, Watling Street, Bletchley	£2.3	£2.3	£0.0	£0.1	£2.0	£0.4	£0.2	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 1 - Asda, Blechnow Way, Bletchley	£19.4	£17.0	£2.5	£1.8	£7.0	£2.0	£4.5	£0.7	£0.2	£0.8	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0
Doc - Zone 1 - Lidl, Princess Way, Bletchley	£6.7	£6.1	£0.6	£4.4	£1.0	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0
Doc - Zone 1 - Tesco Express, Buckingham Road, Bletchley	£3.5	£2.6	£0.9	£0.7	£0.0	£0.4	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 1 - Tesco Extra, Watling Street, Bletchley	£10.1	£9.1	£1.1	£5.3	£0.5	£1.1	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.4	£0.0
Doc - Zone 1 - Co-Op Food, Newton Road, Bletchley	£1.1	£1.1	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 1 - Other	£5.0	£3.7	£1.3	£0.3	£2.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0
Doc - Zone 2	£0.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 4	£1.9	£0.6	£1.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.2	£0.0	£0.0	£0.0
Doc - Zone 5	£6.0	£6.0	£0.0	£0.0	£0.5	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£0.5	£0.0	£0.0	£0.0	£0.0
Doc - Zone 7 - Lidl, Stratford Road, Wolverton	£9.2	£6.8	£2.4	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£1.6	£3.9	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 7 - Other	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 9	£1.9	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	£2.2	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.1	£0.0	£0.0	£0.0	£0.0
Doc - Zone 10 - Other	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
<b>Outside of MKCC</b>	<b>£250.9</b>	<b>£8.9</b>	<b>£242.0</b>	<b>£9.8</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£4.2</b>	<b>£1.1</b>	<b>£9.5</b>	<b>£1.2</b>	<b>£51.6</b>	<b>£0.1</b>	<b>£0.2</b>	<b>£34.5</b>	<b>£47.8</b>	<b>£70.0</b>	<b>£38.0</b>
Aylesbury	£53.3	£1.3	£52.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.4	£1.6	£0.0	£0.0	£0.0	£1.8	£46.9	£1.8
Leighton Buzzard	£26.0	£0.0	£26.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£22.6	£1.3	£0.0
Bicester	£25.2	£0.8	£24.4	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.4
Brackley	£13.0	£0.0	£13.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Filwick	£5.0	£0.0	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.4	£0.0	£0.0
Buckingham	£9.2	£0.5	£8.7	£0.0													

Milton Keynes - Retail and Leisure Needs Assessment  
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Table 4c:  
 Convenience Goods - (excluding SFT)  
 Weighted Shopping Patterns reflecting the mean spend at each location (%)

Destination	Total	Inner Study Area (Zones 1 & 7-9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>45.3%</b>	<b>94.3%</b>	<b>18.1%</b>	<b>94.7%</b>	<b>95.7%</b>	<b>99.7%</b>	<b>86.9%</b>	<b>92.9%</b>	<b>94.9%</b>	<b>92.7%</b>	<b>90.1%</b>	<b>99.5%</b>	<b>89.2%</b>	<b>13.9%</b>	<b>27.4%</b>	<b>9.2%</b>	<b>6.1%</b>
<b>In Centre</b>	<b>28.9%</b>	<b>61.9%</b>	<b>10.0%</b>	<b>27.9%</b>	<b>62.1%</b>	<b>66.7%</b>	<b>54.5%</b>	<b>60.1%</b>	<b>59.9%</b>	<b>73.8%</b>	<b>70.0%</b>	<b>61.8%</b>	<b>69.2%</b>	<b>10.0%</b>	<b>13.2%</b>	<b>4.6%</b>	<b>3.4%</b>
Central Milton Keynes	6.6%	15.0%	1.9%	5.6%	12.8%	33.0%	8.4%	25.2%	33.2%	9.6%	4.6%	6.6%	3.5%	1.9%	0.0%	1.9%	1.1%
Aldi - The Place Retail Park, Milton Keynes	0.8%	1.8%	0.3%	0.0%	2.2%	3.3%	1.4%	1.8%	9.2%	1.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Elder Gate, Westcroft	1.5%	3.8%	0.2%	0.0%	2.3%	10.4%	2.4%	7.4%	7.0%	3.4%	0.4%	0.7%	3.5%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Wilton Gate, Milton Keynes	3.6%	8.5%	1.0%	4.3%	8.3%	20.0%	4.5%	14.4%	14.9%	3.2%	1.1%	5.3%	0.0%	1.3%	0.0%	1.4%	1.1%
Central Milton Keynes - Other in Centre	0.6%	0.9%	0.4%	1.3%	0.0%	3.3%	0.1%	1.6%	2.0%	1.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC	0.1%	0.4%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, The Brunel Centre	0.1%	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC - Other in Centre	0.1%	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC	3.4%	5.5%	2.2%	0.0%	0.3%	3.8%	14.3%	9.1%	4.4%	0.0%	0.0%	8.3%	13.6%	3.9%	7.5%	0.0%	0.0%
Aldi, Winchester Circle, Kingston	0.3%	0.4%	0.3%	0.0%	0.0%	0.2%	0.9%	0.5%	0.0%	0.0%	0.0%	0.6%	2.4%	0.0%	1.4%	0.0%	0.0%
Tesco Extra, Winchester Circle, Kingston	3.0%	5.1%	1.9%	0.0%	0.3%	3.6%	13.2%	8.5%	4.4%	0.0%	0.0%	8.6%	11.1%	3.7%	6.1%	0.0%	0.0%
Kingston TC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Westcroft TC	2.9%	7.1%	0.6%	2.2%	28.6%	4.0%	3.5%	0.0%	4.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.5%
Aldi, Barnsdale Drive, Westcroft	0.1%	0.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Barnsdale Drive, Westcroft	2.8%	6.8%	0.6%	2.2%	27.5%	4.0%	3.5%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.5%
Wolverton TC	5.6%	12.8%	1.6%	5.2%	2.4%	3.6%	10.0%	8.0%	22.2%	50.3%	6.0%	21.3%	0.8%	0.7%	0.4%	0.3%	0.0%
Tesco Superstore, McConnell Drive, Wolverton	5.4%	12.3%	1.6%	5.2%	2.4%	3.6%	10.0%	8.4%	22.2%	47.0%	6.0%	21.3%	0.8%	0.7%	0.4%	0.3%	0.0%
Wolverton TC - Other in Centre	0.2%	0.5%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, High Street, Newport Pagnell	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Olny DC	0.4%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	26.7%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, Stanley Court	0.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	21.2%	0.0%	0.0%	0.0%	0.0%
Olny DC - Other in Centre	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.9%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Texco Express, Cafferidge Close, Stony Stratford	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.6%	0.2%	0.8%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%
Woburn Sands DC - Other in Centre	0.6%	0.2%	0.8%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%
<b>Local Centres</b>	<b>9.0%</b>	<b>19.1%</b>	<b>3.4%</b>	<b>11.7%</b>	<b>18.0%</b>	<b>22.3%</b>	<b>17.3%</b>	<b>27.6%</b>	<b>24.4%</b>	<b>13.1%</b>	<b>8.6%</b>	<b>17.1%</b>	<b>4.6%</b>	<b>4.1%</b>	<b>1.6%</b>	<b>0.3%</b>	<b>1.8%</b>
Stantonbury LC - Aldi	2.0%	4.6%	0.7%	3.0%	0.0%	0.1%	1.6%	14.2%	10.8%	9.1%	2.9%	6.4%	0.7%	0.0%	0.0%	0.0%	0.0%
Wilton LC - Sainsbury's Local, Granville Square	0.5%	1.4%	0.0%	2.9%	0.4%	1.8%	2.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Church End LC - Sainsbury's Superstore, Engine Drive	1.3%	2.5%	0.7%	1.0%	7.8%	3.7%	0.0%	0.9%	5.0%	0.0%	2.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenhill LC - Tesco Express, Ardwell Lane	0.4%	0.7%	0.3%	0.6%	0.6%	0.0%	1.5%	0.4%	0.0%	1.7%	0.0%	0.0%	0.0%	0.8%	0.5%	0.3%	0.0%
Oakgrove LC - Waitrose, Babbage Gate	1.6%	3.7%	0.4%	0.4%	3.3%	4.2%	1.9%	7.9%	2.4%	0.0%	1.9%	6.4%	3.9%	0.0%	0.0%	0.0%	0.0%
Deltrook LC	0.4%	1.1%	0.0%	0.0%	0.4%	7.3%	1.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres	2.7%	5.1%	1.4%	3.7%	5.5%	5.1%	6.0%	10.5%	5.3%	2.2%	5.9%	3.8%	0.0%	2.3%	1.2%	0.0%	1.8%
<b>Out of Centre</b>	<b>16.4%</b>	<b>32.4%</b>	<b>7.5%</b>	<b>68.7%</b>	<b>33.0%</b>	<b>33.0%</b>	<b>32.4%</b>	<b>32.8%</b>	<b>39.0%</b>	<b>18.9%</b>	<b>9.9%</b>	<b>37.7%</b>	<b>40.3%</b>	<b>3.9%</b>	<b>14.1%</b>	<b>4.7%</b>	<b>2.7%</b>
Doc - Zone 1 - Aldi, Watling Street, Bletchley	1.2%	2.5%	0.4%	6.4%	4.2%	3.7%	2.1%	0.0%	0.8%	1.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
Doc - Zone 1 - Asda, Bletcham Way, Bletchley	5.1%	8.8%	3.1%	7.5%	12.2%	15.3%	16.3%	5.1%	0.9%	7.2%	4.7%	0.0%	0.0%	1.4%	5.9%	2.1%	0.0%
Doc - Zone 1 - Lidl, Priests Way, Bletchley	0.7%	1.0%	0.1%	9.1%	1.0%	0.5%	1.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%
Doc - Zone 1 - Tesco Express, Buckingham Road, Bletchley	0.2%	0.4%	0.1%	0.9%	0.0%	0.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Doc - Zone 1 - Tesco Extra, Watling Street, Bletchley	4.9%	9.6%	2.3%	35.8%	13.0%	8.4%	10.2%	0.7%	0.4%	1.8%	1.6%	0.0%	0.0%	0.4%	5.5%	2.5%	0.0%
Doc - Zone 1 - Co-Op Food, Newton Road, Bletchley	0.1%	0.2%	0.0%	1.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Other	0.6%	1.5%	0.1%	5.5%	2.2%	1.9%	0.1%	0.3%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Doc - Zone 2	0.0%	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 4	0.8%	1.4%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	4.1%	0.0%	0.0%	11.0%	0.0%	0.7%	0.0%	0.0%	2.7%
Doc - Zone 5	0.9%	2.3%	0.0%	0.0%	0.4%	1.7%	0.0%	5.5%	0.8%	0.0%	0.0%	14.6%	4.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Lidl, Stratford Road, Wolverton	1.1%	1.8%	0.7%	0.0%	0.0%	0.0%	1.2%	2.0%	8.4%	3.3%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 8	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olny	0.7%	1.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	35.6%	0.9%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 10 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>54.7%</b>	<b>57.9%</b>	<b>81.9%</b>	<b>5.3%</b>	<b>4.3%</b>	<b>0.3%</b>	<b>13.1%</b>	<b>7.1%</b>	<b>1.1%</b>	<b>7.3%</b>	<b>69.9%</b>	<b>0.5%</b>	<b>10.8%</b>	<b>86.1%</b>	<b>72.6%</b>	<b>90.8%</b>	<b>93.9%</b>
Bedbury	14.4%	0.5%	22.2%	0.0%	0.0%	0.0%	1.3%	0.0%	1.0%	2.2%	0.6%	0.0%	0.0%	0.0%	4.3%	72.2%	10.7%
Leighton Buzzard	6.6%	0.3%	10.1%	0.9%	0.0%	0.0%	1.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.7%	43.9%	0.9%	0.0%
Bicester	6.2%	0.1%	9.6%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	1.8%	63.3%
Brackley	3.1%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Fitwell	0.3%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.6%	0.0%	0.0%
Buckingham	3.1%	0.3%	4.7%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%	6.6%	0.4%	0.0%	0.0%	7.0%	9.5%	0.0%
Towcester	2.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Bedford	2.8%	0.6%	4.0%	0.0%	2.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	3.4%	25.9%	0.6%	0.0%	0.0%	0.0%
Northampton	3.3%	0.9%	4.7%	1.6%	0.0%	0.0%	3.2%	0.0%	0.0%	1.2%	15.3%	0.0%	0.8%	0.1%	0.0%	1.5%	0.0%
Dunstable	0.9%	0.6%	1.1%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.8%	3.1%	0.0%	1.1%
Outside of MKCC - Other	11.9%	2.5%	17.2%	2.8%	1.0%	0.3%	4.2%	6.7%	0.								

**Table 4b:**  
**Convenience Goods - (excluding SFT)**  
**Expenditure based on Weighted Shopping Patterns - (2023) (£m)**

Destination	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£113.8</b>	<b>£604.8</b>	<b>£209.0</b>	<b>£71.3</b>	<b>£117.7</b>	<b>£67.7</b>	<b>£89.3</b>	<b>£63.2</b>	<b>£46.4</b>	<b>£58.8</b>	<b>£77.1</b>	<b>£63.3</b>	<b>£23.1</b>	<b>£23.9</b>	<b>£69.7</b>	<b>£28.7</b>	<b>£5.7</b>
<b>In Centre</b>	<b>£149.6</b>	<b>£366.8</b>	<b>£122.8</b>	<b>£24.3</b>	<b>£66.4</b>	<b>£45.4</b>	<b>£56.0</b>	<b>£54.5</b>	<b>£44.4</b>	<b>£58.8</b>	<b>£77.1</b>	<b>£63.3</b>	<b>£23.1</b>	<b>£23.9</b>	<b>£69.7</b>	<b>£28.7</b>	<b>£5.7</b>
<b>Central Milton Keynes</b>	<b>£117.8</b>	<b>£95.9</b>	<b>£71.9</b>	<b>£4.3</b>	<b>£15.7</b>	<b>£22.4</b>	<b>£8.7</b>	<b>£17.1</b>	<b>£16.6</b>	<b>£6.1</b>	<b>£11.9</b>	<b>£4.2</b>	<b>£0.9</b>	<b>£2.7</b>	<b>£0.0</b>	<b>£6.1</b>	<b>£1.7</b>
Aldi, The Place Retail Park, Milton Keynes	£15.2	£11.7	£3.4	£0.0	£2.7	£0.9	£1.4	£1.2	£4.6	£0.9	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons Superstore, Elder Gate, Westcroft	£27.1	£24.4	£2.7	£0.0	£2.8	£7.1	£2.5	£5.0	£3.5	£2.1	£1.0	£0.4	£0.9	£0.0	£0.0	£1.7	£0.0
Sainsbury's Superstore, Wilton Gate, Milton Keynes	£65.4	£54.3	£11.1	£3.3	£10.7	£13.5	£4.6	£8.8	£7.5	£2.0	£2.8	£3.4	£0.0	£2.2	£0.0	£4.3	£5.7
Central Milton Keynes - Other In Centre	£0.1	£5.5	£4.6	£1.0	£0.0	£0.9	£0.1	£1.1	£1.0	£1.1	£4.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Bletchley TC	£2.5	£2.5	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Farnfields, The Brunel Centre	£1.5	£1.5	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bletchley TC - Other in Centre	£1.0	£1.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Kingston TC	£61.3	£35.5	£25.7	£0.0	£0.4	£2.6	£14.7	£6.2	£2.2	£0.0	£0.0	£5.9	£3.5	£6.8	£19.0	£0.0	£0.0
Aldi, Winchester Circle, Kingston	£5.9	£2.4	£3.5	£0.0	£0.0	£0.1	£1.0	£0.3	£0.0	£0.0	£0.0	£0.4	£0.6	£0.0	£3.5	£0.0	£0.0
Tesco Extra, Winchester Circle, Kingston	£54.4	£33.1	£22.2	£0.0	£0.4	£2.4	£13.6	£5.8	£2.2	£0.0	£0.0	£5.5	£2.9	£6.8	£15.5	£0.0	£0.0
Kingston TC - Other In Centre	£0.7	£0.3	£0.5	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Westcroft TC	£52.3	£45.7	£6.6	£1.7	£35.1	£2.7	£3.6	£0.0	£2.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8	£0.8
Aldi, Barnside Drive, Westcroft	£1.8	£1.8	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons Superstore, Barnside Drive, Westcroft	£50.4	£43.8	£6.6	£1.7	£33.8	£2.7	£3.6	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8	£0.8
Wolverton TC	£100.3	£81.9	£18.4	£4.0	£3.0	£2.4	£10.3	£5.5	£11.1	£31.9	£15.5	£13.6	£0.2	£1.1	£1.0	£0.9	£0.0
Tesco Superstore, McCannell Drive, Wolverton	£7.2	£7.8	£18.4	£4.0	£3.0	£2.4	£10.3	£4.4	£11.1	£29.8	£15.5	£13.6	£0.2	£1.1	£1.0	£0.9	£0.0
Wolverton TC - Other in Centre	£2.2	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£4.0	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op Food, High Street, Newport Pagnell	£3.8	£3.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC - Other in Centre	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£7.8	£7.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op Food, Stanley Court	£6.1	£6.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other DC - Other in Centre	£1.7	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£19.8	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Colferidge Close, Stony Stratford	£0.9	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC - Other in Centre	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£10.9	£1.2	£9.6	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC - Other in Centre	£10.9	£1.2	£9.6	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Local Centres</b>	<b>£161.9</b>	<b>£122.2</b>	<b>£99.7</b>	<b>£21.1</b>	<b>£15.1</b>	<b>£17.8</b>	<b>£25.6</b>	<b>£12.2</b>	<b>£8.3</b>	<b>£24.7</b>	<b>£10.9</b>	<b>£1.2</b>	<b>£7.0</b>	<b>£4.1</b>	<b>£1.0</b>	<b>£2.9</b>	<b>£0.0</b>
Stamtonbury LC - Aldi	£8.7	£29.2	£7.5	£2.3	£0.0	£0.1	£1.6	£9.7	£5.4	£5.8	£7.5	£4.1	£0.2	£0.0	£0.0	£0.0	£0.0
Willen LC - Sainsbury's Local, Grammeville Square	£0.9	£0.9	£0.0	£2.2	£0.5	£1.2	£2.5	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Church End LC - Sainsbury's Superstore, Engaine Drive	£13.8	£16.3	£7.5	£0.8	£9.6	£2.5	£0.0	£0.6	£2.5	£0.0	£7.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Greenleys LC - Tesco Express, Ardwell Lane	£7.7	£4.2	£3.5	£0.5	£0.8	£0.0	£1.5	£0.3	£0.0	£1.1	£0.0	£0.0	£0.0	£1.3	£1.0	£1.0	£0.0
Dahgrove LC - Waitrose, Babbage Gate	£8.7	£23.9	£4.8	£0.3	£4.0	£2.9	£5.0	£5.4	£1.2	£0.0	£4.8	£4.1	£1.0	£0.0	£0.0	£0.0	£0.0
Oldbrook LC	£7.0	£7.0	£0.0	£0.5	£1.0	£1.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Local Centres	£49.1	£32.8	£16.3	£2.8	£6.7	£3.5	£6.2	£7.2	£2.6	£1.4	£4.8	£2.4	£0.0	£5.7	£2.9	£0.0	£2.9
<b>Out of Centre</b>	<b>£284.2</b>	<b>£288.0</b>	<b>£36.2</b>	<b>£51.9</b>	<b>£41.3</b>	<b>£22.4</b>	<b>£33.2</b>	<b>£67.7</b>	<b>£50.0</b>	<b>£19.9</b>	<b>£26.3</b>	<b>£24.0</b>	<b>£10.4</b>	<b>£6.6</b>	<b>£16.0</b>	<b>£14.9</b>	<b>£4.3</b>
Doc - Zone 1 - Aldi, Watling Street, Bletchley	£20.8	£15.8	£5.0	£4.9	£5.3	£2.5	£2.1	£0.0	£0.4	£0.6	£0.0	£0.0	£0.0	£0.0	£5.0	£0.0	£0.0
Doc - Zone 1 - Aldi, Blechem Way, Bletchley	£92.5	£56.6	£35.8	£5.7	£15.1	£10.4	£17.0	£3.5	£0.4	£4.6	£11.9	£0.0	£0.0	£2.5	£14.9	£6.5	£0.0
Doc - Zone 1 - Lidl, Princes Way, Bletchley	£11.7	£10.5	£1.2	£6.9	£1.3	£0.3	£1.5	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0
Doc - Zone 1 - Tesco Express, Buckingham Road, Bletchley	£2.5	£2.6	£0.9	£0.7	£1.0	£0.4	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0
Doc - Zone 1 - Tesco Extra, Watling Street, Bletchley	£27.8	£61.9	£26.5	£22.3	£15.9	£5.7	£10.4	£0.5	£0.2	£1.2	£4.0	£0.0	£0.7	£14.0	£7.8	£0.0	£0.0
Doc - Zone 1 - Co-Op Food, Newton Road, Bletchley	£1.6	£1.6	£0.0	£1.2	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 1 - Other	£10.8	£9.5	£1.3	£4.2	£2.7	£2.0	£0.1	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0
Doc - Zone 2	£0.5	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 4	£14.6	£9.2	£5.5	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£7.0	£0.0	£1.1	£0.0	£0.0	£4.2	£0.0
Doc - Zone 5	£46.1	£36.1	£0.0	£0.0	£0.5	£1.1	£0.0	£3.7	£0.4	£0.0	£0.0	£9.3	£1.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 7 - Lidl, Stratford Road, Wolverton	£20.1	£11.6	£8.4	£0.0	£0.0	£0.0	£0.0	£0.8	£1.0	£5.3	£8.4	£4.5	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 7 - Other	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 9	£1.9	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	£12.1	£10.6	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£9.2	£1.5	£0.0	£0.0	£0.0	£0.0
Doc - Zone 10 - Other	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Outside of MKCC</b>	<b>£982.3</b>	<b>£962.1</b>	<b>£46.1</b>	<b>£5.8</b>	<b>£0.2</b>	<b>£13.5</b>	<b>£4.9</b>	<b>£0.5</b>	<b>£4.6</b>	<b>£179.0</b>	<b>£0.3</b>	<b>£2.8</b>	<b>£147.7</b>	<b>£184.8</b>	<b>£284.7</b>	<b>£149.8</b>	<b>£0.0</b>
Aylesbury	£259.1	£32	£255.9	£0.0	£0.0	£0.0	£1.3	£0.0	£0.5	£1.4	£1.6	£0.0	£0.0	£11.1	£236.1	£17.1	£0.0
Leighton Buzzard	£118.9	£1.7	£117.1	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£1.1	£111.8	£2.7	£0.0
Bicester	£111.7	£0.8	£110.9	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£4.3	£0.0	£0.0	£0.0	£0.0	£5.8	£10.9
Brackley	£54.9	£0.0	£54.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£48.2	£0.0	£0.0	£0.0			

Table 5: Convenience goods benchmark (2023)

Destination	Gross Retail Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Survey Turnover (With 1% Inflow from Beyond Study Area) (£m)	Trading Position against Benchmark (£m)	Trading Position against Benchmark (%)
<b>Milton Keynes CC</b>					<b>£725.2</b>	<b>£813.8</b>	<b>£821.9</b>	<b>£96.7</b>	<b>13.3%</b>
<b>In Centre</b>					<b>£491.2</b>	<b>£519.6</b>	<b>£524.8</b>	<b>£33.7</b>	<b>6.9%</b>
<b>Central Milton Keynes</b>					<b>£135.0</b>	<b>£117.8</b>	<b>£119.0</b>	<b>-£16.0</b>	<b>-11.9%</b>
Aldi, The Place Retail Park, Milton Keynes	1,935	1,355	1,187	£10,375	£12.3	£15.2	£15.3	£3.0	24.4%
Morrisons Superstore, Elder Gate, Westcroft	6,583	4,608	3,408	£11,560	£39.4	£27.1	£27.3	-£12.1	-30.6%
Sainsbury's Superstore, Witan Gate, Milton Keynes	11,723	8,206	5,326	£13,712	£73.0	£65.4	£66.1	-£6.9	-9.5%
Central Milton Keynes - Other in Centre					£10.3	£10.1	£10.3	£0.0	0.0%
<b>Bletchley TC</b>					<b>£3.0</b>	<b>£2.5</b>	<b>£2.5</b>	<b>-£0.5</b>	<b>-16.7%</b>
Farmfoods, The Brunel Centre	355	249	199	£10,000	£2.0	£1.5	£1.5	-£0.5	-25.1%
Bletchley TC - Other in Centre					£1.0	£1.0	£1.0	£0.0	0.0%
<b>Kingston TC</b>					<b>£96.2</b>	<b>£61.3</b>	<b>£61.9</b>	<b>-£34.3</b>	<b>-35.6%</b>
Aldi, Winchester Circle, Kingston	1,032	722	633	£10,375	£6.6	£5.9	£6.0	-£0.6	-8.9%
Tesco Extra, Winchester Circle, Kingston	14,607	10,225	6,932	£12,823	£88.9	£54.6	£55.2	-£33.7	-37.9%
Kingston TC - Other in Centre					£0.7	£0.7	£0.7	£0.0	0.0%
<b>Westcroft TC</b>					<b>£62.2</b>	<b>£52.3</b>	<b>£52.8</b>	<b>-£9.4</b>	<b>-15.1%</b>
Aldi, Barnsdale Drive, Westcroft	1,449	1,014	889	£10,375	£9.2	£1.8	£1.9	-£7.4	-79.8%
Morrisons Superstore, Barnsdale Drive, Westcroft	8,849	6,194	4,581	£11,560	£53.0	£50.4	£51.0	-£2.0	-3.8%
<b>Wolverton TC</b>					<b>£40.4</b>	<b>£100.3</b>	<b>£101.3</b>	<b>£60.9</b>	<b>150.8%</b>
Tesco Superstore, McConnell Drive, Wolverton	6,114	4,280	2,902	£12,823	£37.2	£97.2	£98.1	£60.9	163.7%
Wolverton TC - Other in Centre					£3.2	£3.2	£3.2	£0.0	0.0%
<b>Newport Pagnell DC</b>					<b>£4.2</b>	<b>£4.0</b>	<b>£4.1</b>	<b>-£0.2</b>	<b>-4.1%</b>
Co-Op Food, High Street, Newport Pagnell	593	415	369	£10,753	£4.0	£3.8	£3.8	-£0.2	-4.4%
Newport Pagnell DC - Other in Centre					£0.3	£0.3	£0.3	£0.0	0.0%
<b>Olney DC</b>					<b>£8.0</b>	<b>£7.8</b>	<b>£7.8</b>	<b>-£0.2</b>	<b>-2.4%</b>
Co-Op Food, Stanley Court	949	664	591	£10,753	£6.4	£6.1	£6.2	-£0.2	-3.0%
Olney DC - Other in Centre					£1.7	£1.7	£1.7	£0.0	0.0%
<b>Stony Stratford DC</b>					<b>£5.8</b>	<b>£0.9</b>	<b>£0.9</b>	<b>-£4.9</b>	<b>-84.1%</b>
Tesco Express, Cofferridge Close, Stony Stratford	942	659	447	£12,823	£5.7	£0.9	£0.9	-£4.9	-84.9%
Stony Stratford DC - Other in Centre					£0.1	£0.1	£0.1	£0.0	0.0%
<b>Woburn Sands DC</b>					<b>£11.0</b>	<b>£10.9</b>	<b>£11.0</b>	<b>£0.0</b>	<b>0.0%</b>
Woburn Sands DC - Other in Centre					£11.0	£10.9	£11.0	£0.0	0.0%
<b>Local Centres</b>					<b>£125.4</b>	<b>£161.9</b>	<b>£163.5</b>	<b>£38.1</b>	<b>30.4%</b>
Stantonbury LC - Aldi	1,790	1,253	1,098	£10,375	£11.4	£36.7	£37.1	£25.7	225.9%
Willen LC - Sainsbury's Local, Granville Square	428	300	194	£13,712	£2.7	£8.9	£9.0	£6.3	236.8%
Shenley Church End LC - Sainsbury's Superstore, Engaine Drive	3,474	2,432	1,578	£13,712	£21.6	£23.8	£24.0	£2.4	11.0%
Greenleys LC - Tesco Express, Ardwell Lane	400	280	190	£12,823	£2.4	£7.7	£7.8	£5.3	219.8%
Dakgrove LC - Waitrose, Babbage Gate	4,100	2,870	2,349	£13,040	£30.6	£28.7	£29.0	-£1.6	-5.4%
Oldbrook LC					£7.0	£7.0	£7.0	£0.0	0.0%
Other Local Centres					£49.6	£49.1	£49.6	£0.0	0.0%
<b>Out of Centre</b>					<b>£234.0</b>	<b>£294.2</b>	<b>£297.1</b>	<b>£63.1</b>	<b>26.9%</b>
OoC - Zone 1 - Aldi, Watling Street, Bletchley	1,790	1,253	1,098	£10,375	£11.4	£20.8	£21.0	£9.6	84.7%
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	15,828	11,080	6,739	£13,052	£88.0	£92.5	£93.4	£5.4	6.2%
OoC - Zone 1 - Lidl, Princes Way, Bletchley	1,676	1,173	925	£8,306	£7.7	£11.7	£11.8	£4.1	53.6%
OoC - Zone 1 - Tesco Express, Buckingham Road, Bletchley	351	246	167	£12,823	£2.1	£3.5	£3.5	£1.4	63.9%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	9,207	6,445	4,369	£12,823	£56.0	£87.8	£88.6	£32.6	58.2%
OoC - Zone 1 - Co-Op Food, Newton Road, Bletchley	399	279	248	£10,753	£2.7	£1.6	£1.6	-£1.1	-40.7%
OoC - Zone 1 - Other					£10.9	£10.8	£10.9	£0.0	0.0%
OoC - Zone 2					£0.5	£0.5	£0.5	£0.0	0.0%
OoC - Zone 4					£14.8	£14.6	£14.8	£0.0	0.0%
OoC - Zone 5					£16.3	£16.1	£16.3	£0.0	0.0%
OoC - Zone 7 - Lidl, Stratford Road, Wolverton	2,492	1,744	1,376	£8,306	£11.4	£20.1	£20.3	£8.8	77.2%
OoC - Zone 7 - Other					£0.1	£0.1	£0.1	£0.0	0.0%
OoC - Zone 9					£1.9	£1.9	£1.9	£0.0	0.0%
OoC - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	1,616	1,131	734	£13,712	£10.1	£12.1	£12.2	£2.2	21.5%
OoC - Zone 10 - Other					£0.1	£0.1	£0.1	£0.0	0.0%

**Notes:**

- a. Due to the level of data available, the benchmarking exercise is informed by research collected in relation to the larger national supermarket operators only (namely Tesco, Sainsbury, Asda, Morrisons, Waitrose, M&S, Aldi and Lidl), based on the destinations listed in Tables 2 and 3 - the relevant stores are shown in blue. Assumption is made that all other stores are trading at 'equilibrium' with benchmark - shown in black.
- b. The gross retail floorspace has been sourced from Valuation Office Agency (VOA).
- c. Based on Nexus Planning professional judgement Net sales area is assumed to be 70% of the gross retail floorspace.
- d. The proportion of net floorspace dedicated to convenience goods sales is taken from the company benchmark average (sourced from GlobalData 2022).
- e. The average sales density has been sourced from GlobalData 2022.
- f. For the stores shown in blue, the benchmark convenience turnover is calculated by multiplying the sales area by the sales density. It is assumed that all other stores are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey in table 4b plus the 2% inflow).
- g. Survey derived performance of stores is sourced from Table 4b.

Figures may not add up due to rounding  
2020 prices

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Table 6a: Convenience goods market share derived turnover (based on household survey results, as weighted)

	% Market Share	2023 Survey Turnover (£m)	2026 Survey Turnover (£m)	2030 Survey Turnover (£m)	2035 Survey Turnover (£m)	2040 Survey Turnover (£m)	2050 Survey Turnover (£m)
Expenditure in the Study Area (£m)		1796.1	1835.0	1903.7	1993.4	2086.2	2285.8
Expenditure directed to Milton Keynes Council Area	45.3%	813.8	831.4	862.6	903.2	945.3	1035.7
Expenditure directed to Central Milton Keynes	6.6%	117.8	120.4	124.9	130.7	136.8	149.9

Notes:

a. Market Share percentage figures are derived from Table 4a. This is then applied to the total convenience goods expenditure available (excluding SFT) as taken from Table 1b

Table 6b: Convenience goods market share derived turnover, and assumed inflow from outside of the Study Area (£m)

	Estimated 'Inflow' from Outside Study Area	2023 Turnover with Inflow (£m)	2026 Turnover with Inflow (£m)	2030 Turnover with Inflow (£m)	2035 Turnover with Inflow (£m)	2040 Turnover with Inflow (£m)	2050 Turnover with Inflow (£m)
Expenditure directed to Milton Keynes Council Area	1.0%	821.9	839.8	871.2	912.3	954.7	1046.0
Expenditure directed to Central Milton Keynes	1.0%	119.0	121.6	126.1	132.1	138.2	151.4

Notes:

a. The inflow figures have been estimated by Nexus. This is then applied to the survey turnover as presented in Table 6a.

Table 6c: Benchmark Turnovers (£m)

	2023 Benchmark Turnover (£m)	2026 Benchmark Turnover (£m)	2030 Benchmark Turnover (£m)	2035 Benchmark Turnover (£m)	2040 Benchmark Turnover (£m)	2050 Benchmark Turnover (£m)
Milton Keynes Council Area	725.2	772.4	774.7	774.7	774.7	774.7
Central Milton Keynes	135.0	143.8	144.2	144.2	144.2	144.2

Notes:

a. Benchmark turnover figure at 2023 is sourced from Table 5. It is then 'grown' to the respective years using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.



**Table 6d: Extant convenience goods commitments**

Site Address	Application Reference	Summary of the Proposal	Net* Convenience Floorspace (sqm)	Estimated Sales Density (£ per sq m) at 2022	Estimated Convenience Turnover (£ m) - 2023	Estimated Convenience Turnover (£ m) - 2026	Estimated Convenience Turnover (£ m) - 2030	Estimated Convenience Turnover (£ m) - 2035	Estimated Convenience Turnover (£ m) - 2040	Estimated Convenience Turnover (£ m) - 2050
<b>Central Milton Keynes</b>										
Food Centre, E3 west, land bounded by Midsummer Boulevard, Secklow Gate, Lower Twelfth Street and Avebury Boulevard, CMK.	19/02804/OUT	Part demolition of existing buildings, site clearance works, retention and alteration of existing multi-storey car park, phased construction of 4 residential blocks providing 422 residential units, hybrid building and flexible ground floor uses. Circa 1,639sqm (GIA) of ground floor active uses which offer a variety of flexible uses (use classes A1 and/or A2 and/or A3 and/or A4 and/or A5 and/or B1a and/or D1 and/or D2. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	410	£8,000	3.3	3.5	3.5	3.5	3.5	3.5
Santander Car Park, Grafton Gate H5 to H6, CMK.	19/00841/FUL	Redevelopment of land for office with ancillary facilities including retail, community and leisure facilities, formation of a basement carpark. Includes 1,450sqm to be used for retail/F&B. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	363	£8,000	2.9	3.1	3.1	3.1	3.1	3.1
Site D4.4 North, Avebury Boulevard/ Secklow Gate, CMK.	18/01591/FUL	Construction of 328 apartments and commercial space with subdivision, landscaped courtyard, basement level and a separate service area. 1,180 sqm (GIA) of commercial space. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	295	£8,000	2.4	2.5	2.5	2.5	2.5	2.5
Car park North End Gold Oak Walk, Silbury Boulevard, CMK.	19/00289/FUL	Alterations and extension to the northern and southern flanks of Centre MK either side of John Lewis, creating two new levels of additional trading space for flexible use class, with associated plant, servicing and landscape works. Total sqm (GIA) of 8,435. Proposed 50% D2, 40% A3/A4, 10% A1. In the absence of further details, it is assumed that the retail space would be split 50% convenience (422sqm) and 50% comparison (422sqm).	422	£8,000	3.4	3.6	3.6	3.6	3.6	3.6
<b>Outside of Central Milton Keynes</b>										
The Agora Centre, Church Street, Wolverton.	20/03293/FUL	Redevelopment of the site of the Agora Centre, Wolverton and adjacent car park to provide 115 new homes (Use Class C3) and ancillary Cohousing Common House, nine ground floor commercial and community units comprising approximately 1,000 sqm (Use Classes E, F2(b) and Sui Generis); the reinstatement of Radcliffe Street between Church Street and Buckingham Street / The Square; together with associated areas of hard and soft landscaping, car and cycle parking, means of access and plant and equipment. In the absence of further details, it is assumed that the retail space would be split 25% convenience and 25% comparison.	250	£8,000	2.0	2.1	2.1	2.1	2.1	2.1
Frosts Garden Centre, Newport Road, Wavendon	21/00001/FUL	Erection of 2 buildings to facilitate 4 retail units (Class E) (a) and dog grooming - Sui Generis. 208sqm retail space. In the absence of further details, it is assumed that the retail space would be split 25% convenience and 25% comparison.	52	£8,000	0.4	0.4	0.4	0.4	0.4	0.4
Lidl and Units 1-6, Oldbrook Boulevard, Oldbrook	20/02498/FUL	Demolition of existing buildings and erection of a food retail store with associated parking, access, landscaping and associated engineering works. Net reduction in overall retail floorspace of 368sqm GIA. In the absence of further details, it is assumed that the loss of retail space would be split 75% convenience and 25% comparison.	-276	£8,000	-2.2	-2.4	-2.4	-2.4	-2.4	-2.4
Land on corner of Bolbeck Avenue, Eagle Farm South	21/02250/FUL	Erection of a food store with four, 2-bedroom apartments above, access, parking provision and associated works. 278sqm (GIA) of convenience floorspace.	278	£8,000	2.2	2.4	2.4	2.4	2.4	2.4
Milton Keynes East, Land east and west of A509, London Road, Newport Pagnell	21/00999/OUTEIS	Hybrid planning application encompassing: (i) outline elements (with all matters reserved) for a large scale mixed-use urban extension comprising residential development, employment including business, general industry and storage /distribution uses, a secondary school and primary schools and community hub containing community and commercial. 1,500 sqm to be used for convenience.	1500	£8,000	12.0	12.8	12.8	12.8	12.8	12.8
Milton Keynes East, Land east and west of A509, London Road, Newport Pagnell	21/00999/OUTEIS	South of Moulsoe Local Parade: Use Class E/Sui Generis shops, restaurants, cafes, services (uses in class E) and takeaway (Sui Generis). 300 sqm to be used for convenience.	300	£8,000	2.4	2.6	2.6	2.6	2.6	2.6
Land west of Watling Street and north of Calverton Lane, Milton Keynes - Western Expansion Area 11, Fairchild's Local Centre (Parcels 21C & 1C)	21/03028/REM	Approval of reserved matters (access, appearance landscaping, layout and scale) pursuant to outline permission 06/00112/MKPCO for 40 dwellings, 2X commercial buildings (Use Class E) previously approved as A1/A3. 414 sqm to be used for convenience.	414	£8,000	3.3	3.5	3.5	3.5	3.5	3.5
Area 10 Western Expansion Area Land West of Watling Street (V4) And North of Danstead Way (H4)	11/01685/MKPCO	S73 Application to vary planning condition 6 and Table 1 of condition 15 of outline planning permission 05/00291/MKPCO to increase the permitted total retail floorspace within the proposed Area 10 High Street by 1,500 sq.m gross from 7,500 sq.m gross to 9,000 sq.m gross) and allowing for 500 sq.m gross (convenience and/or comparison floorspace) at the proposed Area 10 Local Centre. 6,000sqm to be used for convenience.	6000	£8,000	48.0	51.1	51.3	51.3	51.3	51.3
<b>Milton Keynes Council Area</b>			<b>10007</b>		<b>80.1</b>	<b>85.3</b>	<b>85.5</b>	<b>85.5</b>	<b>85.5</b>	<b>85.5</b>
<b>Central Milton Keynes</b>			<b>1489</b>		<b>11.9</b>	<b>12.7</b>	<b>12.7</b>	<b>12.7</b>	<b>12.7</b>	<b>12.7</b>

**Notes:**

a. The list of commitments and the associated net sales areas have been provided by the Council.

b. Sales density is assumed to be £8,000 based on Nexus Planning Judgement.

c. The turnover for respective years is "grown" using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

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Table 7a: Convenience Goods Capacity Assessment - Milton Keynes

	2023	2026	2030	2035	2040	2050	
STEP 1:	Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£821.9	£839.8	£871.2	£912.3	£954.7	£1,046.0
STEP 2:	Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£725.2	£772.4	£774.7	£774.7	£774.7	£774.7
STEP 3:	Available Expenditure before commitments (£m)		£67.3	£96.5	£137.5	£180.0	£271.3
STEP 4:	Turnover of all committed floorspace (£m)		£85.3	£85.5	£85.5	£85.5	£85.5
STEP 5:	<b>Surplus Expenditure (£m)</b>		<b>-£17.9</b>	<b>£11.0</b>	<b>£52.0</b>	<b>£94.5</b>	<b>£185.8</b>
STEP 6:	<b>MAXIMUM FORECAST CAPACITY FOR NEW Convenience FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£9,341	£9,948.4	£9,978.3	£9,978.3	£9,978.3	£9,978.3
	<b>(ii) MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-1,801</b>	<b>1,100</b>	<b>5,211</b>	<b>9,468</b>	<b>18,620</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,573	1,571	7,445	13,526	26,600
STEP 7:	<b>MINIMUM FORECAST CAPACITY FOR NEW Convenience FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,787	£13,619.0	£13,659.9	£13,659.9	£13,659.9	£13,659.9
	<b>(ii) MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-1,316</b>	<b>803</b>	<b>3,807</b>	<b>6,916</b>	<b>13,602</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,879	1,148	5,438	9,880	19,431

Table 7b: Convenience Goods Capacity Assessment - Central Milton Keynes

	2023	2026	2030	2035	2040	2050	
STEP 1:	Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£119.0	£121.6	£126.1	£132.1	£138.2	£151.4
STEP 2:	Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£135.0	£143.8	£144.2	£144.2	£144.2	£144.2
STEP 3:	Available Expenditure before commitments (£m)		-£22.2	-£18.1	-£12.1	-£6.0	£7.2
STEP 4:	Turnover of all committed floorspace (£m)		£12.7	£12.7	£12.7	£12.7	£12.7
STEP 5:	<b>Surplus Expenditure (£m)</b>		<b>-£34.9</b>	<b>-£30.8</b>	<b>-£24.9</b>	<b>-£18.7</b>	<b>-£5.5</b>
STEP 6:	<b>MAXIMUM FORECAST CAPACITY FOR NEW Convenience FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£9,341	£9,948.4	£9,978.3	£9,978.3	£9,978.3	£9,978.3
	<b>(ii) MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-3,508</b>	<b>-3,088</b>	<b>-2,493</b>	<b>-1,876</b>	<b>-552</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-5,011	-4,411	-3,561	-2,681	-788
STEP 7:	<b>MINIMUM FORECAST CAPACITY FOR NEW Convenience FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,787	£13,619.0	£13,659.9	£13,659.9	£13,659.9	£13,659.9
	<b>(ii) MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-2,562</b>	<b>-2,256</b>	<b>-1,821</b>	<b>-1,371</b>	<b>-403</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-3,660	-3,222	-2,601	-1,958	-576

Table 7c: Convenience Goods Capacity Assessment - Rest of MKCC

	2023	2026	2030	2035	2040	2050	
STEP 1:	Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£703.0	£718.2	£745.1	£780.2	£816.5	£894.6
STEP 2:	Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£590.2	£628.6	£630.5	£630.5	£630.5	£630.5
STEP 3:	Available Expenditure before commitments (£m)		£89.6	£114.6	£149.7	£186.0	£264.1
STEP 4:	Turnover of all committed floorspace (£m)		£72.6	£72.8	£72.8	£72.8	£72.8
STEP 5:	<b>Surplus Expenditure (£m)</b>		<b>£17.0</b>	<b>£41.8</b>	<b>£76.9</b>	<b>£113.2</b>	<b>£191.3</b>
STEP 6:	<b>MAXIMUM FORECAST CAPACITY FOR NEW Convenience FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£9,341	£9,948.4	£9,978.3	£9,978.3	£9,978.3	£9,978.3
	<b>(ii) MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>1,707</b>	<b>4,188</b>	<b>7,704</b>	<b>11,345</b>	<b>19,172</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,438	5,982	11,006	16,206	27,388
STEP 7:	<b>MINIMUM FORECAST CAPACITY FOR NEW Convenience FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,787	£13,619.0	£13,659.9	£13,659.9	£13,659.9	£13,659.9
	<b>(ii) MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>1,247</b>	<b>3,059</b>	<b>5,628</b>	<b>8,287</b>	<b>14,005</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,781	4,370	8,039	11,839	20,006

Notes

STEP 1: Survey Derived (with Inflow) turnover is derived from Table 6b.

STEP 2: Benchmark Turnover is derived from Table 6c.

STEP 3: Available Expenditure before commitments is derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 6d. It is assumed that all commitments would be operational and with mature trading conditions by 2026.

STEP 5: Surplus Expenditure incorporates the forecast turnover of all commitments (Step 4).

STEP 6: The "net" residual expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement utilising the average sales density of deep discounter operators (Aldi and Lidl) as sourced from GlobalData 2022. The sales density for respective years is "grown" using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

STEP 7: The "net" residual expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement utilising the average sales density of Top 4 operators (Asda, Tesco, Sainsbury's and Morrisons) as sourced from GlobalData 2022. The sales density for respective years is "grown" using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

2020 Prices

Table 8a: Population and comparison goods expenditure per capita (excluding SFT)

Zone	Population							Population Growth 2023-2050	Comparison expenditure per capita (excluding SFT)				
	2023	2026	2030	2035	2040	2050	2023		2026	2030	2035	2040	2050
Zone 1	32,754	34,414	36,628	39,395	42,161	47,695	45.6%	£3,910	£3,953	£4,350	£4,970	£5,706	£7,521
Zone 2	51,976	54,610	58,123	62,514	66,904	75,685	45.6%	£4,454	£4,503	£4,955	£5,661	£6,500	£8,567
Zone 3	30,076	31,600	33,633	36,174	38,714	43,796	45.6%	£3,446	£3,484	£3,834	£4,381	£5,029	£6,629
Zone 4	44,890	47,165	50,199	53,991	57,783	65,367	45.6%	£4,363	£4,411	£4,854	£5,546	£6,367	£8,392
Zone 5	28,665	30,118	32,055	34,477	36,898	41,741	45.6%	£4,240	£4,287	£4,718	£5,390	£6,188	£8,156
Zone 6	21,012	22,077	23,497	25,272	27,047	30,597	45.6%	£3,973	£4,016	£4,420	£5,050	£5,797	£7,641
Zone 7	26,766	28,123	29,931	32,193	34,454	38,976	45.6%	£3,955	£3,998	£4,401	£5,028	£5,772	£7,608
Zone 8	99,753	102,290	104,975	107,683	110,263	116,287	16.6%	£4,729	£4,781	£5,262	£6,011	£6,901	£9,096
Zone 9	24,676	25,927	27,594	29,679	31,763	35,932	45.6%	£4,875	£4,928	£5,424	£6,196	£7,114	£9,377
Zone 10	9,373	9,846	10,481	11,273	12,065	13,649	45.6%	£5,413	£5,472	£6,022	£6,880	£7,899	£10,411
Zone 11	70,906	72,382	73,902	75,558	77,204	81,422	14.8%	£4,596	£4,646	£5,114	£5,843	£6,708	£8,841
Zone 12	100,104	102,233	104,476	106,835	108,554	114,484	14.4%	£4,741	£4,793	£5,275	£6,027	£6,919	£9,119
Zone 13	126,106	129,920	133,869	137,809	141,477	149,206	18.3%	£4,509	£4,558	£5,017	£5,731	£6,580	£8,673
Zone 14	64,231	65,709	67,337	69,139	70,982	74,860	16.5%	£4,723	£4,775	£5,255	£6,004	£6,892	£9,085
<b>Inner Study Area (Zones 1-7, 9-10)</b>	<b>270,188</b>	<b>283,882</b>	<b>302,142</b>	<b>324,966</b>	<b>347,790</b>	<b>393,438</b>	<b>45.6%</b>						
<b>Total Study Area</b>	<b>731,288</b>	<b>756,416</b>	<b>786,701</b>	<b>821,790</b>	<b>856,270</b>	<b>929,697</b>	<b>27.1%</b>						

Notes

a. Zones are based on Postcode geography as shown on the plan at Appendix A

b. Population data for all zones is sourced from Experian MMG3 data (2021 report) for the year 2023. For zones in the Inner Study Area, we have used population projections based on annual household completions from Scenario 2b of the draft HEDNA. Annual growth then is attributed to each zone based on existing population split projected until 2050. For all other zones, population figures are based on Experian projections to 2040. For the period 2040 to 2050, we assume annual population growth based on annual growth from the previous 10 years.

c. Per capita expenditure figures are derived from Experian MMG3 data (2021 report) at 2020 - the 2020 figures are then projected to the assessment years using 'Ex\_SFT adjusted for sales via stores' forecast growth rates taken from Figure 7 of Experian Retail Planner Briefing Note 20.

Table 8b: Total comparison goods expenditure available (excluding SFT)

Zones	Comparison expenditure (£m)						Growth (£m) 2023-2050
	2023	2026	2030	2035	2040	2050	
Zone 1	£128.1	£136.0	£159.3	£195.8	£240.6	£358.7	180.1%
Zone 2	£231.5	£245.9	£288.0	£353.9	£434.9	£648.4	180.1%
Zone 3	£103.7	£110.1	£129.0	£158.5	£194.7	£290.3	180.1%
Zone 4	£195.9	£208.0	£243.7	£299.4	£367.9	£548.6	180.1%
Zone 5	£121.5	£129.1	£151.2	£185.8	£228.3	£340.4	180.1%
Zone 6	£83.5	£88.7	£103.9	£127.6	£156.8	£233.8	180.1%
Zone 7	£105.9	£112.4	£131.7	£161.9	£198.9	£296.5	180.1%
Zone 8	£471.8	£489.0	£552.3	£647.3	£761.0	£1,057.8	124.2%
Zone 9	£120.3	£127.8	£149.7	£183.9	£226.0	£336.9	180.1%
Zone 10	£50.7	£53.9	£63.1	£77.6	£95.3	£142.1	180.1%
Zone 11	£325.9	£336.3	£377.9	£441.4	£517.9	£719.8	120.9%
Zone 12	£474.6	£490.0	£551.1	£642.6	£751.1	£1,044.0	120.0%
Zone 13	£568.6	£592.2	£671.6	£789.8	£930.9	£1,294.0	127.6%
Zone 14	£303.4	£313.7	£353.8	£415.1	£489.2	£680.1	124.2%
<b>Total Study Area</b>	<b>£3,285.3</b>	<b>£3,433.1</b>	<b>£3,926.3</b>	<b>£4,680.7</b>	<b>£5,593.3</b>	<b>£7,991.5</b>	143.3%

Notes:

a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 8a

2020 Prices

Table 8c: Comparison goods expenditure per capita (excluding SFT) - For Each Zone, split between comparison goods categories

Year	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
2023	£715.3	£336.5	£260.5	£457.2	£595.5	£271.1	£208.8	£440.4	<b>£3,285.3</b>
2026	£747.8	£351.6	£272.1	£477.7	£622.4	£283.4	£218.0	£460.1	<b>£3,433.1</b>
2030	£855.7	£402.2	£311.0	£546.2	£711.9	£324.3	£249.2	£525.9	<b>£3,926.3</b>
2035	£1,020.9	£479.4	£370.4	£651.0	£848.8	£386.9	£296.8	£626.5	<b>£4,680.7</b>
2040	£1,220.8	£572.9	£442.2	£777.8	£1,014.5	£462.6	£354.3	£748.2	<b>£5,593.3</b>
2050	£1,745.9	£818.5	£630.9	£1,110.9	£1,449.9	£661.7	£505.6	£1,068.0	<b>£7,991.5</b>

Table 8d: Total comparison goods expenditure available (excluding SFT)(£m)

2023	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£28.2	£12.6	£9.8	£18.3	£23.4	£10.9	£7.5	£17.3	£128.1
Zone 2	£52.9	£25.8	£16.0	£31.7	£43.4	£20.3	£13.3	£30.1	£231.5
Zone 3	£27.0	£9.0	£7.2	£13.6	£19.5	£8.6	£6.2	£12.3	£103.7
Zone 4	£44.2	£20.9	£13.4	£26.5	£36.1	£17.7	£11.8	£25.3	£195.9
Zone 5	£27.4	£12.3	£9.5	£16.5	£22.1	£10.3	£8.2	£15.2	£121.5
Zone 6	£19.1	£8.5	£6.5	£11.3	£15.1	£7.0	£5.6	£10.4	£83.5
Zone 7	£23.6	£11.1	£8.3	£15.3	£19.2	£8.8	£6.0	£13.5	£105.9
Zone 8	£102.4	£51.5	£40.2	£58.4	£88.0	£36.2	£28.4	£66.6	£471.8
Zone 9	£25.5	£13.2	£10.3	£16.9	£21.3	£10.1	£7.2	£15.9	£120.3
Zone 10	£10.5	£5.0	£4.6	£7.0	£9.0	£4.3	£3.2	£7.2	£50.7
Zone 11	£67.9	£29.9	£24.9	£49.5	£59.3	£25.4	£23.2	£45.7	£325.9
Zone 12	£97.9	£46.3	£39.4	£70.7	£84.7	£37.8	£33.4	£64.3	£474.6
Zone 13	£124.6	£58.8	£45.7	£78.9	£101.3	£48.0	£36.5	£74.9	£568.6
Zone 14	£64.1	£32.5	£24.8	£42.5	£53.0	£25.6	£18.2	£41.6	£303.4
<b>Total Study Area</b>	<b>£715.3</b>	<b>£336.5</b>	<b>£260.5</b>	<b>£457.2</b>	<b>£595.5</b>	<b>£271.1</b>	<b>£208.8</b>	<b>£440.4</b>	<b>£3,285.3</b>

2026	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£30.0	£13.4	£10.4	£19.5	£24.9	£11.6	£8.0	£18.4	£136.0
Zone 2	£56.2	£25.3	£17.0	£33.7	£46.1	£21.6	£14.1	£32.0	£245.9
Zone 3	£28.7	£9.6	£7.7	£14.5	£20.7	£9.2	£6.6	£13.1	£110.1
Zone 4	£46.9	£22.2	£14.3	£28.1	£38.4	£18.8	£12.5	£26.9	£208.0
Zone 5	£29.1	£15.1	£10.1	£17.5	£23.5	£10.9	£8.7	£16.2	£129.1
Zone 6	£20.3	£9.0	£6.9	£12.0	£16.0	£7.4	£5.9	£11.1	£88.7
Zone 7	£25.0	£11.8	£8.8	£16.2	£20.4	£9.3	£6.4	£14.4	£112.4
Zone 8	£106.2	£53.3	£41.7	£60.5	£91.2	£37.6	£29.5	£69.1	£489.0
Zone 9	£27.1	£14.0	£10.9	£17.9	£22.7	£10.7	£7.6	£16.9	£127.8
Zone 10	£11.1	£5.3	£4.9	£7.4	£9.6	£4.6	£3.4	£7.6	£53.9
Zone 11	£70.1	£30.9	£25.7	£51.1	£61.2	£26.2	£24.0	£47.2	£336.3
Zone 12	£101.0	£47.8	£40.6	£73.0	£87.5	£39.0	£34.5	£66.4	£490.0
Zone 13	£129.8	£61.2	£47.6	£82.1	£105.4	£50.0	£38.0	£78.0	£592.2
Zone 14	£66.3	£34.7	£25.6	£44.0	£54.9	£26.4	£18.9	£43.0	£313.7
<b>Total Study Area</b>	<b>£747.8</b>	<b>£351.6</b>	<b>£272.1</b>	<b>£477.7</b>	<b>£622.4</b>	<b>£283.4</b>	<b>£218.0</b>	<b>£460.1</b>	<b>£3,433.1</b>

2030	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£35.1	£15.7	£12.1	£22.8	£29.2	£13.6	£9.3	£21.5	£159.3
Zone 2	£65.8	£29.6	£19.9	£39.5	£54.0	£25.3	£16.5	£37.5	£288.0
Zone 3	£33.6	£11.3	£9.0	£17.0	£24.3	£10.7	£7.7	£15.4	£129.0
Zone 4	£54.9	£26.0	£16.7	£33.0	£44.9	£22.0	£14.6	£31.5	£243.7
Zone 5	£34.1	£15.3	£11.8	£20.5	£27.5	£12.8	£10.2	£18.9	£151.2
Zone 6	£23.8	£10.6	£8.1	£14.0	£18.8	£8.7	£7.0	£13.0	£103.9
Zone 7	£29.3	£13.8	£10.3	£19.0	£23.9	£10.9	£7.5	£16.9	£131.7
Zone 8	£119.9	£60.2	£47.1	£68.3	£103.0	£42.4	£33.3	£78.0	£552.3
Zone 9	£31.7	£16.4	£12.8	£21.0	£26.5	£12.5	£8.9	£19.7	£149.7
Zone 10	£13.0	£6.3	£5.7	£8.7	£11.2	£5.4	£3.9	£8.9	£63.1
Zone 11	£78.7	£34.7	£28.9	£57.5	£68.8	£29.4	£26.9	£53.0	£377.9
Zone 12	£113.6	£53.8	£45.7	£82.1	£98.4	£43.9	£38.8	£74.7	£551.1
Zone 13	£147.2	£69.4	£54.0	£93.2	£119.6	£56.7	£43.1	£88.4	£671.6
Zone 14	£74.8	£39.1	£28.9	£49.6	£61.9	£29.8	£21.3	£48.5	£353.8
<b>Total Study Area</b>	<b>£855.7</b>	<b>£402.2</b>	<b>£311.0</b>	<b>£546.2</b>	<b>£711.9</b>	<b>£324.3</b>	<b>£249.2</b>	<b>£525.9</b>	<b>£3,926.3</b>

2035	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£43.1	£19.3	£14.9	£28.0	£35.8	£16.7	£11.5	£26.4	£195.8
Zone 2	£80.9	£36.4	£24.4	£48.5	£66.3	£31.1	£20.3	£46.1	£353.9
Zone 3	£41.3	£13.8	£11.1	£20.8	£29.8	£13.2	£9.5	£18.9	£158.5
Zone 4	£67.5	£32.0	£20.5	£40.5	£55.2	£27.1	£18.0	£38.7	£299.4
Zone 5	£41.9	£18.8	£14.5	£25.2	£33.8	£15.7	£12.5	£23.3	£185.8
Zone 6	£29.2	£13.0	£10.0	£17.3	£23.0	£10.7	£8.5	£16.0	£127.6
Zone 7	£36.1	£17.0	£12.7	£23.4	£29.3	£13.4	£9.2	£20.7	£161.9
Zone 8	£140.5	£70.6	£55.2	£80.1	£120.7	£49.7	£39.0	£91.4	£647.3
Zone 9	£39.0	£20.2	£15.7	£25.8	£32.6	£15.4	£10.9	£24.3	£183.9
Zone 10	£16.0	£7.7	£7.0	£10.7	£13.8	£6.6	£4.8	£11.0	£77.6
Zone 11	£92.0	£40.5	£33.7	£67.1	£80.3	£34.4	£31.5	£62.0	£441.4
Zone 12	£132.5	£62.7	£53.3	£95.7	£114.7	£51.2	£45.3	£87.1	£642.6
Zone 13	£173.1	£81.6	£63.5	£109.6	£140.6	£66.7	£50.7	£104.0	£789.8
Zone 14	£87.8	£45.8	£33.9	£58.2	£72.6	£35.0	£24.9	£56.9	£415.1
<b>Total Study Area</b>	<b>£1,020.9</b>	<b>£479.4</b>	<b>£370.4</b>	<b>£651.0</b>	<b>£848.8</b>	<b>£386.9</b>	<b>£296.8</b>	<b>£626.5</b>	<b>£4,680.7</b>

2040	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£53.0	£23.7	£18.3	£34.5	£44.0	£20.5	£14.1	£32.5	£240.6
Zone 2	£99.4	£44.7	£30.0	£59.6	£81.5	£38.2	£24.9	£56.6	£434.9
Zone 3	£50.8	£17.0	£13.6	£25.6	£36.6	£16.2	£11.7	£23.2	£194.7
Zone 4	£82.9	£39.3	£25.2	£49.8	£67.8	£33.3	£22.1	£47.5	£367.9
Zone 5	£51.5	£23.1	£17.9	£31.0	£41.5	£19.3	£15.4	£28.6	£228.3
Zone 6	£35.9	£15.9	£12.2	£21.2	£28.3	£13.1	£10.5	£19.6	£156.8
Zone 7	£44.3	£20.9	£15.6	£28.7	£36.1	£16.5	£11.4	£25.4	£198.9
Zone 8	£165.2	£83.0	£64.9	£94.2	£141.9	£58.4	£45.9	£107.5	£761.0
Zone 9	£47.9	£24.8	£19.3	£31.7	£40.1	£18.9	£13.4	£29.8	£226.0
Zone 10	£19.6	£9.4	£8.6	£13.2	£16.9	£8.1	£6.0	£13.5	£95.3
Zone 11	£107.9	£47.5	£39.6	£78.7	£94.3	£40.3	£36.9	£72.7	£517.9
Zone 12	£154.9	£73.3	£62.3	£111.9	£134.1	£59.9	£52.9	£101.8	£751.1
Zone 13	£204.0	£96.2	£74.8	£129.1	£165.8	£78.7	£59.8	£122.6	£930.9
Zone 14	£103.4	£54.0	£40.0	£68.6	£85.5	£41.2	£29.4	£67.1	£489.2
<b>Total Study Area</b>	<b>£1,220.8</b>	<b>£572.9</b>	<b>£442.2</b>	<b>£777.8</b>	<b>£1,014.5</b>	<b>£462.6</b>	<b>£354.3</b>	<b>£748.2</b>	<b>£5,593.3</b>

2050	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£79.0	£35.3	£27.3	£51.4	£65.7	£30.5	£21.0	£48.4	£358.7
Zone 2	£148.2	£66.6	£44.7	£88.9	£121.5	£57.0	£37.1	£84.4	£648.4
Zone 3	£75.8	£25.3	£20.3	£38.2	£54.6	£24.2	£17.4	£34.6	£290.3
Zone 4	£123.7	£58.6	£37.6	£74.2	£101.1	£49.6	£33.0	£70.8	£548.6
Zone 5	£76.8	£34.5	£26.6	£46.2	£62.0	£28.8	£22.9	£42.6	£340.4
Zone 6	£53.5	£23.8	£18.2	£31.6	£42.2	£19.5	£15.7	£29.2	£233.8
Zone 7	£66.1	£31.2	£23.2	£42.8	£53.8	£24.6	£16.9	£37.9	£296.5
Zone 8	£229.6	£115.4	£90.2	£130.9	£197.3	£81.2	£63.8	£149.4	£1,057.8
Zone 9	£71.4	£37.0	£28.7	£47.3	£59.8	£28.2	£20.0	£44.4	£336.9
Zone 10	£29.3	£14.1	£12.8	£19.6	£25.2	£12.1	£8.9	£20.1	£142.1
Zone 11	£150.0	£66.0	£55.0	£109.4	£131.0	£56.1	£51.3	£101.0	£719.8
Zone 12	£215.3	£101.9	£86.6	£155.5	£186.4	£83.2	£73.6	£141.5	£1,044.0
Zone 13	£283.6	£133.7	£104.0	£179.5	£230.4	£109.3	£83.1	£170.4	£1,294.0
Zone 14	£143.8	£75.1	£55.6	£95.3	£118.9	£57.3	£40.9	£93.2	£680.1
<b>Total Study Area</b>	<b>£1,745.9</b>	<b>£818.5</b>	<b>£630.9</b>	<b>£1,110.9</b>	<b>£1,449.9</b>	<b>£661.7</b>	<b>£505.6</b>	<b>£1,068.0</b>	<b>£7,991.5</b>

**Notes:**

a. Zones are based on Postcode geography as shown on the plan at Appendix A

b. Expenditure figures for each category are derived from Experian MMG3 data (2021 report) at 2020 - the 2020 figures are then projected to the assessment years using 'Ex SFT adjusted for sales via stores' forecast growth rates taken from Figure 7 of Experian Retail Planner Briefing Note 20.

Table 9a:  
Clothing & footwear goods  
Shopping Patterns (%)

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>63.4%</b>	<b>91.9%</b>	<b>47.3%</b>	<b>96.8%</b>	<b>98.7%</b>	<b>92.9%</b>	<b>73.7%</b>	<b>96.2%</b>	<b>98.1%</b>	<b>94.1%</b>	<b>48.2%</b>	<b>96.7%</b>	<b>79.9%</b>	<b>48.2%</b>	<b>74.7%</b>	<b>29.4%</b>	<b>38.2%</b>
<b>In Centre</b>	<b>37.0%</b>	<b>54.5%</b>	<b>27.0%</b>	<b>41.1%</b>	<b>52.2%</b>	<b>48.5%</b>	<b>24.5%</b>	<b>74.7%</b>	<b>76.4%</b>	<b>62.3%</b>	<b>40.7%</b>	<b>83.4%</b>	<b>52.9%</b>	<b>33.0%</b>	<b>34.0%</b>	<b>11.5%</b>	<b>18.4%</b>
Central Milton Keynes	30.8%	45.8%	22.3%	25.2%	48.9%	42.4%	17.4%	70.8%	67.6%	44.6%	31.4%	74.2%	43.0%	30.0%	24.0%	9.3%	16.4%
Bletchley TC	1.2%	2.7%	0.4%	13.7%	1.3%	1.5%	0.0%	1.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	0.0%
Kingston TC	1.5%	1.3%	1.6%	0.6%	0.0%	2.7%	2.2%	1.4%	1.5%	1.6%	2.6%	0.9%	2.6%	0.9%	4.4%	0.0%	0.0%
Westcroft TC	0.3%	0.5%	0.2%	0.0%	0.7%	1.9%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Wolverton TC	1.6%	1.9%	1.4%	0.0%	0.0%	0.0%	0.0%	0.7%	5.0%	14.8%	6.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.3%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	7.3%	0.0%	0.0%	0.7%	0.0%
Stony Stratford DC	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.4%	0.1%	0.5%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.8%	0.0%	0.0%	0.0%
Local Centres	0.7%	1.6%	0.3%	3.5%	1.7%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
<b>Out of Centre</b>	<b>26.5%</b>	<b>37.4%</b>	<b>20.3%</b>	<b>53.7%</b>	<b>45.4%</b>	<b>44.4%</b>	<b>49.3%</b>	<b>21.4%</b>	<b>21.7%</b>	<b>31.9%</b>	<b>7.5%</b>	<b>13.1%</b>	<b>26.9%</b>	<b>15.2%</b>	<b>40.6%</b>	<b>17.9%</b>	<b>19.8%</b>
ooc - Zone 1 - Asda, Bletcham Way, Bletchley	3.0%	5.0%	1.9%	3.2%	2.4%	9.7%	9.1%	5.6%	4.0%	7.5%	0.0%	0.0%	0.0%	3.4%	4.4%	0.0%	3.0%
ooc - Zone 1 - Beacon Retail Park, Watling, Bletchley	2.6%	4.5%	1.5%	8.9%	3.3%	2.7%	9.8%	3.8%	3.0%	0.0%	0.0%	2.4%	0.0%	0.0%	1.6%	3.9%	0.0%
ooc - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	17.1%	21.4%	14.7%	32.9%	34.1%	27.2%	21.3%	7.8%	10.1%	14.8%	4.0%	5.2%	21.7%	10.1%	30.2%	13.3%	16.0%
ooc - Zone 1 - Tesco Extra, Watling Street, Bletchley	1.0%	1.4%	0.8%	3.9%	0.7%	4.0%	2.5%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 1 - Other	1.7%	2.3%	1.4%	4.7%	5.0%	0.8%	3.3%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.9%	4.4%	0.7%	0.8%
ooc - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 3 - Routeco Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 3 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 4	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.5%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 6 - Central Retail Park, Rooksley	0.7%	1.9%	0.0%	0.0%	0.0%	0.0%	3.3%	2.8%	3.0%	6.5%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 6 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 7	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ooc - Zone 12	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>36.6%</b>	<b>8.1%</b>	<b>52.7%</b>	<b>3.2%</b>	<b>1.3%</b>	<b>7.1%</b>	<b>26.3%</b>	<b>3.8%</b>	<b>1.9%</b>	<b>5.9%</b>	<b>51.8%</b>	<b>3.3%</b>	<b>20.1%</b>	<b>51.8%</b>	<b>25.3%</b>	<b>70.6%</b>	<b>61.8%</b>
Aylesbury	9.5%	1.0%	14.3%	0.0%	0.0%	0.0%	3.3%	3.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	46.9%	5.4%	5.4%
Banbury	3.6%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%	2.9%	11.2%	11.2%
Bedford	3.3%	0.3%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	33.8%	0.0%	0.0%	0.0%	0.0%
Bicester	3.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	3.8%	25.2%	25.2%
Buckingham	0.6%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leighton Buzzard	1.6%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%
London	1.9%	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	4.5%	2.9%	5.7%	0.0%	0.0%	0.0%
Northampton	2.3%	0.4%	3.4%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	15.1%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of MKCC - Other	10.7%	6.2%	13.3%	3.2%	1.3%	6.3%	22.9%	0.0%	1.9%	5.9%	14.8%	0.0%	6.6%	13.5%	9.8%	11.2%	20.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.  
b. Although Zones 8, 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

Table 9b:  
Clothing & footwear goods  
Shopping Expenditure (£m at 2023)

2020 Prices

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£453.7</b>	<b>£237.5</b>	<b>£216.2</b>	<b>£27.3</b>	<b>£52.2</b>	<b>£25.1</b>	<b>£32.5</b>	<b>£26.4</b>	<b>£18.7</b>	<b>£22.2</b>	<b>£49.3</b>	<b>£24.7</b>	<b>£8.3</b>	<b>£32.7</b>	<b>£73.1</b>	<b>£36.7</b>	<b>£24.5</b>
<b>In Centre</b>	<b>£264.3</b>	<b>£140.8</b>	<b>£123.5</b>	<b>£12.2</b>	<b>£28.2</b>	<b>£13.1</b>	<b>£10.8</b>	<b>£20.5</b>	<b>£14.6</b>	<b>£14.7</b>	<b>£21.3</b>	<b>£5.5</b>	<b>£22.4</b>	<b>£33.3</b>	<b>£14.3</b>	<b>£11.8</b>	<b>£11.8</b>
Central Milton Keynes	£220.4	£118.4	£102.1	£7.1	£25.8	£11.5	£7.7	£19.4	£12.9	£10.5	£32.2	£18.9	£4.5	£20.4	£27.4	£11.6	£10.5
Bletchley TC	£8.6	£6.9	£1.7	£3.9	£0.7	£0.4	£0.9	£0.5	£0.1	£0.0	£1.3	£0.0	£0.0	£0.0	£0.8	£0.9	£0.0
Kingston TC	£10.9	£3.5	£7.5	£0.2	£0.0	£0.7	£1.0	£0.4	£0.3	£0.4	£2.6	£0.2	£0.3	£0.6	£4.3	£0.0	£0.0
Westcroft TC	£2.1	£1.2	£0.9	£0.0	£0.4	£0.5	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0
Wolverton TC	£11.1	£4.9	£6.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9	£3.5	£6.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£2.3	£1.4	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.8	£0.0	£0.0	£0.9	£0.0
Stony Stratford DC	£1.0	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£2.6	£0.4	£2.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.8	£0.0	£0.0
Local Centres	£5.3	£4.1	£1.3	£1.0	£0.9	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
<b>Out of Centre</b>	<b>£189.4</b>	<b>£96.7</b>	<b>£92.7</b>	<b>£15.1</b>	<b>£24.0</b>	<b>£12.0</b>	<b>£21.7</b>	<b>£5.9</b>	<b>£4.1</b>	<b>£7.5</b>	<b>£7.6</b>	<b>£3.4</b>	<b>£2.8</b>	<b>£10.3</b>	<b>£39.8</b>	<b>£23.3</b>	<b>£12.7</b>
ooc - Zone 1 - Asda, Bletcham Way, Bletchley	£21.4	£12.9	£8.5	£0.9	£1.3	£2.6	£4.0	£1.5	£0.8	£1.8	£0.0	£0.0	£0.0	£2.3	£4.3	£0.0	£1.9
ooc - Zone 1 - Beacon Retail Park, Watling, Bletchley	£18.6	£11.5	£7.0	£2.5	£1.8	£0.7	£4.3	£1.0	£0.6	£0.0	£0.0	£0.6	£0.0	£0.6	£1.6	£4.8	£0.0
ooc - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£122.6	£55.2	£67.4	£9.3	£18.0	£7.4	£9.4	£2.1	£1.9	£3.5	£4.1	£1.3	£2.3	£6.9	£29.6	£16.6	£10.3
ooc - Zone 1 - Tesco Extra, Watling Street, Bletchley	£7.2	£3.6	£3.6	£1.1	£0.4	£1.1	£1.1	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ooc - Zone 1 - Other	£12.2	£6.0	£6.2	£1.3	£2.7	£0.2	£1.5	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6			

Milton Keynes - Retail and Leisure Needs Assessment  
Nexus Planning

Table 10a:  
Furniture goods  
Shopping Patterns (%)

	Total	Inner Study Area (Zones 1-7 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Milton Keynes CC	59.2%	89.1%	43.3%	91.0%	95.9%	92.9%	76.2%	83.0%	96.4%	88.6%	51.9%	94.8%	87.7%	30.2%	53.5%	47.5%	20.6%
In Centre	22.1%	27.3%	21.0%	21.2%	24.3%	24.3%	15.7%	20.9%	21.3%	23.6%	23.4%	41.9%	60.2%	21.7%	22.4%	21.4%	13.6%
Central Milton Keynes	19.4%	19.4%	19.3%	10.1%	22.6%	26.1%	9.1%	28.6%	18.5%	15.1%	19.7%	26.2%	28.1%	21.7%	21.4%	21.4%	10.2%
Bletchley TC	0.5%	1.1%	0.2%	7.5%	1.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Kingston TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcroft TC	0.1%	0.3%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wolverton TC	0.1%	0.4%	0.0%	2.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	1.1%	0.0%	0.0%	0.0%
Olney DC	0.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	1.3%	2.0%	0.9%	0.0%	0.0%	2.8%	2.6%	1.1%	2.8%	2.4%	3.7%	6.4%	1.1%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centres	1.1%	2.1%	0.5%	1.0%	1.1%	0.0%	4.0%	0.0%	0.0%	6.1%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	3.5%
Out of Centres	36.0%	61.8%	22.4%	69.8%	71.6%	38.7%	66.3%	32.1%	75.1%	65.0%	28.4%	52.9%	27.5%	8.3%	11.1%	26.1%	8.9%
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	0.5%	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	2.0%	3.5%	1.2%	1.0%	0.0%	0.0%	15.9%	0.0%	7.5%	0.0%	2.9%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	0.5%	1.4%	0.0%	9.4%	0.0%	0.0%	0.0%	2.9%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Other	7.2%	10.0%	5.8%	5.0%	15.8%	12.7%	13.3%	7.0%	8.6%	6.5%	3.9%	7.3%	0.0%	0.0%	10.6%	9.8%	0.0%
OoC - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Routeco Retail Park	19.6%	35.4%	11.2%	35.1%	51.7%	33.2%	15.6%	30.5%	44.4%	44.5%	15.0%	33.6%	22.3%	3.5%	10.3%	16.3%	4.7%
OoC - Zone 3 - Other	1.8%	3.6%	0.9%	12.8%	1.1%	0.0%	4.0%	0.0%	4.2%	9.7%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	2.2%
OoC - Zone 4	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 5	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 6 - Central Retail Park, Rooksley	3.2%	4.8%	2.3%	1.0%	2.3%	12.7%	5.4%	7.5%	8.9%	3.1%	3.7%	2.9%	3.9%	2.5%	5.1%	0.0%	0.0%
OoC - Zone 6 - Other	0.3%	1.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 7	0.3%	0.8%	0.0%	5.4%	0.0%	0.0%	0.0%	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 10	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.5%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of MKCC	40.8%	10.9%	56.7%	9.0%	4.1%	7.1%	22.8%	17.0%	3.6%	11.4%	48.1%	5.2%	12.3%	69.8%	46.5%	52.5%	79.4%
Aylesbury	11.8%	2.8%	16.5%	0.0%	4.1%	2.8%	6.5%	5.2%	0.0%	0.0%	0.0%	0.0%	3.9%	19.0%	40.2%	8.3%	
Banbury	3.3%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%
Bedford	5.0%	2.0%	6.6%	0.0%	0.0%	0.0%	5.4%	7.3%	0.0%	0.0%	0.0%	1.1%	2.2%	48.2%	0.0%	0.0%	0.0%
Bicester	4.6%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	37.6%
Buckingham	1.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%
Leighton Buzzard	1.4%	0.1%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northampton	2.7%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.3%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of MKCC - Other	10.9%	6.0%	13.5%	9.0%	0.0%	4.3%	11.9%	4.5%	3.6%	11.4%	11.6%	2.9%	10.2%	17.7%	15.0%	12.3%	12.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:  
a. Figures may not add up due to rounding.  
b. Although Zones 8, 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

Table 10b:  
Furniture goods  
Shopping Expenditure (£m at 2023)

2020 Prices

	Total	Inner Study Area (Zones 1-7 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Milton Keynes CC	£199.1	£108.5	£95.3	£11.5	£22.8	£8.4	£15.9	£10.2	£8.2	£9.9	£26.7	£12.5	£4.4	£9.0	£24.8	£27.9	£6.9
In Centre	£77.9	£37.8	£27.3	£2.7	£8.3	£3.1	£3.7	£3.8	£1.4	£2.6	£12.1	£5.1	£3.0	£6.5	£10.4	£12.6	£4.6
Central Milton Keynes	£65.1	£22.6	£42.5	£1.3	£5.4	£2.4	£1.9	£3.5	£1.6	£1.7	£10.1	£3.5	£1.4	£6.5	£9.9	£12.6	£3.4
Bletchley TC	£1.8	£1.3	£0.5	£0.9	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0
Kingston TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Westcroft TC	£0.4	£0.4	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Wolverton TC	£0.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£0.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.0	£0.0	£0.0
Olney DC	£1.5	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£4.3	£2.3	£1.9	£0.0	£0.0	£0.3	£0.5	£0.1	£0.2	£0.3	£1.9	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local Centres	£3.6	£2.4	£1.2	£0.1	£0.3	£0.0	£0.8	£0.0	£0.0	£0.7	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£1.2
Out of Centres	£121.2	£70.7	£48.2	£8.8	£16.9	£5.3	£12.2	£6.4	£6.4	£7.3	£16.6	£7.0	£1.4	£6.5	£16.4	£15.3	£2.3
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	£1.8	£0.4	£1.5	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	£6.8	£4.1	£2.7	£0.1	£0.0	£0.0	£3.3	£0.0	£0.6	£0.0	£1.5	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£1.7	£1.7	£0.0	£1.2	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Other	£24.3	£11.6	£12.7	£0.6	£3.8	£1.1	£2.8	£0.9	£0.7	£0.7	£2.0	£1.0	£0.0	£0.0	£4.9	£5.8	£0.0
OoC - Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 3 - Routeco Retail Park	£66.0	£41.3	£24.7	£4.4	£12.3	£3.0	£3.5	£3.8	£3.8	£4.9	£7.7	£4.4	£1.1	£1.0	£4.8	£9.6	£1.6
OoC - Zone 3 - Other	£6.1	£4.2	£1.9	£1.6	£0.3	£0.0	£0.8	£0.0									

Table 11a:  
DIY goods  
Shopping Patterns (%)

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Milton Keynes CC	46.2%	88.2%	25.6%	91.0%	94.9%	95.3%	70.5%	95.9%	92.6%	89.7%	38.5%	87.7%	76.7%	17.8%	37.7%	15.0%	12.6%
In Centre	9.8%	16.3%	6.5%	25.8%	16.2%	11.2%	11.2%	2.3%	8.0%	18.7%	15.1%	20.6%	42.7%	5.1%	3.6%	3.1%	2.2%
Central Milton Keynes	3.2%	4.1%	2.7%	4.2%	5.1%	7.9%	3.7%	0.0%	6.0%	3.7%	9.8%	3.5%	4.1%	2.1%	0.6%	0.0%	0.0%
Bletchley TC	1.0%	2.9%	0.1%	20.2%	2.5%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Kingston TC	1.3%	2.4%	0.7%	0.0%	0.0%	0.7%	6.0%	0.8%	0.0%	3.1%	0.0%	8.1%	0.0%	0.0%	3.2%	0.0%	0.0%
Westcroft TC	1.1%	1.7%	0.8%	0.7%	7.9%	0.7%	0.0%	0.0%	0.0%	0.6%	2.9%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Wolverton TC	0.4%	1.1%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	4.1%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	2.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.6%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.6%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.9%	0.4%	1.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.9%	0.8%	0.0%	0.0%	0.0%	2.5%	0.0%
Woburn Sands DC	0.6%	0.5%	0.7%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.0%	3.0%	1.2%	0.0%	0.0%
Local Centres	0.6%	1.0%	0.4%	0.0%	0.0%	2.6%	0.0%	1.5%	1.0%	4.1%	0.5%	1.5%	0.0%	0.0%	0.0%	0.0%	2.2%
<b>Out of Centres</b>	<b>36.4%</b>	<b>11.9%</b>	<b>19.0%</b>	<b>65.2%</b>	<b>78.0%</b>	<b>83.4%</b>	<b>59.3%</b>	<b>99.4%</b>	<b>84.4%</b>	<b>71.0%</b>	<b>23.4%</b>	<b>67.0%</b>	<b>34.0%</b>	<b>12.0%</b>	<b>34.2%</b>	<b>11.9%</b>	<b>10.4%</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	0.4%	0.3%	0.5%	0.0%	0.6%	2.8%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	1.5%	1.3%	1.5%	0.7%	0.0%	0.0%	7.6%	0.0%	1.0%	0.0%	2.8%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	0.1%	0.4%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Other	0.5%	1.6%	0.0%	5.3%	2.7%	1.4%	0.0%	0.8%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Rosteco Retail Park	6.0%	14.9%	2.5%	3.5%	23.8%	26.7%	15.1%	23.7%	11.5%	11.9%	2.8%	8.4%	0.0%	1.5%	5.6%	1.3%	0.0%
OoC - Zone 3 - Other	1.4%	3.1%	0.5%	22.4%	2.0%	0.0%	0.6%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	1.4%
OoC - Zone 4	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
OoC - Zone 5	0.3%	0.9%	0.0%	0.0%	0.0%	1.8%	0.0%	4.9%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 6 - Central Retail Park, Rooksley	19.6%	40.2%	9.6%	22.8%	41.8%	36.4%	31.5%	55.1%	64.0%	53.0%	15.1%	38.9%	18.7%	9.6%	12.8%	3.8%	6.4%
OoC - Zone 6 - Other	0.0%	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 7	0.4%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	1.0%	3.4%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
OoC - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 9	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	7.5%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 10	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 12	5.2%	7.5%	4.0%	10.5%	7.1%	9.0%	4.5%	9.7%	4.9%	2.6%	0.5%	12.4%	6.3%	0.0%	13.1%	2.9%	1.1%
<b>Outside of MKCC</b>	<b>52.8%</b>	<b>11.8%</b>	<b>74.4%</b>	<b>9.0%</b>	<b>51.2%</b>	<b>47.9%</b>	<b>29.9%</b>	<b>41.1%</b>	<b>7.4%</b>	<b>10.3%</b>	<b>61.5%</b>	<b>12.3%</b>	<b>23.2%</b>	<b>82.2%</b>	<b>62.3%</b>	<b>85.0%</b>	<b>87.4%</b>
Aylesbury	13.4%	1.4%	19.3%	0.0%	2.2%	0.0%	4.5%	0.0%	3.3%	2.1%	0.0%	0.0%	2.1%	2.1%	67.5%	3.0%	0.0%
Banbury	1.7%	0.3%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Bedford	5.7%	1.0%	7.9%	0.0%	2.9%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.8%	55.8%	0.0%	0.0%	0.0%
Bicester	7.3%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	73.4%
Buckingham	1.6%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Leighton Buzzard	7.1%	0.4%	10.3%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.2%	0.6%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northampton	2.1%	1.3%	2.5%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	2.3%	10.6%	5.0%	0.8%	6.0%	0.0%	0.0%	0.0%
Towcester	1.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%
Outside of MKCC - Other	13.2%	7.2%	16.1%	5.3%	0.0%	4.7%	21.9%	0.0%	3.5%	4.9%	18.7%	7.4%	21.7%	23.7%	14.9%	16.8%	3.5%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.  
b. Although Zones 8, 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

Table 11b:  
DIY goods  
Shopping Expenditure (£m at 2023)

2020 Prices

	Total	Inner Study Area (Zones 1-7, 9-10) (£m)	Outer Study Area (Zones 8, 11-14) (£m)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Milton Keynes CC	£120.2	£75.5	£44.8	£9.9	£15.1	£6.9	£9.5	£9.1	£6.0	£7.4	£15.5	£9.0	£3.5	£4.4	£14.8	£6.9	£3.1
In Centre	£25.5	£13.9	£11.6	£2.5	£2.7	£0.9	£1.2	£0.2	£0.5	£1.6	£6.1	£2.1	£2.0	£1.3	£2.2	£1.4	£0.6
Central Milton Keynes	£8.2	£3.5	£4.7	£0.4	£0.8	£0.6	£0.5	£0.4	£0.3	£3.9	£0.4	£0.2	£0.5	£0.2	£0.0	£0.0	£0.0
Bletchley TC	£2.7	£2.4	£0.2	£2.0	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0
Kingston TC	£3.3	£2.0	£1.3	£0.0	£0.0	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£1.3	£0.0	£0.0
Westcroft TC	£2.9	£1.4	£1.4	£0.1	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0
Wolverton TC	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£1.6	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£2.3	£0.4	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.1	£0.0	£0.0	£0.0	£1.1	£0.0
Woburn Sands DC	£1.7	£0.4	£1.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.5	£0.0	£0.0
Local Centres	£1.7	£0.9	£0.8	£0.0	£0.0	£0.2	£0.0	£0.1	£0.1	£0.3	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6
<b>Out of Centres</b>	<b>£94.7</b>	<b>£61.6</b>	<b>£32.2</b>	<b>£8.4</b>	<b>£12.4</b>	<b>£6.0</b>	<b>£8.3</b>	<b>£8.9</b>	<b>£5.5</b>	<b>£5.8</b>	<b>£8.4</b>	<b>£6.9</b>	<b>£1.6</b>	<b>£3.1</b>	<b>£12.6</b>	<b>£5.4</b>	<b>£2.8</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	£1.1	£0.2	£0.8	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	£3.8	£1.1	£2.7	£0.1	£0.0	£0.0	£1.0	£0.0	£0.1	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£0.3	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Other	£1.3	£1.3	£0.0	£0.5	£0.4	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 3 - Rosteco Retail Park	£17.1	£12.8	£4.3	£0.3	£3.8	£1.9	£2.0	£2.1	£0.8	£1.0	£1.1	£0.9					





Table 13a:  
Small household goods  
Shopping Patterns (%)

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>62.3%</b>	<b>88.8%</b>	<b>48.0%</b>	<b>88.9%</b>	<b>98.5%</b>	<b>97.3%</b>	<b>60.1%</b>	<b>97.7%</b>	<b>99.0%</b>	<b>93.4%</b>	<b>64.4%</b>	<b>100.0%</b>	<b>62.2%</b>	<b>38.3%</b>	<b>60.7%</b>	<b>34.4%</b>	<b>37.2%</b>
<b>In Centre</b>	<b>36.1%</b>	<b>48.6%</b>	<b>25.4%</b>	<b>28.0%</b>	<b>67.4%</b>	<b>41.4%</b>	<b>25.8%</b>	<b>52.8%</b>	<b>59.4%</b>	<b>61.7%</b>	<b>46.0%</b>	<b>60.1%</b>	<b>36.3%</b>	<b>26.1%</b>	<b>41.4%</b>	<b>10.5%</b>	<b>22.1%</b>
Central Milton Keynes	28.9%	36.7%	24.7%	16.1%	49.6%	39.3%	18.0%	46.5%	57.4%	33.2%	37.6%	44.0%	29.5%	22.8%	36.0%	8.5%	18.2%
Bletchley TC	0.8%	2.0%	0.1%	9.9%	2.0%	2.1%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Kingston TC	1.9%	3.0%	1.3%	2.0%	2.0%	0.0%	2.7%	6.3%	0.0%	3.8%	0.0%	5.7%	5.8%	0.0%	5.4%	0.0%	0.0%
Westcott TC	1.0%	1.8%	0.5%	0.0%	7.7%	0.0%	0.0%	1.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Wolverton TC	1.2%	2.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.8%	2.9%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.6%	1.1%	0.4%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	2.4%	0.0%	0.0%	0.0%
Local Centres	1.4%	1.3%	1.5%	0.0%	2.0%	0.0%	5.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%
<b>Out of Centre</b>	<b>26.2%</b>	<b>40.2%</b>	<b>18.6%</b>	<b>51.0%</b>	<b>31.1%</b>	<b>55.9%</b>	<b>34.9%</b>	<b>44.9%</b>	<b>39.6%</b>	<b>31.7%</b>	<b>18.4%</b>	<b>39.9%</b>	<b>25.8%</b>	<b>12.1%</b>	<b>15.2%</b>	<b>23.9%</b>	<b>15.1%</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	2.0%	4.1%	1.8%	5.0%	3.8%	0.0%	10.2%	2.3%	5.0%	3.8%	2.9%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	1.7%	4.9%	0.0%	18.0%	6.6%	0.0%	3.0%	0.0%	0.0%	0.0%	9.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	2.9%	3.8%	2.4%	7.1%	4.0%	0.0%	4.1%	7.2%	0.0%	3.5%	0.0%	2.3%	3.3%	6.0%	4.4%	2.1%	0.0%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	0.6%	1.8%	0.0%	5.3%	2.8%	1.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Other	5.9%	6.4%	5.6%	8.0%	0.0%	15.0%	8.1%	7.2%	3.6%	7.8%	0.0%	9.3%	0.0%	2.8%	5.3%	11.6%	6.9%
OoC - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Routeco Retail Park	8.8%	15.7%	5.0%	14.8%	12.4%	27.6%	5.8%	20.1%	26.5%	13.0%	4.6%	17.0%	21.5%	3.3%	6.1%	5.9%	4.2%
OoC - Zone 3 - Other	0.4%	1.1%	0.0%	0.0%	0.0%	5.6%	0.0%	4.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 4	0.4%	0.2%	0.5%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%
OoC - Zone 5	0.1%	0.3%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 6 - Central Retail Park, Rooksley	2.6%	1.6%	3.2%	0.8%	1.5%	4.1%	0.0%	0.9%	3.6%	3.8%	10.9%	0.9%	0.0%	0.0%	3.4%	0.0%	0.0%
OoC - Zone 6 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 12	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>37.7%</b>	<b>11.2%</b>	<b>52.0%</b>	<b>11.0%</b>	<b>1.5%</b>	<b>2.7%</b>	<b>39.8%</b>	<b>2.3%</b>	<b>1.0%</b>	<b>6.6%</b>	<b>35.6%</b>	<b>0.0%</b>	<b>37.8%</b>	<b>61.7%</b>	<b>39.4%</b>	<b>65.6%</b>	<b>62.8%</b>
Aylesbury	10.5%	3.3%	14.4%	3.0%	0.8%	0.0%	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	4.6%	45.8%	6.2%
Banbury	3.5%	0.2%	5.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%	0.0%	0.0%	3.7%	0.0%	0.0%	7.8%
Bedford	5.5%	1.5%	7.6%	0.0%	0.0%	0.0%	7.2%	2.3%	0.0%	0.0%	0.0%	1.1%	49.7%	0.0%	0.0%	0.0%	0.0%
Bicester	2.4%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.9%
Buckingham	0.8%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.8%	3.1%
Leighton Buzzard	2.8%	0.3%	4.1%	2.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	0.8%	0.0%	0.0%
London	0.5%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%
Northampton	2.2%	1.3%	2.7%	3.0%	0.0%	0.0%	3.0%	0.0%	0.0%	3.8%	11.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Towcester	0.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of MKCC - Other	8.9%	4.7%	11.1%	3.0%	0.0%	2.7%	13.3%	11.1%	0.0%	2.8%	0.7%	0.0%	35.6%	4.6%	16.9%	15.0%	18.9%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note:  
a. Figures may not add up due to rounding.  
b. Although Zones 8, 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

Table 13b:  
Small household goods  
Shopping Expenditure (£m at 2023)

2020 Prices

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£371.0</b>	<b>£185.7</b>	<b>£185.4</b>	<b>£20.9</b>	<b>£42.7</b>	<b>£19.0</b>	<b>£21.7</b>	<b>£21.6</b>	<b>£14.9</b>	<b>£17.9</b>	<b>£56.7</b>	<b>£21.3</b>	<b>£5.6</b>	<b>£22.7</b>	<b>£51.4</b>	<b>£34.9</b>	<b>£19.7</b>
<b>In Centre</b>	<b>£215.2</b>	<b>£101.7</b>	<b>£113.5</b>	<b>£6.6</b>	<b>£29.2</b>	<b>£8.1</b>	<b>£9.3</b>	<b>£11.7</b>	<b>£9.0</b>	<b>£11.8</b>	<b>£40.5</b>	<b>£12.8</b>	<b>£3.7</b>	<b>£15.5</b>	<b>£35.1</b>	<b>£10.7</b>	<b>£11.7</b>
Central Milton Keynes	£172.1	£76.8	£95.3	£3.8	£21.5	£7.7	£6.5	£10.3	£8.6	£6.4	£33.1	£9.4	£2.7	£13.5	£30.5	£8.6	£9.6
Bletchley TC	£4.7	£4.3	£0.4	£2.3	£0.9	£0.4	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Kingston TC	£11.3	£6.2	£5.2	£0.5	£0.9	£0.0	£1.0	£1.4	£0.0	£0.7	£0.0	£1.2	£0.5	£0.6	£4.6	£0.0	£0.0
Westcott TC	£5.8	£3.8	£2.1	£0.0	£3.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0
Wolverton TC	£7.3	£4.7	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£2.6	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£0.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£1.0	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£3.7	£2.3	£1.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.4	£0.0	£0.0	£0.0
Local Centres	£8.5	£2.7	£5.8	£0.0	£0.9	£0.0	£1.8	£0.0	£0.0	£0.0	£4.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
<b>Outside of MKCC</b>	<b>£155.8</b>	<b>£84.0</b>	<b>£71.9</b>	<b>£14.3</b>	<b>£13.5</b>	<b>£10.9</b>	<b>£12.4</b>	<b>£9.9</b>	<b>£6.9</b>	<b>£6.1</b>	<b>£16.2</b>	<b>£18.5</b>	<b>£2.3</b>	<b>£12.7</b>	<b>£16.3</b>	<b>£24.2</b>	<b>£8.0</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	£15.4	£8.5	£6.9	£1.2	£1.7	£0.0	£3.7	£0.5	£0.7	£0.7	£2.6	£0.0	£0.0	£0.0	£0.0	£4.3	£0.0
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	£10.3	£10.3	£0.0	£4.2	£2.9	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£2.0	£0.1	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£17.3	£7.9	£9.4	£1.7	£1.7	£0.0	£1.5	£1.6	£0.0	£0.7	£0.0	£0.5	£0.3	£3.5	£3.7	£2.1	£0.0
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£3.7	£3.7	£0.0	£1.2	£1.2	£0.2	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Other	£34.9	£13.3	£21.6	£1.9	£0.0	£2.9	£2.9	£1.6	£0.5	£1.5	£0.0	£2.0	£0.0	£1.7	£4.5	£11.8	





**Table 16a:**  
**Recreational goods**  
**Shopping Patterns (%)**

	Total	Inner Study Area (Zones 1-7 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	59.2%	91.4%	43.1%	83.6%	94.4%	100.0%	75.7%	98.1%	98.7%	94.0%	75.2%	97.7%	97.5%	40.5%	54.0%	11.3%	34.6%
<b>In Centre</b>	25.0%	36.0%	19.4%	17.5%	26.3%	42.6%	15.6%	74.0%	25.2%	33.8%	65.8%	52.7%	24.5%	20.5%	4.3%	16.1%	
Central Milton Keynes	17.5%	25.2%	13.7%	15.8%	23.3%	41.2%	6.3%	58.6%	23.9%	15.5%	24.4%	29.6%	33.6%	19.4%	13.5%	3.0%	9.9%
Bletchley TC	0.2%	0.6%	0.0%	1.7%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC	2.0%	2.9%	1.5%	0.0%	0.0%	1.4%	2.6%	0.0%	0.0%	0.0%	0.0%	20.1%	2.5%	0.0%	7.0%	0.0%	0.0%
Westcroft TC	0.5%	0.7%	0.4%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Wolverton TC	1.9%	1.9%	1.9%	0.0%	0.0%	0.0%	0.0%	1.8%	1.3%	15.5%	8.3%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.8%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	13.5%	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	16.6%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Local Centres</b>	1.4%	1.0%	1.7%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	6.2%
<b>Out of Centres</b>	34.2%	55.4%	23.6%	16.2%	67.5%	57.4%	60.1%	24.2%	73.5%	98.2%	41.5%	31.9%	44.8%	16.0%	33.5%	8.8%	18.3%
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	1.2%	2.2%	0.7%	6.6%	0.0%	5.6%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	3.5%	6.1%	2.2%	19.5%	1.4%	9.0%	13.7%	0.0%	0.0%	4.4%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	1.1%	3.0%	0.2%	0.0%	3.6%	15.2%	4.1%	0.0%	0.0%	0.0%	1.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	0.3%	1.0%	0.0%	1.7%	2.8%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Rosteco Retail Park	1.3%	4.0%	0.0%	1.7%	7.6%	1.4%	4.1%	0.0%	5.9%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Other	1.8%	1.0%	2.3%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%
OoC - Zone 4	0.6%	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%	1.8%	1.3%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	4.0%
OoC - Zone 5	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 6 - Central Retail Park, Rooksley	24.1%	37.4%	17.4%	25.6%	52.0%	23.3%	32.8%	18.6%	66.3%	44.8%	25.0%	29.7%	44.8%	14.7%	30.1%	3.0%	14.5%
OoC - Zone 6 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 12	0.1%	0.4%	0.0%	1.7%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	40.8%	8.4%	56.9%	17.4%	5.6%	0.0%	24.3%	1.8%	1.3%	6.0%	24.8%	2.3%	2.5%	59.5%	46.0%	88.7%	65.4%
Aylesbury	15.4%	2.0%	22.1%	6.6%	0.0%	0.0%	4.1%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	5.1%	0.0%	83.3%	0.0%
Banbury	2.5%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	14.0%	0.0%
Bedford	3.5%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.7%	0.0%	0.0%	0.0%	0.0%
Bicester	4.1%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	43.4%	0.0%
Buckingham	0.9%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leighton Buzzard	2.5%	0.5%	3.5%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	1.5%	0.0%	0.0%
London	1.0%	1.1%	0.9%	0.0%	0.0%	0.0%	5.5%	1.8%	0.0%	0.0%	0.0%	0.0%	1.3%	3.4%	0.0%	0.0%	0.0%
Northampton	2.4%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%
Towcester	0.5%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%
Outside of MKCC - Other	7.9%	4.9%	9.5%	6.6%	5.6%	0.0%	14.7%	0.0%	1.3%	0.0%	1.0%	2.3%	2.5%	9.4%	28.4%	3.8%	4.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.  
b. Although Zones 8, 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

**Table 16b:**  
**Recreational goods**  
**Shopping Expenditure (£m at 2023)**

	Total	Inner Study Area (Zones 1-7 9-10) (£m)	Outer Study Area (Zones 8, 11-14) (£m)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	£260.9	£134.7	£126.2	£14.3	£28.4	£12.3	£19.1	£14.9	£10.3	£12.7	£50.1	£15.5	£7.0	£18.5	£34.7	£8.5	£14.4
<b>In Centre</b>	£110.0	£59.0	£56.9	£3.8	£6.1	£5.3	£19.1	£11.3	£7.6	£4.6	£27.5	£10.4	£3.8	£11.2	£13.2	£3.4	£6.7
Central Milton Keynes	£77.3	£37.0	£40.2	£2.7	£7.0	£5.1	£1.6	£8.9	£2.5	£2.1	£16.3	£4.7	£2.4	£8.9	£8.7	£2.2	£4.1
Bletchley TC	£1.0	£1.0	£0.0	£0.3	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Kingston TC	£8.7	£4.2	£4.5	£0.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£4.5	£0.0	£0.0	
Westcroft TC	£2.2	£1.1	£1.1	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0
Wolverton TC	£8.4	£2.9	£5.5	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£1.1	£5.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£3.3	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£2.1	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£0.7	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Local Centres</b>	£6.3	£1.4	£4.9	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£2.6
<b>Out of Centres</b>	£150.9	£88.9	£69.3	£11.5	£20.8	£7.0	£18.2	£3.7	£2.7	£27.6	£8.8	£4.2	£2.8	£16.8	£15.8	£5.0	£17.7
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	£5.4	£3.2	£2.2	£1.1	£0.0	£0.7	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	£15.5	£9.0	£6.5	£3.4	£0.4	£1.1	£3.5	£0.0	£0.0	£0.6	£6.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£5.0	£4.3	£0.7	£0.0	£1.1	£1.9	£1.0	£0.0	£0.0	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£1.5	£1.5	£0.0	£0.3	£0.9	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 3 - Rosteco Retail Park	£5.9	£5.9	£0.0	£0.3	£2.3	£0.2	£1.0	£0.0	£0.6	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 3 - Other	£8.1	£1.5	£6.6	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0						

**Table 17a:  
Comparison Goods  
Shopping Patterns (%)**

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>58.9%</b>	<b>90.6%</b>	<b>42.0%</b>	<b>88.9%</b>	<b>97.9%</b>	<b>95.6%</b>	<b>72.6%</b>	<b>93.4%</b>	<b>97.8%</b>	<b>92.5%</b>	<b>55.9%</b>	<b>97.0%</b>	<b>83.0%</b>	<b>37.1%</b>	<b>56.9%</b>	<b>27.4%</b>	<b>29.5%</b>
<b>In Centre</b>	<b>34.7%</b>	<b>51.2%</b>	<b>25.8%</b>	<b>49.5%</b>	<b>55.8%</b>	<b>38.6%</b>	<b>21.1%</b>	<b>62.6%</b>	<b>60.8%</b>	<b>56.2%</b>	<b>38.6%</b>	<b>68.8%</b>	<b>57.3%</b>	<b>26.4%</b>	<b>33.4%</b>	<b>19.2%</b>	<b>16.3%</b>
Central Milton Keynes	26.4%	36.9%	20.9%	25.0%	43.1%	40.8%	17.4%	52.1%	50.1%	34.0%	29.9%	45.9%	33.2%	21.5%	27.6%	11.6%	13.0%
Bletchley TC	1.1%	2.6%	0.3%	13.2%	1.8%	2.9%	0.7%	0.4%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
Kingston TC	1.9%	2.4%	1.6%	0.9%	0.5%	2.0%	4.4%	3.1%	1.3%	1.1%	6.2%	2.3%	2.1%	4.7%	0.0%	0.0%	0.0%
Westcroft TC	0.9%	1.8%	0.5%	0.3%	6.4%	1.7%	0.3%	0.1%	1.7%	0.8%	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Wolverton TC	1.4%	2.2%	0.9%	0.3%	0.0%	0.2%	0.2%	1.4%	3.6%	15.8%	4.1%	2.5%	0.2%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.1%	0.0%	0.0%	7.1%	0.3%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.5%	1.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	20.9%	0.4%	0.0%	0.2%	0.0%
Stony Stratford DC	0.4%	0.5%	0.3%	0.1%	0.0%	0.4%	0.3%	0.1%	0.9%	2.0%	1.3%	1.5%	0.1%	0.0%	0.0%	0.2%	0.0%
Woburn Sands DC	0.3%	0.3%	0.3%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	1.1%	0.5%	0.0%	0.0%
Local Centres	1.4%	2.7%	1.0%	1.2%	2.9%	1.6%	3.8%	2.7%	2.7%	1.9%	1.3%	0.6%	0.0%	1.3%	0.2%	0.0%	3.1%
<b>Out of Centre</b>	<b>24.2%</b>	<b>9.4%</b>	<b>16.1%</b>	<b>10.5%</b>	<b>42.1%</b>	<b>46.1%</b>	<b>45.0%</b>	<b>30.8%</b>	<b>37.0%</b>	<b>36.0%</b>	<b>17.4%</b>	<b>28.2%</b>	<b>25.7%</b>	<b>10.7%</b>	<b>23.5%</b>	<b>13.7%</b>	<b>13.2%</b>
OoC- Zone 1 - Asda, Bletcham Way, Bletchley	1.8%	2.9%	1.2%	3.2%	1.3%	4.4%	6.9%	3.1%	1.9%	2.4%	1.1%	0.0%	0.0%	0.7%	2.2%	0.9%	0.6%
OoC- Zone 1 - Beacon Retail Park, Watling, Bletchley	2.4%	4.5%	1.3%	8.9%	2.7%	3.3%	11.3%	1.3%	1.6%	1.1%	2.6%	2.7%	0.2%	0.3%	0.8%	1.2%	1.0%
OoC- Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	4.7%	6.5%	3.8%	9.7%	9.7%	9.0%	7.4%	3.4%	2.3%	4.4%	1.0%	1.8%	5.2%	3.4%	7.1%	3.7%	3.4%
OoC- Zone 1 - Tesco Extra, Watling Street, Bletchley	0.7%	1.4%	0.3%	3.5%	1.7%	3.2%	2.0%	0.0%	0.1%	0.2%	0.8%	0.0%	0.0%	0.0%	0.2%	0.8%	0.8%
OoC- Zone 1 - Other	2.3%	2.9%	1.9%	4.1%	3.0%	4.2%	3.8%	2.2%	1.7%	2.1%	0.4%	2.6%	0.0%	0.7%	2.9%	3.2%	1.4%
OoC- Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC- Zone 3 - Routeco Retail Park	4.4%	8.4%	6.7%	6.7%	11.1%	10.1%	4.4%	8.7%	11.2%	9.9%	2.7%	7.8%	6.0%	1.0%	2.6%	2.8%	1.3%
OoC- Zone 3 - Other	0.7%	0.9%	0.5%	4.1%	0.3%	1.1%	0.5%	0.9%	0.7%	1.0%	0.8%	0.0%	0.0%	0.6%	0.3%	0.6%	0.4%
OoC- Zone 4	0.4%	0.6%	0.3%	0.6%	0.5%	0.9%	0.0%	0.7%	0.2%	0.7%	0.0%	2.1%	0.0%	0.2%	0.0%	0.0%	1.8%
OoC- Zone 5	0.1%	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.0%
OoC- Zone 6 - Central Retail Park, Rooksley	6.1%	9.7%	4.2%	5.6%	11.1%	8.5%	8.3%	8.2%	16.3%	13.7%	7.9%	8.7%	9.5%	3.2%	6.6%	0.7%	2.5%
OoC- Zone 6 - Other	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.6%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC- Zone 7	0.1%	0.2%	0.0%	0.5%	0.1%	0.0%	0.0%	0.2%	0.3%	0.4%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
OoC- Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC- Zone 9	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%
OoC- Zone 10	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.2%	0.0%	0.0%	0.0%	0.0%
OoC- Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC- Zone 12	0.5%	0.7%	0.3%	1.0%	0.5%	0.6%	0.3%	1.4%	0.6%	0.2%	0.0%	1.3%	0.6%	0.2%	1.1%	0.2%	0.1%
<b>Outside of MKCC</b>	<b>41.1%</b>	<b>9.4%</b>	<b>58.0%</b>	<b>11.1%</b>	<b>2.1%</b>	<b>4.4%</b>	<b>27.4%</b>	<b>6.6%</b>	<b>2.2%</b>	<b>7.5%</b>	<b>44.1%</b>	<b>3.0%</b>	<b>37.0%</b>	<b>62.9%</b>	<b>42.1%</b>	<b>72.6%</b>	<b>70.5%</b>
Aylesbury	11.7%	1.8%	17.1%	1.4%	0.7%	0.2%	6.2%	1.4%	0.0%	1.0%	0.8%	0.0%	1.9%	5.1%	55.9%	4.7%	4.7%
Banbury	2.8%	0.1%	4.3%	0.0%	0.1%	0.2%	0.0%	0.0%	0.3%	0.0%	12.5%	0.0%	0.0%	0.7%	0.0%	0.6%	9.2%
Bedford	4.8%	0.9%	6.9%	1.3%	0.2%	0.0%	1.9%	2.8%	0.0%	0.0%	1.0%	0.2%	2.4%	42.6%	0.3%	0.0%	1.2%
Bicester	3.8%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	38.3%
Buckingham	1.0%	0.0%	1.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.4%	2.2%
Leighton Buzzard	2.9%	0.3%	4.2%	2.6%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	18.5%	0.5%	0.0%
London	0.8%	0.3%	1.1%	0.0%	0.0%	0.0%	0.7%	0.6%	0.0%	0.0%	0.1%	0.8%	0.0%	1.2%	1.3%	2.4%	0.0%
Northampton	2.1%	0.5%	3.0%	0.6%	0.0%	0.2%	0.8%	0.2%	0.0%	1.4%	12.0%	0.4%	2.2%	0.9%	0.2%	0.5%	0.0%
Towcester	0.5%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.7%	0.0%	0.0%	0.2%
Outside of MKCC - Other	10.6%	5.6%	13.3%	5.0%	1.0%	3.8%	17.7%	1.6%	1.7%	5.1%	8.9%	1.4%	12.3%	15.0%	17.7%	11.4%	14.6%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.  
b. Although Zones 8, 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

**Table 17b:  
Comparison Goods  
Shopping Expenditure (€m at 2023)**

**2020 Prices**

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£1,934.0</b>	<b>£1,033.8</b>	<b>£900.1</b>	<b>£113.9</b>	<b>£226.7</b>	<b>£99.1</b>	<b>£142.3</b>	<b>£113.6</b>	<b>£81.6</b>	<b>£97.9</b>	<b>£263.7</b>	<b>£116.6</b>	<b>£41.2</b>	<b>£120.9</b>	<b>£270.0</b>	<b>£156.0</b>	<b>£89.4</b>
<b>In Centre</b>	<b>£1,138.5</b>	<b>£584.4</b>	<b>£554.2</b>	<b>£52.4</b>	<b>£129.1</b>	<b>£51.3</b>	<b>£53.0</b>	<b>£76.1</b>	<b>£50.8</b>	<b>£59.8</b>	<b>£181.9</b>	<b>£82.8</b>	<b>£29.1</b>	<b>£86.1</b>	<b>£151.1</b>	<b>£78.3</b>	<b>£49.5</b>
Central Milton Keynes	£868.8	£421.4	£447.4	£32.0	£99.9	£42.3	£34.1	£63.3	£41.8	£36.0	£140.9	£53.2	£16.8	£70.0	£131.1	£65.7	£39.6
Bletchley TC	£36.2	£29.3	£6.9	£16.9	£4.3	£3.0	£1.3	£0.5	£0.3	£0.7	£0.0	£2.3	£0.0	£0.0	£1.5	£5.0	£0.4
Kingston TC	£62.3	£27.9	£34.4	£1.2	£1.2	£2.1	£8.6	£3.8	£1.1	£1.4	£5.3	£7.4	£1.2	£5.9	£2.2	£0.0	£0.0
Westcroft TC	£30.2	£20.0	£10.2	£0.4	£14.8	£1.7	£0.7	£0.1	£1.4	£0.8	£4.5	£0.0	£0.0	£0.0	£0.0	£5.5	£0.1
Wolverton TC	£44.6	£25.4	£19.2	£0.3	£0.0	£0.2	£0.3	£1.7	£3.0	£16.7	£19.2	£3.1	£0.1	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£12.1	£12.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.1	£0.0	£0.0	£8.5	£0.2	£0.0	£0.0	£0.0	£0.0
Olney DC	£16.0	£13.8	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£10.6	£1.3	£0.0	£0.0	£0.0
Stony Stratford DC	£13.0	£5.9	£7.1	£0.1	£0.0	£0.4	£0.5	£0.1	£0.8	£2.1	£6.0	£1.8	£0.1	£0.0	£0.0	£1.1	£0.0
Woburn Sands DC	£9.2	£2.1	£6.1	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.1	£3.6	£2.5	£0.0	£0.0
Local Centres	£46.2	£25.5	£20.7	£1.5	£6.6	£1.6	£7.5	£3.2	£2.3	£2.0	£6.0	£0.7	£0.0	£4.3	£1.0	£0.0	£9.4
<b>Out of Centre</b>	<b>£795.4</b>	<b>£449.4</b>	<b>£346.0</b>	<b>£61.5</b>	<b>£97.5</b>	<b>£47.8</b>	<b>£89.2</b>	<b>£37.5</b>	<b>£30.9</b>	<b>£38.2</b>	<b>£81.9</b>	<b>£33.9</b>	<b>£13.1</b>	<b>£34.8</b>	<b>£111.7</b>	<b>£77.7</b>	<b>£40.0</b>
OoC- Zone 1 - Asda, Bletcham Way, Bletchley	£58.0	£33.2	£24.8	£4.2	£3.0	£4.5	£13.6	£3.8	£1.6	£2.5	£5.1	£0.0	£0.0	£2.3	£10.2	£5.3	£1.9
OoC- Zone 1 - Beacon Retail Park, Watling, Bletchley	£77.7	£50.8	£26.9	£11.5	£6.3	£3.4	£22.2	£1.6	£1.3	£1.2	£12.2	£3.2	£0.1	£1.1	£4.0	£6.6	£3.0
OoC- Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£155.1	£74.3	£80.8	£12.4	£22.5	£9.4	£14.6	£4.1	£1.9	£4.6	£4.8	£2.2	£2.6	£11.1	£33.5	£21.0	£10.4
OoC- Zone 1 - Tesco Extra, Watling Street, Bletchley	£22.9	£16.0	£6.9	£4.5	£4.0	£3.3	£3.9	£0.0	£0.1	£0.2	£3.6	£0.0	£0.0	£0.0	£0.0	£0.9	£2.4
OoC- Zone 1 - Other	£74.1	£33.5	£40.7	£5.2	£6.9	£4.4	£7.4										

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**Table 18a: Comparison goods market share derived turnover (based on household survey results)**

	% Market Share	2023 Survey Turnover (£m)	2026 Survey Turnover (£m)	2030 Survey Turnover (£m)	2035 Survey Turnover (£m)	2040 Survey Turnover (£m)	2050 Survey Turnover (£m)
Expenditure in the Study Area (£m)		3285.3	3433.1	3926.3	4680.7	5593.3	7991.5
Expenditure directed to Milton Keynes Council Area	58.9%	1934.0	2021.0	2311.3	2755.4	3292.7	4704.4
Expenditure directed to Central Milton Keynes	26.4%	868.8	907.9	1038.3	1237.8	1479.1	2113.3

**Notes:**

a. Market Share percentage figures are derived from Table 17a. This is then applied to the total comparison goods expenditure available (excluding SFT) as taken from Table 8b

**Table 18b: Comparison goods market share derived turnover, and assumed inflow from outside of the Study Area (£m)**

	Estimated 'Inflow' from Outside Study Area	2023 Survey Turnover (£m)	2026 Survey Turnover (£m)	2030 Survey Turnover (£m)	2035 Survey Turnover (£m)	2040 Survey Turnover (£m)	2050 Survey Turnover (£m)
Expenditure directed to Milton Keynes Council Area	2.0%	1972.6	2061.4	2357.6	2810.5	3358.5	4798.5
Expenditure directed to Central Milton Keynes	2.0%	886.2	926.0	1059.1	1262.6	1508.7	2155.6

**Notes:**

a. The inflow percentages have been estimated by Nexus. The inflow figures are then applied to the survey turnover as presented in Table 18a

**Table 18c: Extant comparison goods commitments**

Site Address	Application Reference	Summary of the Proposal	Net* Comparison Floorspace (sqm)	Estimated Sales Density (£ per sq m) at 2022	Estimated Comparison Turnover (£ m) 2023	Estimated Comparison Turnover (£ m) 2026	Estimated Comparison Turnover (£ m) 2030	Estimated Comparison Turnover (£ m) 2035	Estimated Comparison Turnover (£ m) 2040	Estimated Comparison Turnover (£ m) 2050
<b>Central Milton Keynes</b>										
Food Centre, E3 west, land bounded by Midsummer Boulevard, Secklow Gate, Lower Twelfth Street and Avebury Boulevard, CMK.	19/02804/OUT	Part demolition of existing buildings, site clearance works, retention and alteration of existing multi-storey car park, phased construction of 4 residential blocks providing 422 residential units, hybrid building and flexible ground floor uses. Circa 1,639sqm (GIA) of ground floor active uses which offer a variety of flexible uses (use classes A1 and/or A2 and/or A3 and/or A4 and/or A5 and/or B1a and/or D1 and/or D2. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	409.75	£4,800	2.0	2.0	2.2	2.6	2.9	3.9
Santander Car Park, Grafton Gate H5 to H6, CMK.	19/00841/FUL	Redevelopment of land for office with ancillary facilities including retail, community and leisure facilities, formation of a basement carpark. Includes 1,450sqm to be used for retail/F&B. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	363	£4,800	1.7	1.8	2.0	2.3	2.6	3.4
Site D4.4 North, Avebury Boulevard/ Secklow Gate, CMK.	18/01591/FUL	Construction of 328 apartments and commercial space with subdivision, landscaped courtyard, basement level and a separate service area. 1,180 sqm (GIA) of commercial space. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	295	£4,800	1.4	1.5	1.6	1.8	2.1	2.8
Car park North End Gold Oak Walk, Silbury Boulevard, CMK.	19/00289/FUL	Alterations and extension to the northern and southern flanks of Centre:MK either side of John Lewis; creating two new levels of additional trading space for flexible use class; with associated plant, servicing and landscape works. Total sqm (GIA) of 8,435. Proposed 50% D2, 40% A3/A4, 10% A1. In the absence of further details, it is assumed that the retail space would be split 50% convenience (422sqm) and 50% comparison (422sqm).	422	£4,800	2.0	2.1	2.3	2.6	3.0	4.0
<b>Outside of Central Milton Keynes</b>										
The Agora Centre, Church Street, Wolverton.	20/03293/FUL	Redevelopment of the site of the Agora Centre, Wolverton and adjacent car park to provide 115 new homes (Use Class C3) and ancillary Cohousing Common House, nine ground floor commercial and community units comprising approximately 1,000 sqm (Use Classes E, F2(b) and Sui Generis); the reinstatement of Radcliffe Street between Church Street and Buckingham Street / The Square; together with associated areas of hard and soft landscaping, car and cycle parking, means of access and plant and equipment. In the absence of further details, it is assumed that the retail space would be split 25% convenience and 25% comparison.	250	£4,800	1.2	1.2	1.4	1.6	1.8	2.4
Frosts Garden Centre, Newport Road, Wavendon	21/00001/FUL	Erection of 2 buildings to facilitate 4 retail units (Class E) (a) and dog grooming - Sui Generis. 208sqm retail space. In the absence of further details, it is assumed that the retail space would be split 25% convenience and 25% comparison.	52	£4,800	0.2	0.3	0.3	0.3	0.4	0.5
Lidl and Units 1-6, Oldbrook Boulevard, Oldbrook	20/02498/FUL	Demolition of existing buildings and erection of a food retail store with associated parking, access, landscaping and associated engineering works. Net reduction in overall retail floorspace of 368sqm GIA. In the absence of further details, it is assumed that the loss of retail space would be split 75% convenience and 25% comparison.	-92	£4,800	-0.4	-0.5	-0.5	-0.6	-0.7	-0.9
Milton Keynes East, Land east and west of A509, London Road, Newport Pagnell	21/00999/OUTEIS	Hybrid planning application encompassing: (i) outline elements (with all matters reserved) for a large scale mixed-use urban extension comprising residential development, employment including business, general industry and storage /distribution uses, a secondary school and primary schools and community hub containing community and commercial. 2,000 sqm to be used for comparison.	2000	£4,800	9.6	9.9	10.1	12.4	14.3	18.8
Milton Keynes East, Land east and west of A509, London Road, Newport Pagnell	21/00999/OUTEIS	South of Moulsoe Local Parade: Use Class E/Sui Generis shops, restaurants, cafes, services (uses in class E) and takeaway (Sui Generis). 200 sqm to be used for comparison.	200	£4,800	1.0	1.0	1.0	1.2	1.4	1.9
Area 10 Western Expansion Area Land West of Watling Street (V4) And North of Danstead Way (H4)	11/01685/MKPCO	S73 Application to vary planning condition 6 and Table 1 of condition 15 of outline planning permission 05/00291/MKPCO to increase the permitted total retail floorspace within the proposed Area 10 High Street by 1,500 sq.m gross (from 7,500 sq.m gross to 9,000 sq.m gross) and allowing for 500 sq.m gross (convenience and/or comparison floorspace) at the proposed Area 10 Local Centre. 3,500 sqm to be used for comparison.	3500	£4,800	16.8	17.4	17.7	21.8	25.0	33.0
<b>Milton Keynes Council Area</b>			<b>7399</b>		<b>35.5</b>	<b>36.8</b>	<b>38.1</b>	<b>46.0</b>	<b>52.9</b>	<b>69.7</b>
<b>Central Milton Keynes</b>			<b>1489</b>		<b>7.1</b>	<b>7.4</b>	<b>8.1</b>	<b>9.3</b>	<b>10.6</b>	<b>14.0</b>

**Notes:**

- a. The list of commitments and the associated net sales areas have been provided by the Council.
- b. Sales density is assumed to be £ 4,800 based on Nexus Planning judgement.
- c. The turnover for respective years is "grown" using Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20.



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**Table 19a: Comparison Goods Capacity Assessment - Milton Keynes**  
Assume Equilibrium at Base Year and Constant Market Shares

		2023	2026	2030	2035	2040	2050
STEP 1:	Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£1,972.6	£2,061.4	£2,357.6	£2,810.5	£3,358.5	£4,798.5
STEP 2:	Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£1,972.6	£2,042.1	£2,227.7	£2,557.6	£2,936.3	£3,870.1
STEP 3:	Available Expenditure before commitments (£m)		£19.4	£129.8	£252.9	£422.2	£928.3
STEP 4:	Turnover of all committed floorspace (£m)		£36.8	£38.1	£46.0	£52.9	£69.7
STEP 5:	<b>Surplus Expenditure (£m)</b>		<b>-£17.4</b>	<b>£91.7</b>	<b>£206.9</b>	<b>£369.4</b>	<b>£858.7</b>
STEP 6:	<b>MAXIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500.0	£3,623.2	£3,952.6	£4,537.9	£5,209.8	£6,866.7
	<b>(ii) MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-4,804</b>	<b>23,207</b>	<b>45,589</b>	<b>70,901</b>	<b>125,047</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-6,863	33,153	65,128	101,287	178,638
STEP 7:	<b>MINIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500.0	£5,693.6	£6,211.3	£7,130.9	£8,186.8	£10,790.6
	<b>(ii) MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-3,057</b>	<b>14,768</b>	<b>29,011</b>	<b>45,119</b>	<b>79,575</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-4,367	21,097	41,445	64,456	113,679

**Table 19b: Comparison Goods Capacity Assessment - Central Milton Keynes**  
Assume Equilibrium at Base Year and Constant Market Shares

		2023	2026	2030	2035	2040	2050
STEP 1:	Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£886.2	£926.0	£1,059.1	£1,262.6	£1,508.7	£2,155.6
STEP 2:	Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£886.2	£917.3	£1,000.8	£1,148.9	£1,319.0	£1,738.6
STEP 3:	Available Expenditure before commitments (£m)		£8.7	£58.3	£113.6	£189.7	£417.0
STEP 4:	Turnover of all committed floorspace (£m)		£7.4	£8.1	£9.3	£10.6	£14.0
STEP 5:	<b>Surplus Expenditure (£m)</b>		<b>£1.3</b>	<b>£50.3</b>	<b>£104.4</b>	<b>£179.0</b>	<b>£403.0</b>
STEP 6:	<b>MAXIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500.0	£3,623.2	£3,952.6	£4,537.9	£5,209.8	£6,866.7
	<b>(ii) MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>358</b>	<b>12,713</b>	<b>22,996</b>	<b>34,367</b>	<b>58,690</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		512	18,162	32,852	49,096	83,843
STEP 7:	<b>MINIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500.0	£5,693.6	£6,211.3	£7,130.9	£8,186.8	£10,790.6
	<b>(ii) MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>228</b>	<b>8,090</b>	<b>14,634</b>	<b>21,870</b>	<b>37,348</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		326	11,557	20,906	31,243	53,355

**Table 19c: Comparison Goods Capacity Assessment - Rest of MKCC**  
Assume Equilibrium at Base Year and Constant Market Shares

		2023	2026	2030	2035	2040	2050
STEP 1:	Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£1,086.5	£1,135.4	£1,298.5	£1,548.0	£1,849.8	£2,642.9
STEP 2:	Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£1,086.5	£1,124.7	£1,227.0	£1,408.7	£1,617.2	£2,131.6
STEP 3:	Available Expenditure before commitments (£m)		£10.7	£71.5	£139.3	£232.6	£511.3
STEP 4:	Turnover of all committed floorspace (£m)		£29.4	£30.0	£36.8	£42.2	£55.7
STEP 5:	<b>Surplus Expenditure (£m)</b>		<b>-£18.7</b>	<b>£41.5</b>	<b>£102.5</b>	<b>£190.3</b>	<b>£455.7</b>
STEP 6:	<b>MAXIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500.0	£3,623.2	£3,952.6	£4,537.9	£5,209.8	£6,866.7
	<b>(ii) MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-5,162</b>	<b>10,494</b>	<b>22,593</b>	<b>36,534</b>	<b>66,356</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-7,375	14,991	32,276	52,192	94,795
STEP 7:	<b>MINIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500.0	£5,693.6	£6,211.3	£7,130.9	£8,186.8	£10,790.6
	<b>(ii) MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-3,285</b>	<b>6,678</b>	<b>14,377</b>	<b>23,249</b>	<b>42,227</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-4,693	9,540	20,539	33,213	60,324

Notes:

STEP 1: Survey Derived (with Inflow) turnover assumes constant market shares over the forecast period, derived from Table 18b

STEP 2: Assumption is made that comparison retail market is in 'equilibrium' at the base year (i.e. 2023, 'benchmark' turnovers are equivalent to the survey-derived turnover levels, with inflow). Average productivity growth rates from Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20, are then used to project the available benchmark expenditure.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 18c. It is assumed that all commitments would be operational and with mature trading conditions by 2026.

STEP 5: The Surplus Expenditure capacity incorporates the forecast turnover of all commitments (Step 4).

STEP 6: The Surplus Expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement. Average sales density is assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved. The sales density for respective years is "grown" using Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20

STEP 7: The Surplus Expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement. Average sales density is assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved. The sales density for respective years is "grown" using Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20.

## Appendix D – Market Shares and Capacity Assessment (Scenario B)

Table 1a: Population and convenience goods expenditure per capita

Zone	Population						Population Growth 2023-2050	Convenience expenditure per capita (excluding SFT)					
	2023	2026	2030	2035	2040	2050		2023	2026	2030	2035	2040	2050
Zone 1	32,754	34,731	37,367	40,662	43,957	50,547	54.3%	£2,333	£2,305	£2,301	£2,307	£2,319	£2,342
Zone 2	51,976	55,113	59,296	64,525	69,753	80,210	54.3%	£2,366	£2,338	£2,333	£2,340	£2,352	£2,376
Zone 3	30,076	31,891	34,312	37,337	40,363	46,414	54.3%	£2,258	£2,231	£2,226	£2,233	£2,244	£2,267
Zone 4	44,890	47,599	51,212	55,728	60,244	69,275	54.3%	£2,289	£2,262	£2,257	£2,264	£2,275	£2,298
Zone 5	28,665	30,395	32,702	35,586	38,469	44,236	54.3%	£2,374	£2,346	£2,341	£2,348	£2,360	£2,384
Zone 6	21,012	22,280	23,971	26,085	28,199	32,426	54.3%	£2,376	£2,348	£2,343	£2,350	£2,362	£2,386
Zone 7	26,766	28,382	30,536	33,228	35,921	41,306	54.3%	£2,370	£2,342	£2,337	£2,344	£2,356	£2,379
Zone 8	99,753	102,290	104,975	107,683	110,263	116,287	16.6%	£2,568	£2,537	£2,532	£2,539	£2,552	£2,578
Zone 9	24,676	26,165	28,151	30,634	33,116	38,081	54.3%	£2,578	£2,547	£2,542	£2,550	£2,563	£2,588
Zone 10	9,373	9,939	10,693	11,636	12,579	14,465	54.3%	£2,767	£2,734	£2,729	£2,737	£2,751	£2,778
Zone 11	70,906	72,382	73,902	75,558	77,204	81,422	14.8%	£2,420	£2,391	£2,386	£2,393	£2,405	£2,430
Zone 12	100,104	102,233	104,476	106,635	108,554	114,484	14.4%	£2,542	£2,512	£2,507	£2,514	£2,527	£2,552
Zone 13	126,106	129,920	133,869	137,809	141,477	149,206	18.3%	£2,485	£2,455	£2,451	£2,458	£2,470	£2,495
Zone 14	64,231	65,709	67,337	69,139	70,982	74,860	16.5%	£2,483	£2,453	£2,448	£2,455	£2,468	£2,492
<b>Inner Study Area (Zones 1-7, 9-10)</b>	<b>270,188</b>	<b>286,496</b>	<b>308,240</b>	<b>335,420</b>	<b>362,600</b>	<b>416,960</b>	<b>54.3%</b>						
<b>Total Study Area</b>	<b>731,288</b>	<b>759,030</b>	<b>792,799</b>	<b>832,244</b>	<b>871,080</b>	<b>953,219</b>	<b>30.3%</b>						

Notes:

a. Zones are based on Postcode geography as shown on the plan at Appendix A

b. Population data for all zones is sourced from Experian MMG3 data (2021 report) for the year 2023. For zones in the Inner Study Area, we have used population projections based on annual household completions from Scenario 2b of the draft HEDNA. Annual growth then is attributed to each zone based on existing population split, projected until 2050. For all other zones, population figures are based on Experian projections to 2040. For the period 2040 to 2050, we assume annual population growth based on annual growth from the previous 10 years.

c. Per capita expenditure figures are derived from Experian MMG3 data (2021 report) at 2020 - the 2020 figures are then projected to the assessment years using "Ex. SFT adjusted for sales via stores" forecast growth rates taken from Figure 7 of Experian Retail Planner Briefing Note 20.

Table 1b: Total convenience goods expenditure available (excluding SFT)

Zones	Convenience expenditure (£m)						Growth % 2023-2050
	2023	2026	2030	2035	2040	2050	
Zone 1	£76.4	£80.1	£86.0	£93.8	£101.9	£118.4	54.9%
Zone 2	£123.0	£128.9	£138.4	£151.0	£164.1	£190.6	54.9%
Zone 3	£67.9	£71.1	£76.4	£83.4	£90.6	£105.2	54.9%
Zone 4	£102.8	£107.7	£115.6	£126.2	£137.1	£159.2	54.9%
Zone 5	£68.1	£71.3	£76.6	£83.6	£90.8	£105.4	54.9%
Zone 6	£49.9	£52.3	£56.2	£61.3	£66.6	£77.4	54.9%
Zone 7	£63.4	£66.5	£71.4	£77.9	£84.6	£98.3	54.9%
Zone 8	£256.1	£259.5	£265.8	£273.4	£281.4	£299.8	17.0%
Zone 9	£63.6	£66.7	£71.6	£78.1	£84.9	£98.6	54.9%
Zone 10	£25.9	£27.2	£29.2	£31.8	£34.6	£40.2	54.9%
Zone 11	£171.6	£173.1	£176.3	£180.8	£185.7	£197.8	15.3%
Zone 12	£254.5	£256.8	£261.9	£268.1	£274.3	£292.2	14.8%
Zone 13	£313.4	£319.0	£328.0	£338.7	£349.5	£372.3	18.8%
Zone 14	£159.5	£161.2	£164.8	£169.8	£175.2	£186.6	17.0%
<b>Total Study Area</b>	<b>£1,796.1</b>	<b>£1,841.1</b>	<b>£1,918.0</b>	<b>£2,017.9</b>	<b>£2,121.1</b>	<b>£2,341.8</b>	<b>30.4%</b>

Notes:

a. Figures derived from multiplying per capita expenditure with population within each zone using data provided in Table 1a

Table 1c: Convenience goods expenditure split between main food shopping and top-up food shopping spend (2023) (excluding SFT)

Zones	Convenience expenditure (£m)		
	Main Food	Top-Up	Total
Zone 1	57.3	19.1	76.4
Zone 2	92.2	30.7	123.0
Zone 3	50.9	17.0	67.9
Zone 4	77.1	25.7	102.8
Zone 5	51.0	17.0	68.1
Zone 6	37.4	12.5	49.9
Zone 7	47.6	15.9	63.4
Zone 8	192.1	64.0	256.1
Zone 9	47.7	15.9	63.6
Zone 10	19.5	6.5	25.9
Zone 11	128.7	42.9	171.6
Zone 12	190.9	63.6	254.5
Zone 13	235.0	78.3	313.4
Zone 14	119.6	39.9	159.5
<b>Total Study Area</b>	<b>1347.0</b>	<b>449.0</b>	<b>1796.1</b>

Notes:

a. Ratio of main food shopping to top-up food shopping is assumed to be 75:25 in line with Nexus professional judgement, as informed by the results of the NEMS household survey.

Milton Keynes - Retail and Leisure Needs Assessment  
 Nexus Planning

Table 2a:  
 Main Food - (excluding SFT)  
 Survey Results Shopping Patterns (%)

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>94.4%</b>	<b>94.5%</b>	<b>99.6%</b>	<b>86.8%</b>	<b>92.1%</b>	<b>100.0%</b>	<b>87.9%</b>	<b>32.3%</b>	<b>99.3%</b>	<b>87.7%</b>	<b>12.6%</b>	<b>26.1%</b>	<b>8.7%</b>	<b>4.1%</b>
<b>Central Milton Keynes</b>	<b>6.8%</b>	<b>15.6%</b>	<b>33.1%</b>	<b>8.9%</b>	<b>24.7%</b>	<b>32.0%</b>	<b>8.1%</b>	<b>5.7%</b>	<b>7.4%</b>	<b>2.9%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.0%</b>
Aldi, The Place Retail Park, Milton Keynes	0.0%	3.3%	2.0%	0.8%	1.8%	10.2%	1.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Eldon Gate, Westcroft	0.0%	2.3%	4.7%	2.5%	4.5%	4.8%	3.2%	0.4%	0.7%	2.9%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Wilton Gate, Milton Keynes	5.1%	10.0%	20.7%	5.6%	17.9%	15.4%	3.2%	1.3%	6.0%	0.0%	1.7%	0.0%	0.4%	0.0%
Central Milton Keynes - Other in Centre	1.7%	0.0%	1.6%	0.0%	0.5%	1.7%	0.0%	2.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfields, The Brunel Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC - Other in Centre	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC	0.0%	0.4%	4.2%	17.8%	11.2%	5.8%	0.0%	0.0%	11.8%	13.2%	5.6%	8.8%	0.0%	0.0%
Aldi, Winchester Circle, Kingston	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.7%	1.1%	0.0%	3.7%	0.0%	0.0%
Tesco Extra, Winchester Circle, Kingston	0.0%	0.4%	4.2%	16.0%	10.2%	5.8%	0.0%	0.0%	11.1%	11.1%	4.9%	7.4%	0.0%	0.0%
Kingston TC - Other in Centre	0.0%	0.0%	0.0%	1.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Westcroft TC	2.9%	33.6%	3.7%	4.8%	0.0%	6.6%	0.4%	0.0%	0.0%	0.0%	0.0%	2.7%	0.6%	0.6%
Aldi, Barnsdale Drive, Westcroft	0.0%	0.8%	0.0%	0.0%	0.0%	0.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Barnsdale Drive, Westcroft	2.9%	32.8%	5.7%	4.8%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.6%
Wolverton TC	5.8%	2.3%	4.7%	11.4%	8.4%	27.2%	16.4%	7.6%	27.1%	0.8%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, McConnell Drive, Wolverton	5.8%	2.3%	4.7%	11.4%	7.7%	27.5%	16.1%	7.6%	27.1%	0.8%	0.0%	0.0%	0.0%	0.0%
Wolverton TC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagwell DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, High Street, Newport Pagwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagwell DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	24.8%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, Station Court	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	23.1%	0.0%	0.0%	0.0%	0.0%
Olney DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cottingham Close, Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Woburn Sands DC - Other in Centre	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
<b>Local Centres</b>	<b>13.0%</b>	<b>13.8%</b>	<b>20.1%</b>	<b>14.7%</b>	<b>32.3%</b>	<b>18.7%</b>	<b>12.2%</b>	<b>8.4%</b>	<b>16.7%</b>	<b>3.7%</b>	<b>3.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.2%</b>
Stantonbury LC - Aldi	4.1%	0.0%	0.0%	1.8%	19.7%	10.8%	12.7%	4.0%	8.5%	0.8%	0.0%	0.0%	0.0%	0.0%
Willen LC - Sainsbury's Local, Granville Square	4.7%	0.0%	2.4%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Church End LC - Sainsbury's Superstore, Engine Drive	0.4%	8.8%	2.7%	0.0%	1.0%	2.8%	0.0%	2.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenleys LC - Tesco Express, Ardwell Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oakgrove LC - Waitrose, Babbae Gate	0.4%	3.3%	2.7%	3.7%	7.2%	2.5%	0.0%	0.0%	7.0%	2.9%	0.0%	0.0%	0.0%	0.0%
Oldbrook LC	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres	4.1%	1.7%	3.5%	6.2%	4.5%	2.5%	0.0%	2.0%	0.0%	3.6%	0.0%	0.0%	0.0%	2.2%
<b>Rest of Centres</b>	<b>63.7%</b>	<b>68.4%</b>	<b>11.7%</b>	<b>27.8%</b>	<b>15.7%</b>	<b>9.5%</b>	<b>68.3%</b>	<b>9.1%</b>	<b>10.7%</b>	<b>62.9%</b>	<b>1.7%</b>	<b>48.3%</b>	<b>1.4%</b>	<b>1.4%</b>
Doc - Zone 1 - Aldi, Watling Street, Bletchley	7.7%	4.9%	4.2%	1.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
Doc - Zone 1 - Asda, Blenheim Way, Bletchley	6.4%	7.1%	13.7%	13.4%	4.5%	0.6%	6.2%	4.9%	0.0%	0.0%	0.0%	6.3%	2.4%	0.0%
Doc - Zone 1 - Lidl, Princes Way, Bletchley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Tesco Express, Buckingham Road, Bletchley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Tesco Extra, Watling Street, Bletchley	36.8%	16.4%	9.0%	10.9%	1.0%	0.6%	4.4%	2.0%	0.0%	0.0%	0.0%	7.2%	3.3%	0.0%
Doc - Zone 1 - Co-Op Food, Newton Road, Bletchley	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Other	6.0%	0.0%	3.3%	0.0%	0.5%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	1.4%
Doc - Zone 5	0.0%	0.0%	1.1%	0.0%	9.7%	0.6%	0.0%	0.0%	16.6%	2.9%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Lidl, Stratford Road, Wolverton	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	7.7%	2.4%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	39.4%	1.7%	0.0%	0.0%	0.0%
Doc - Zone 10 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>5.6%</b>	<b>5.5%</b>	<b>0.4%</b>	<b>13.2%</b>	<b>7.9%</b>	<b>0.0%</b>	<b>12.1%</b>	<b>67.2%</b>	<b>0.7%</b>	<b>12.3%</b>	<b>87.5%</b>	<b>73.9%</b>	<b>93.3%</b>	<b>85.9%</b>
Aylesbury	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	4.2%	78.4%	9.5%
Lighton Bazzard	1.1%	0.0%	0.4%	2.6%	2.7%	0.0%	1.7%	1.5%	0.0%	0.0%	0.0%	53.1%	3.3%	0.0%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	2.4%	64.8%
Brackley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.6%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
Fishack	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	39.0%	2.4%	0.0%	0.0%
Buckingham	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	8.4%	9.5%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Befford	0.0%	2.2%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	4.1%	27.3%	0.0%	0.0%	0.0%	0.0%
Northampton	1.2%	0.0%	0.0%	2.6%	0.0%	0.0%	11.7%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunstable	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	2.6%	5.5%	0.0%	0.0%
Outside of MKCC - Other	2.8%	2.2%	0.0%	5.3%	2.0%	0.0%	4.5%	6.8%	0.0%	7.4%	18.5%	8.8%	1.8%	8.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Figures may not add up due to rounding  
 b. The data is derived from Appendix 1 the NEMS Report (Appendix B of the Study).

Table 2b:  
Main Food - (excluding SFT)  
Weighted Shopping Patterns reflecting the mean spend at each location (%)

Destination	Total	Inner Study Area (Zones 1-5) (%)	Outer Study Area (Zones 6-11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	45.7%	94.3%	18.7%	94.3%	95.0%	99.5%	87.9%	92.7%	100.0%	92.9%	33.7%	99.5%	86.9%	12.1%	28.2%	8.7%	6.5%
<b>In Centres</b>	29.0%	53.2%	10.1%	28.0%	64.0%	65.8%	58.0%	78.9%	88.3%	74.5%	23.1%	67.1%	47.0%	10.9%	10.1%	2.8%	2.9%
Central Milton Keynes	7.2%	14.9%	1.8%	7.2%	17.0%	36.9%	9.5%	26.9%	32.4%	9.4%	6.2%	7.9%	4.7%	1.7%	0.0%	0.5%	0.0%
Aldi, The Place Retail Park, Milton Keynes	0.9%	1.3%	0.4%	0.0%	3.0%	3.8%	0.7%	1.5%	8.5%	3.6%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Elder Gate, Westcroft	1.5%	4.1%	0.4%	0.0%	3.0%	11.3%	3.2%	5.8%	6.0%	4.3%	0.5%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Gate, Milton Keynes	4.2%	10.4%	0.7%	5.7%	11.1%	27.2%	6.0%	19.2%	15.9%	3.6%	1.5%	6.2%	0.0%	1.7%	0.0%	0.5%	0.0%
Central Milton Keynes - Other in Centre	0.6%	0.5%	1.6%	0.0%	1.7%	0.0%	0.4%	1.9%	0.0%	2.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, The Brunel Centre	0.0%	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC - Other in Centre	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC	4.4%	7.0%	2.9%	0.0%	0.5%	4.5%	17.2%	11.6%	5.5%	0.0%	0.0%	12.2%	18.1%	5.3%	4.7%	0.0%	0.0%
Aldi, Winchester Circle, Kingston	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	1.5%	0.0%	0.0%
Tesco Extra, Winchester Circle, Kingston	4.0%	6.6%	2.5%	0.0%	0.5%	4.5%	17.0%	10.9%	5.9%	0.0%	0.0%	11.3%	14.9%	4.9%	8.1%	0.0%	0.0%
Kingston TC - Other in Centre	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Westcroft TC	3.3%	8.0%	0.7%	2.7%	31.1%	5.1%	4.3%	0.0%	5.8%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
Aldi, Barrisdale Drive, Westcroft	0.1%	0.2%	0.0%	0.0%	0.8%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Barrisdale Drive, Westcroft	3.2%	7.8%	0.7%	2.7%	30.3%	5.1%	4.3%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.5%
Wolverton TC	6.3%	14.5%	1.8%	6.2%	2.4%	4.8%	11.7%	8.4%	27.2%	52.8%	8.0%	26.8%	1.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, McConnell Drive, Wolverton	6.2%	14.3%	1.8%	6.2%	2.4%	4.8%	11.7%	7.8%	27.7%	51.1%	8.0%	26.8%	1.0%	0.0%	0.0%	0.0%	0.0%
Wolverton TC - Other in Centre	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagwell DC	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, High Street, Newport Pagwell	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagwell DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Obey DC	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	18.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, Stanley Court	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	16.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Obey DC - Other in Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Colfidge Close, Stony Stratford	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Woburn Sands DC - Other in Centre	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
<b>Local Centres</b>	7.3%	15.5%	2.8%	11.4%	13.1%	14.5%	13.9%	32.1%	17.1%	11.9%	8.5%	16.9%	5.6%	3.9%	0.0%	0.0%	2.5%
Stambury LC - Aldi	2.5%	5.5%	0.0%	4.0%	0.0%	0.0%	1.7%	18.5%	9.8%	21.9%	3.9%	7.7%	1.0%	0.0%	0.0%	0.0%	0.0%
Willen LC - Sainsbury's Local, Granville Square	0.4%	1.1%	0.0%	3.9%	0.0%	1.9%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Church End LC - Sainsbury's Superstore, Engaine Drive	1.1%	2.2%	0.5%	0.4%	8.0%	3.3%	0.0%	0.9%	2.4%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenleys LC - Tesco Express, Ardwell Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Calstone LC - Waitrose, Babage Gate	3.5%	4.3%	0.0%	0.6%	4.4%	3.5%	4.7%	5.1%	3.2%	0.0%	0.0%	8.6%	4.7%	0.0%	0.0%	0.0%	0.0%
Didsbrook LC	0.2%	0.5%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres	1.6%	2.0%	1.4%	2.5%	0.7%	1.7%	5.1%	3.6%	1.7%	0.0%	2.4%	0.0%	0.0%	3.9%	0.0%	0.0%	2.5%
<b>Local Centres</b>	6.7%	14.2%	8.0%	10.2%	11.6%	14.2%	14.2%	31.6%	17.8%	11.9%	11.4%	16.9%	5.6%	3.9%	0.0%	0.0%	3.8%
Dac - Zone 1 - Aldi, Watling Street, Bletchley	1.4%	2.8%	0.6%	8.3%	5.1%	4.2%	1.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dac - Zone 1 - Asda, Bletcham Way, Bletchley	5.4%	8.3%	3.9%	6.9%	8.8%	16.5%	16.2%	5.4%	0.7%	7.9%	6.2%	0.0%	0.0%	0.0%	7.8%	2.8%	0.0%
Dac - Zone 1 - Lidl, Princes Way, Bletchley	0.8%	0.9%	0.1%	4.5%	0.3%	0.3%	1.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Dac - Zone 1 - Tesco Express, Buckingham Road, Bletchley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dac - Zone 1 - Tesco Extra, Watling Street, Bletchley	8.8%	10.9%	2.9%	38.5%	16.7%	8.9%	10.8%	1.0%	0.5%	2.4%	2.1%	0.0%	0.0%	0.0%	7.4%	3.1%	0.0%
Dac - Zone 1 - Co-Op Food, Newton Road, Bletchley	0.0%	0.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dac - Zone 1 - Other	0.4%	1.2%	0.0%	6.8%	0.0%	2.9%	0.0%	0.4%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dac - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dac - Zone 4	0.9%	1.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	13.6%	0.0%	0.0%	0.0%	0.0%	3.5%
Dac - Zone 5	0.7%	2.1%	0.0%	0.0%	0.0%	0.8%	0.0%	7.0%	0.4%	0.0%	0.0%	13.5%	1.0%	0.0%	0.0%	0.0%	0.0%
Dac - Zone 7 - Lidl, Stratford Road, Wolverton	0.8%	1.4%	0.5%	0.0%	0.0%	0.0%	0.0%	2.4%	7.7%	2.4%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dac - Zone 7 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dac - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dac - Zone 10 - Sainsbury's Superstore, Lavendon Road, Obey	0.7%	1.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	36.8%	1.2%	0.0%	0.0%	0.0%
Dac - Zone 10 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	34.3%	5.7%	81.3%	5.7%	5.0%	0.5%	12.1%	7.2%	0.0%	7.1%	66.3%	0.5%	13.1%	87.0%	71.8%	91.3%	99.5%
Woburn	15.3%	0.4%	23.5%	0.0%	0.0%	0.0%	1.1%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	4.9%	75.3%	12.8%	0.0%
Leighton Buzzard	8.2%	0.9%	12.3%	1.2%	0.0%	0.5%	1.4%	2.8%	0.0%	1.8%	0.8%	0.0%	0.0%	52.5%	2.7%	0.0%	0.0%
Bicester	6.4%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.5%	64.0%	0.0%
Brackley	3.1%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%
Ilfracook	4.6%	0.3%	6.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	42.5%	3.9%	0.0%	0.0%	0.0%
Buckingham	3.4%	0.2%	5.4%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.6%	0.0%	8.9%	9.3%	0.0%
Towcester	1.8%	0.1%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bedford	3.0%	0.8%	4.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	28.4%	0.0%	0.0%	0.0%	0.0%
Northampton	3.1%	0.8%	4.3%	2.2%	0.0%	0.0%	3.1%	0.0%	0.0%	19.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunstable	0.8%	0.4%	1.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	2.4%	2.9%	0.0%	0.0%	0.0%
Outside of MKCC - Other	4.6%	1.8%	6.2%	2.3%	1.0%	0.0%	5.2%	0.9%	0.0%	1.3%	5.7%	0.0%	7.5%	14.6%	8.7%	1.7%	2.7%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes  
a. Figures may

**Table 2c:**  
Main Food - (excluding SFT)  
Expenditure based on Weighted Shopping Patterns - (2023) (£m)

	Total	Inner Study Area (Zones 7, 9, 10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£615.7</b>	<b>£453.4</b>	<b>£162.3</b>	<b>£54.1</b>	<b>£87.6</b>	<b>£50.7</b>	<b>£67.8</b>	<b>£47.3</b>	<b>£37.4</b>	<b>£44.2</b>	<b>£64.7</b>	<b>£47.5</b>	<b>£16.9</b>	<b>£15.5</b>	<b>£53.9</b>	<b>£20.4</b>	<b>£7.7</b>
<b>Centra Milton Keynes</b>	<b>£86.5</b>	<b>£81.4</b>	<b>£5.1</b>	<b>£15.2</b>	<b>£15.7</b>	<b>£18.8</b>	<b>£7.6</b>	<b>£13.7</b>	<b>£12.1</b>	<b>£4.5</b>	<b>£11.9</b>	<b>£3.8</b>	<b>£0.9</b>	<b>£2.2</b>	<b>£0.0</b>	<b>£1.1</b>	<b>£0.0</b>
Aldi, The Place Retail Park, Milton Keynes	£12.3	£8.9	£3.4	£0.0	£2.7	£0.9	£0.6	£0.8	£3.2	£0.7	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons Superstore, Elder Gate, Westcroft	£20.5	£18.5	£2.0	£0.0	£2.8	£5.7	£1.5	£2.9	£2.3	£2.9	£1.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Witan Gate, Milton Keynes	£56.0	£49.8	£6.2	£3.3	£10.2	£11.3	£4.6	£9.8	£6.0	£1.7	£2.8	£3.0	£0.0	£2.2	£0.0	£1.1	£0.0
Centra Milton Keynes - Other in Centre	£7.7	£3.1	£4.6	£0.9	£0.0	£0.9	£0.0	£0.2	£0.7	£0.0	£4.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Bletchley TC</b>	<b>£0.5</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
Farmfoods, The Brunel Centre	£0.3	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bletchley TC - Other in Centre	£0.2	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Kingston TC</b>	<b>£58.7</b>	<b>£33.5</b>	<b>£25.2</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£2.3</b>	<b>£13.3</b>	<b>£5.9</b>	<b>£2.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£5.8</b>	<b>£3.5</b>	<b>£6.8</b>	<b>£18.4</b>	<b>£0.0</b>	<b>£0.0</b>
Aldi, Winchester Circle, Kingston	£4.2	£1.9	£2.9	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.4	£0.6	£0.0	£2.5	£0.0	£0.0
Tesco Extra, Winchester Circle, Kingston	£53.7	£31.9	£21.8	£0.0	£0.4	£2.3	£13.1	£5.5	£2.2	£0.0	£0.0	£5.4	£2.9	£6.3	£15.5	£0.0	£0.0
Kingston TC - Other in Centre	£0.7	£0.3	£0.5	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0
<b>Westcroft TC</b>	<b>£48.5</b>	<b>£38.5</b>	<b>£8.0</b>	<b>£1.5</b>	<b>£28.6</b>	<b>£2.6</b>	<b>£3.2</b>	<b>£0.0</b>	<b>£2.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
Aldi, Barnsdale Drive, Westcroft	£1.1	£1.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons Superstore, Barnsdale Drive, Westcroft	£43.4	£37.4	£6.0	£1.5	£27.9	£2.6	£3.3	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Wolverton TC</b>	<b>£80.3</b>	<b>£68.8</b>	<b>£15.5</b>	<b>£3.6</b>	<b>£2.2</b>	<b>£2.4</b>	<b>£8.0</b>	<b>£4.2</b>	<b>£10.2</b>	<b>£25.3</b>	<b>£12.8</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
Tesco Superstore, McConnell Drive, Wolverton	£84.1	£68.6	£15.5	£3.6	£2.2	£2.4	£8.0	£4.0	£10.2	£24.8	£15.5	£12.8	£0.2	£0.0	£0.0	£0.0	£0.0
Wolverton TC - Other in Centre	£1.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagwell DC	£1.4	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op Food, High Street, Newport Pagwell	£1.4	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagwell DC - Other in Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Olney DC</b>	<b>£3.7</b>	<b>£3.7</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£3.5</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
Co-Op Food, Station Court	£3.3	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£3.1	£0.0	£0.0	£0.0	£0.0
Olney DC - Other in Centre	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0
<b>Stony Stratford DC</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
Tesco Express, Cotledge Close, Stony Stratford	£0.7	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC - Other in Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Woburn Sands DC</b>	<b>£1.5</b>	<b>£0.7</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.0</b>
Woburn Sands DC - Other in Centre	£1.5	£0.7	£0.8	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0
<b>Local Centres</b>	<b>£98.5</b>	<b>£74.8</b>	<b>£24.7</b>	<b>£6.6</b>	<b>£22.1</b>	<b>£7.4</b>	<b>£10.7</b>	<b>£16.4</b>	<b>£6.4</b>	<b>£5.7</b>	<b>£16.3</b>	<b>£8.1</b>	<b>£1.1</b>	<b>£5.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£2.8</b>
Brantbury LC - Aldi	£33.8	£26.2	£7.5	£2.3	£0.0	£0.0	£1.3	£9.4	£3.7	£5.7	£7.5	£3.7	£0.2	£0.0	£0.0	£0.0	£0.0
Willen LC - Sainsbury's Local, Granville Square	£5.1	£5.1	£0.0	£2.2	£0.0	£1.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Church End LC - Sainsbury's Superstore, Engine Drive	£14.0	£10.4	£4.7	£0.2	£7.4	£2.2	£0.0	£0.5	£0.9	£0.0	£4.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Greenleys LC - Tesco Express, Ardwell Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dalgrave LC - Waitrose, Babbae Gate	£20.6	£20.6	£0.0	£0.3	£4.0	£1.8	£3.6	£4.7	£1.2	£0.0	£0.0	£4.1	£0.9	£0.0	£0.0	£0.0	£0.0
Olbrook LC	£2.6	£2.6	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Local Centres	£12.9	£8.4	£12.5	£1.4	£0.7	£0.9	£3.9	£1.9	£0.6	£0.0	£4.6	£0.0	£0.0	£5.0	£0.0	£0.0	£2.8
<b>Sum of Centres</b>	<b>£224.5</b>	<b>£189.7</b>	<b>£74.8</b>	<b>£37.7</b>	<b>£28.6</b>	<b>£17.2</b>	<b>£23.1</b>	<b>£7.0</b>	<b>£4.4</b>	<b>£8.8</b>	<b>£30.4</b>	<b>£15.4</b>	<b>£7.7</b>	<b>£1.5</b>	<b>£34.7</b>	<b>£13.8</b>	<b>£4.2</b>
Doc - Zone 1 - Aldi, Watling Street, Bletchley	£18.5	£13.4	£5.0	£4.7	£2.2	£2.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 1 - Asda, Bletcham Way, Bletchley	£28.0	£28.7	£25.4	£4.0	£8.1	£8.4	£12.5	£2.8	£0.2	£3.7	£11.8	£0.0	£0.0	£0.0	£0.0	£4.9	£0.0
Doc - Zone 1 - Lidl, Princess Way, Bletchley	£5.0	£4.4	£0.6	£2.6	£0.3	£0.2	£0.9	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0
Doc - Zone 1 - Tesco Express, Buckingham Road, Bletchley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 1 - Tesco Extra, Watling Street, Bletchley	£77.6	£52.2	£25.4	£22.1	£15.4	£4.6	£8.2	£0.5	£0.2	£1.2	£4.0	£0.0	£0.0	£0.0	£4.0	£7.4	£0.0
Doc - Zone 1 - Co-Op Food, Newton Road, Bletchley	£0.4	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 1 - Other	£5.8	£5.8	£0.0	£3.9	£0.0	£1.5	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 4	£12.4	£8.5	£4.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£5.5	£0.0	£0.0	£0.0	£0.0	£4.2
Doc - Zone 5	£10.1	£10.1	£0.0	£0.0	£0.0	£0.4	£0.0	£3.6	£0.1	£0.0	£0.0	£5.5	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 7 - Lidl, Stratford Road, Wolverton	£11.2	£6.8	£4.5	£0.0	£0.0	£0.0	£0.0	£0.9	£3.7	£4.5	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 7 - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Doc - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	£9.9	£8.4	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£7.2	£1.5	£0.0	£0.0	£0.0
Doc - Zone 10 - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Outside of MKCC</b>	<b>£791.4</b>	<b>£72.4</b>	<b>£704.0</b>	<b>£3.2</b>	<b>£4.6</b>	<b>£6.2</b>	<b>£9.3</b>	<b>£3.7</b>	<b>£0.0</b>	<b>£3.4</b>	<b>£122.4</b>	<b>£0.3</b>	<b>£2.5</b>	<b>£112.2</b>	<b>£137.0</b>	<b>£214.7</b>	<b>£111.8</b>
Aylesbury	£205.8	£1.9	£203.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£9.3	£129.3	£15.3
Lighten Basset	£130.7	£4.2	£126.5	£0.7	£0.0	£0.2	£1.1	£1.4	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£100.1	£4.8	£0.0
Bicester	£86.6	£0.0	£86.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£0.0	£0.0	£0.0	£0.0		

**Table 3a:**  
Top Up Food - (excluding SFT)  
Survey Results Shopping Patterns (%)

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>96.6%</b>	<b>94.8%</b>	<b>100.0%</b>	<b>86.7%</b>	<b>96.4%</b>	<b>95.5%</b>	<b>91.6%</b>	<b>18.2%</b>	<b>99.3%</b>	<b>99.2%</b>	<b>14.1%</b>	<b>28.4%</b>	<b>8.3%</b>	<b>3.4%</b>
<b>In Centre</b>	<b>34.7%</b>	<b>67.9%</b>	<b>78.9%</b>	<b>52.5%</b>	<b>90.7%</b>	<b>81.6%</b>	<b>75.4%</b>	<b>13.3%</b>	<b>54.0%</b>	<b>59.2%</b>	<b>7.6%</b>	<b>27.1%</b>	<b>7.3%</b>	<b>3.4%</b>
Central Milton Keynes	0.5%	0.0%	13.8%	2.8%	15.2%	23.9%	7.3%	0.0%	1.4%	0.0%	0.0%	0.0%	4.4%	2.9%
Aldi, The Place Retail Park, Milton Keynes	0.0%	0.0%	0.0%	3.5%	1.3%	7.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Elder Gate, Westcroft	0.0%	0.0%	6.3%	0.0%	8.2%	7.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%
Sainsbury's Superstore, Wilton Gate, Milton Keynes	0.0%	0.0%	7.5%	0.0%	0.0%	6.6%	1.2%	0.0%	1.4%	0.0%	0.0%	0.0%	2.5%	2.9%
Central Milton Keynes - Other in Centre	0.5%	0.0%	0.0%	0.4%	5.7%	2.5%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, The Brunel Centre	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC - Other in Centre	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC	0.0%	0.0%	1.6%	5.6%	1.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.6%	0.0%	0.0%
Aldi, Winchester Circle, Kingston	0.0%	0.0%	0.5%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Tesco Extra, Winchester Circle, Kingston	0.0%	0.0%	1.1%	2.5%	1.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcroft TC	0.5%	18.1%	0.5%	1.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Aldi, Barnside Drive, Westcroft	0.0%	2.2%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Barnside Drive, Westcroft	0.0%	15.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Wolverton TC	2.6%	2.7%	0.0%	6.2%	3.7%	7.3%	47.8%	0.0%	5.0%	0.0%	2.9%	1.7%	1.3%	0.0%
Tesco Superstore, McConnell Drive, Wolverton	2.6%	2.7%	0.0%	6.2%	2.0%	7.3%	37.5%	0.0%	5.0%	0.0%	2.9%	1.7%	1.3%	0.0%
Wolverton TC - Other in Centre	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagwell DC	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, High Street, Newport Pagwell	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagwell DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	58.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, Stanley Court	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	6.1%	41.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Colferidge Close, Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	17.1%	0.0%	0.0%
Woburn Sands DC - Other in Centre	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	17.1%	0.0%	0.0%
Local Centres	19.0%	47.2%	62.9%	35.4%	69.5%	58.4%	17.4%	12.8%	20.8%	0.8%	4.7%	7.6%	1.3%	0.0%
Stambury LC - Aldi	0.0%	0.0%	0.5%	1.5%	1.3%	13.7%	1.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Willen LC - Sainsbury's Local, Granville Square	0.0%	2.6%	2.1%	4.2%	19.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Church End LC - Sainsbury's Superstore, Engaine Drive	3.5%	7.2%	7.9%	0.0%	0.7%	12.8%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenleys LC - Tesco Express, Ardwell Lane	2.6%	2.2%	0.0%	6.2%	1.3%	0.0%	6.1%	0.0%	0.0%	0.0%	2.9%	1.7%	1.3%	0.0%
Osagegrove LC - Waitrose, Babbage Gate	0.0%	0.0%	4.3%	4.4%	2.4%	0.0%	5.9%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Oldbrook LC	0.0%	2.6%	18.6%	5.1%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres	13.0%	33.5%	29.4%	14.4%	44.1%	28.1%	10.3%	0.5%	18.3%	0.0%	1.9%	5.9%	0.0%	0.0%
<b>Out of Centre</b>	<b>62.6%</b>	<b>26.9%</b>	<b>21.1%</b>	<b>44.2%</b>	<b>5.7%</b>	<b>3.6%</b>	<b>16.2%</b>	<b>4.8%</b>	<b>46.8%</b>	<b>40.0%</b>	<b>6.5%</b>	<b>1.3%</b>	<b>0.9%</b>	<b>0.0%</b>
Doc - Zone 1 - Aldi, Watling Street, Bletchley	0.5%	1.0%	1.4%	2.1%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Aldi, Blechem Way, Bletchley	5.1%	10.9%	5.0%	9.7%	1.7%	0.7%	2.6%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%
Doc - Zone 1 - Lidl, Princes Way, Bletchley	15.4%	1.9%	0.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Doc - Zone 1 - Tesco Express, Buckingham Road, Bletchley	2.8%	0.0%	1.5%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
Doc - Zone 1 - Tesco Extra, Watling Street, Bletchley	27.8%	1.5%	6.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.5%	0.0%
Doc - Zone 1 - Co-Op Food, Newton Road, Bletchley	7.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Other	3.3%	6.7%	1.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
Doc - Zone 2	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 4	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%
Doc - Zone 5	0.0%	1.5%	4.3%	0.0%	1.3%	1.8%	0.0%	0.0%	15.7%	5.1%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Lidl, Stratford Road, Wolverton	0.0%	0.0%	0.0%	0.0%	2.6%	0.7%	6.9%	4.8%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	30.9%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 10 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>3.4%</b>	<b>5.2%</b>	<b>0.0%</b>	<b>13.3%</b>	<b>3.6%</b>	<b>4.5%</b>	<b>8.4%</b>	<b>81.8%</b>	<b>0.7%</b>	<b>0.8%</b>	<b>86.0%</b>	<b>71.6%</b>	<b>91.7%</b>	<b>96.6%</b>
Aylesbury	0.0%	0.0%	0.0%	1.5%	0.0%	2.7%	2.6%	2.2%	0.0%	0.0%	0.0%	4.1%	65.8%	4.0%
Lighton Buzzard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	41.9%	0.9%	0.0%
Bicester	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	63.5%
Brackley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Filton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.6%	0.0%	0.0%
Buckingham	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.9%	6.7%	0.0%	0.0%	0.0%	0.0%	0.9%	11.1%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	2.5%	0.0%	0.0%
Northampton	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	3.8%	8.3%	0.0%	0.0%	0.7%	0.0%	3.7%	0.0%
Dumstable	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	2.1%
Outside of MKCC - Other	3.4%	2.6%	0.0%	1.5%	3.6%	1.8%	0.0%	19.3%	0.7%	0.8%	57.6%	17.4%	20.4%	13.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes  
a. Figures may not add up due to rounding  
b. The data is derived from Appendix 1 the NEMS Report (Appendix B of the Study).

**Table 3b:**  
**Top Up Food - (excluding SFT)**  
**Weighted Shopping Patterns reflecting the mean spend at each location (%)**

Destination	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Milton Keynes CC	44.1%	94.5%	16.2%	95.7%	97.7%	100.0%	83.7%	93.5%	95.6%	92.2%	19.4%	99.6%	96.2%	19.5%	24.8%	10.6%	4.8%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Central Milton Keynes	4.7%	9.1%	2.3%	0.4%	0.0%	21.2%	8.9%	19.9%	35.7%	10.3%	0.0%	2.7%	0.0%	0.0%	0.0%	6.4%	4.2%
Aldi, The Place Retail Park, Milton Keynes	0.6%	1.8%	0.0%	0.0%	0.0%	0.0%	3.4%	2.5%	11.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Elder Gate, Westcroft	1.5%	3.0%	0.0%	0.0%	0.0%	8.0%	0.0%	12.3%	10.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Sainsbury's Superstore, Wilton Gate, Milton Keynes	2.1%	2.8%	1.7%	0.0%	0.0%	13.2%	0.0%	0.0%	13.9%	2.2%	0.0%	2.7%	0.0%	0.0%	0.0%	4.2%	4.2%
Central Milton Keynes - Other in Centre	0.5%	1.5%	0.0%	0.4%	0.0%	0.0%	0.5%	5.1%	2.2%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC	0.4%	1.2%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, The Brunel Centre	0.3%	0.7%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC - Other in Centre	0.2%	0.5%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston DC	0.0%	1.3%	0.0%	0.0%	0.0%	1.6%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Winchester Circle, Kingston	0.4%	0.7%	0.2%	0.0%	0.0%	0.8%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Tesco Extra, Winchester Circle, Kingston	0.2%	0.6%	0.0%	0.0%	0.0%	0.8%	1.7%	1.6%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcroft TC	1.7%	4.5%	0.2%	0.6%	21.3%	0.7%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Aldi, Barnsdale Drive, Westcroft	0.2%	0.5%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Barnsdale Drive, Westcroft	1.6%	4.0%	0.2%	0.6%	19.0%	0.7%	1.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Wolverton TC	3.4%	7.6%	1.0%	2.1%	2.6%	0.0%	5.1%	7.6%	7.0%	42.8%	0.0%	5.1%	0.0%	2.6%	1.5%	1.1%	0.0%
Tesco Superstore, McConnell Drive, Wolverton	2.9%	6.3%	1.0%	2.1%	2.6%	0.0%	5.1%	2.2%	2.0%	34.0%	0.0%	5.1%	0.0%	2.0%	1.5%	1.1%	0.0%
Wolverton TC - Other in Centre	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	15.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, High Street, Newport Pagnell	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	13.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC - Other in Centre	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.9%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	52.7%	0.0%	0.0%	0.0%	0.0%
Co-Op Food, Stanly Court	0.6%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	38.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC - Other in Centre	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	14.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Colferidge Close, Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	2.1%	0.3%	3.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%
Woburn Sands DC - Other in Centre	2.1%	0.3%	3.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%
<b>Local Centres</b>	<b>14.1%</b>	<b>29.2%</b>	<b>5.4%</b>	<b>13.6%</b>	<b>32.7%</b>	<b>45.7%</b>	<b>27.2%</b>	<b>54.0%</b>	<b>46.4%</b>	<b>16.7%</b>	<b>13.1%</b>	<b>13.8%</b>	<b>1.6%</b>	<b>4.7%</b>	<b>6.5%</b>	<b>1.3%</b>	<b>0.0%</b>
Stantonbury LC - Aldi	0.7%	1.9%	0.0%	0.0%	0.0%	0.5%	1.3%	1.5%	13.8%	0.9%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Willen LC - Sainsbury's Local, Granville Square	0.8%	2.4%	0.0%	0.0%	1.6%	1.3%	2.3%	14.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Church End LC - Sainsbury's Superstore, Engine Drive	2.0%	3.6%	1.2%	3.0%	7.1%	7.8%	0.0%	0.8%	12.9%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenish LC - Tesco Express, Ardwell Lane	1.7%	2.6%	1.2%	2.5%	2.5%	0.0%	6.6%	1.7%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	3.1%	1.8%	1.3%
Oakgrove LC - Waitrose, Babbage Gate	1.8%	2.1%	1.7%	0.0%	0.0%	6.5%	5.4%	4.3%	0.0%	7.5%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Oldbrook LC	1.0%	2.7%	0.0%	0.0%	1.8%	14.2%	3.8%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres	6.1%	14.6%	1.2%	7.2%	19.7%	15.4%	8.8%	31.2%	16.1%	9.0%	0.4%	15.1%	0.0%	1.6%	4.6%	0.0%	0.0%
<b>Total of Centres</b>	<b>16.9%</b>	<b>36.2%</b>	<b>8.0%</b>	<b>19.8%</b>	<b>41.8%</b>	<b>59.3%</b>	<b>34.8%</b>	<b>60.3%</b>	<b>49.8%</b>	<b>20.3%</b>	<b>16.8%</b>	<b>19.4%</b>	<b>1.6%</b>	<b>6.3%</b>	<b>7.8%</b>	<b>1.3%</b>	<b>0.0%</b>
DoC - Zone 1 - Aldi, Watling Street, Bletchley	0.5%	1.5%	0.0%	0.7%	1.5%	2.2%	2.8%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 1 - Asda, Bleckham Way, Bletchley	4.3%	10.6%	0.9%	8.3%	22.6%	11.6%	17.6%	4.2%	1.5%	5.4%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%
DoC - Zone 1 - Lidl, Princes Way, Bletchley	1.5%	3.8%	0.2%	22.9%	3.2%	0.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
DoC - Zone 1 - Tesco Express, Buckingham Road, Bletchley	0.8%	1.6%	0.3%	3.6%	0.0%	2.1%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
DoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	2.3%	5.7%	0.4%	27.5%	1.6%	6.8%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.5%
DoC - Zone 1 - Co-Op Food, Newton Road, Bletchley	0.3%	0.7%	0.0%	4.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 1 - Other	1.1%	2.3%	0.5%	1.5%	8.9%	3.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
DoC - Zone 2	0.1%	0.3%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 4	0.4%	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	2.9%	0.0%	0.0%	0.0%
DoC - Zone 5	1.3%	3.8%	0.0%	0.0%	1.7%	4.3%	0.0%	1.0%	2.2%	0.0%	0.0%	24.0%	8.2%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 7 - Lidl, Stratford Road, Wolverton	1.9%	3.0%	1.4%	0.0%	0.0%	0.0%	0.0%	4.7%	1.1%	10.2%	6.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 7 - Other	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 9	0.4%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	31.9%	0.0%	0.0%	0.0%	0.0%
DoC - Zone 10 - Other	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>55.9%</b>	<b>5.5%</b>	<b>83.8%</b>	<b>4.3%</b>	<b>2.3%</b>	<b>0.0%</b>	<b>16.3%</b>	<b>6.5%</b>	<b>4.4%</b>	<b>7.8%</b>	<b>80.6%</b>	<b>0.4%</b>	<b>3.8%</b>	<b>80.5%</b>	<b>75.2%</b>	<b>89.4%</b>	<b>95.2%</b>
Aylesbury	11.9%	0.8%	10.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.8%	2.2%	2.5%	0.0%	0.0%	0.0%	2.8%	59.8%	4.4%
Leighton Buzzard	5.6%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	35.5%	1.6%	0.0%
Bicester	5.6%	0.5%	8.4%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	61.2%	0.0%
Brackley	2.9%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Filvesack	1.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.7%	0.0%	0.0%	
Buckingham	2.1%	0.3%	3.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.7%	5.9%	0.0%	0.0%	0.0%	1.3%	9.9%	
Towcester	2.6%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Beedford	2.1%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.4%	2.5%	0.0%	0.0%	
Northampton	4.1%	1.0%	5.8%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	4.9%	18.7%	0.0%	0.0%	0.4%	0.0%	5.9%	0.0%
Dunstable	1.3%	1.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	4.6%	
Outside of MKCC - Other	16.7%	1.8%	24.9%	4.3%	0.9%	0.0%	1.1%	6.5%	0.6%	0.0%	17.0%	0.4%	3.8%	48.5%	30.0%	20.8%	12.4%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0</b>															



**Table 3c**  
**Top Up Food - (excluding SFT)**  
**Expenditure based on Weighted Shopping Patterns - (2023) (£m)**

Destination	Total	Inner Study Area (Zones 1-7) % of Total	Outer Study Area (Zones 8-11) % of Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£198.1</b>	<b>£153.4</b>	<b>£44.8</b>	<b>£18.3</b>	<b>£30.1</b>	<b>£17.0</b>	<b>£21.5</b>	<b>£15.9</b>	<b>£11.9</b>	<b>£14.6</b>	<b>£12.4</b>	<b>£15.8</b>	<b>£6.2</b>	<b>£8.4</b>	<b>£15.8</b>	<b>£8.3</b>	<b>£1.9</b>
<b>In Centre</b>	<b>£128.5</b>	<b>£91.1</b>	<b>£37.3</b>	<b>£4.3</b>	<b>£17.3</b>	<b>£11.7</b>	<b>£11.3</b>	<b>£14.2</b>	<b>£11.3</b>	<b>£11.4</b>	<b>£8.5</b>	<b>£7.3</b>	<b>£3.5</b>	<b>£3.1</b>	<b>£14.4</b>	<b>£7.3</b>	<b>£1.9</b>
Central Milton Keynes	£21.3	£14.6	£6.7	£0.1	£0.0	£3.6	£1.0	£3.4	£4.5	£1.6	£0.0	£0.4	£0.0	£0.0	£0.0	£5.0	£1.7
Aldi, The Place Retail Park, Milton Keynes	£2.8	£2.8	£0.0	£0.0	£0.0	£0.0	£0.9	£0.4	£1.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons Superstore, Elder Gate, Westcroft	£6.6	£4.8	£1.7	£0.0	£0.0	£1.4	£0.0	£2.1	£3.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0
Sainsbury's Superstore, Wilton Gate, Milton Keynes	£9.5	£4.5	£5.0	£0.0	£0.0	£2.2	£0.0	£0.0	£1.5	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£3.3	£1.7
Central Milton Keynes - Other in Centre	£2.4	£2.4	£0.0	£0.1	£0.0	£0.0	£0.1	£0.9	£0.3	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bletchley TC	£2.0	£2.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Winchester Circle, Kingston	£0.9	£0.9	£0.0	£0.0	£0.0	£0.1	£0.4	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Kingston TC - Other in Centre	£0.8	£0.8	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Westcroft TC	£7.8	£7.2	£0.6	£0.1	£6.5	£0.1	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2
Aldi, Barnsdale Drive, Westcroft	£0.7	£0.7	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons Superstore, Barnsdale Drive, Westcroft	£7.1	£6.4	£0.6	£0.1	£5.9	£0.1	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2
Wolverton TC	£15.2	£12.3	£3.0	£0.4	£0.8	£0.0	£1.3	£1.3	£0.9	£6.8	£0.0	£0.8	£0.0	£1.1	£1.0	£0.9	£0.0
Tesco Superstore, McConnell Drive, Wolverton	£13.1	£10.1	£3.0	£0.4	£0.8	£0.0	£1.3	£0.4	£0.9	£5.5	£0.0	£0.8	£0.0	£1.1	£1.0	£0.9	£0.0
Wolverton TC - Other in Centre	£2.2	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£2.6	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op Food, High Street, Newport Pagnell	£2.3	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC - Other in Centre	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£4.1	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£3.4	£0.0	£0.0	£0.0	£0.0
Co-Op Food, Stanley Court	£2.8	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.5	£0.0	£0.0	£0.0	£0.0
Olney DC - Other in Centre	£1.3	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.9	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cofferside Close, Stony Stratford	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC - Other in Centre	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£0.9	£0.5	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC - Other in Centre	£0.3	£0.5	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Local Centres</b>	<b>£63.4</b>	<b>£47.8</b>	<b>£15.6</b>	<b>£2.4</b>	<b>£10.0</b>	<b>£7.8</b>	<b>£7.1</b>	<b>£9.2</b>	<b>£5.8</b>	<b>£2.6</b>	<b>£8.4</b>	<b>£2.8</b>	<b>£0.1</b>	<b>£2.0</b>	<b>£4.1</b>	<b>£1.0</b>	<b>£0.0</b>
Stambury LC - Aldi	£3.0	£3.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.3	£1.7	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Willon LC - Sainsbury's Local, Gramville Square	£2.8	£2.8	£0.0	£0.0	£0.5	£0.2	£0.6	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Church End LC - Sainsbury's Superstore, Engaine Drive	£9.2	£5.8	£3.4	£0.6	£2.2	£1.3	£0.0	£0.1	£1.6	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Greenleys LC - Tesco Express, Ardwell Lane	£7.7	£4.2	£3.5	£0.5	£0.8	£0.0	£1.5	£0.3	£0.0	£1.1	£0.0	£0.0	£0.0	£1.3	£1.2	£1.0	£0.0
Dakgrove LC - Waitrose, Babbage Gate	£8.1	£3.3	£4.8	£0.0	£0.0	£0.1	£1.4	£0.7	£0.0	£0.0	£4.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Oldbrook LC	£4.4	£4.4	£0.0	£0.0	£0.5	£2.4	£1.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Local Centres	£27.3	£23.4	£3.9	£1.4	£6.0	£2.6	£2.2	£5.3	£2.0	£1.4	£0.2	£2.4	£0.0	£0.7	£2.9	£0.0	£0.0
<b>Out of Centre</b>	<b>£69.7</b>	<b>£98.2</b>	<b>£114.4</b>	<b>£13.3</b>	<b>£12.7</b>	<b>£5.2</b>	<b>£10.2</b>	<b>£1.7</b>	<b>£6.4</b>	<b>£3.2</b>	<b>£3.9</b>	<b>£8.8</b>	<b>£3.7</b>	<b>£5.2</b>	<b>£1.3</b>	<b>£1.0</b>	<b>£0.0</b>
OutC - Zone 1 - Aldi, Watling Street, Bletchley	£2.3	£2.3	£0.0	£0.1	£2.0	£0.4	£0.7	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OutC - Zone 1 - Asda, Blenheim Way, Bletchley	£19.4	£17.0	£2.5	£1.8	£7.0	£2.0	£4.5	£0.7	£0.2	£0.8	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0
OutC - Zone 1 - Lidl, Princes Way, Bletchley	£6.7	£6.1	£0.6	£4.4	£1.0	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0
OutC - Zone 1 - Tesco Express, Buckingham Road, Bletchley	£3.5	£2.6	£0.9	£0.7	£0.0	£0.4	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OutC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£10.1	£9.1	£1.1	£5.3	£0.5	£1.1	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.4	£0.0
OutC - Zone 1 - Co-Op Food, Newton Road, Bletchley	£1.1	£1.1	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OutC - Zone 1 - Other	£5.0	£3.7	£1.3	£0.3	£2.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0
OutC - Zone 2	£0.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OutC - Zone 4	£1.9	£0.6	£1.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.2	£0.0	£0.0	£0.0
OutC - Zone 5	£6.0	£6.0	£0.0	£0.0	£0.5	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£0.5	£0.0	£0.0	£0.0	£0.0
OutC - Zone 7 - Lidl, Stratford Road, Wolverton	£9.2	£6.8	£2.4	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£1.6	£3.9	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0
OutC - Zone 7 - Other	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OutC - Zone 9	£1.9	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OutC - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	£2.2	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0
OutC - Zone 10 - Other	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Outside of MKCC</b>	<b>£250.9</b>	<b>£8.9</b>	<b>£242.0</b>	<b>£9.8</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£4.2</b>	<b>£1.1</b>	<b>£9.5</b>	<b>£1.2</b>	<b>£51.6</b>	<b>£0.1</b>	<b>£0.2</b>	<b>£34.5</b>	<b>£27.8</b>	<b>£70.0</b>	<b>£38.0</b>
Aylesbury	£53.3	£1.3	£52.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.4	£1.6	£0.0	£0.0	£0.0	£1.8	£46.9	£1.8
Leighton Buzzard	£26.0	£0.0	£26.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£22.6	£1.3	£0.0
Bicester	£25.2	£0.8	£24.4	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.4
Brackley	£13.0	£0.0	£13.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Filwick	£5.0	£0.0	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.4	£0.0	£0.0
Buckingham	£9.2	£0.5	£8.7	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1	£3.8	£0.0	£0.0	£0.0	£0.0	£1.0	£3.9
Towcester	£11.5	£0.0	£11.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beedford	£9.5	£0.0	£9.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.9	£1.6	£0.0	£0.0
Northampton	£18.4	£1.6	£16.8	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.8	£12.0	£0.0	£0.0	£0.2	£0.0	£4	

**Table 4a:**  
**Convenience Goods - (excluding SFT)**  
**Weighted Shopping Patterns reflecting the mean spend at each location (%)**

Destination	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>45.3%</b>	<b>94.3%</b>	<b>18.1%</b>	<b>94.7%</b>	<b>95.7%</b>	<b>99.7%</b>	<b>86.9%</b>	<b>92.9%</b>	<b>94.9%</b>	<b>92.7%</b>	<b>90.1%</b>	<b>99.5%</b>	<b>89.2%</b>	<b>13.9%</b>	<b>27.4%</b>	<b>9.2%</b>	<b>6.1%</b>
<b>In Centre</b>	<b>28.9%</b>	<b>61.9%</b>	<b>10.0%</b>	<b>27.9%</b>	<b>62.1%</b>	<b>66.7%</b>	<b>54.5%</b>	<b>60.1%</b>	<b>59.9%</b>	<b>73.0%</b>	<b>70.0%</b>	<b>61.8%</b>	<b>69.2%</b>	<b>10.0%</b>	<b>13.2%</b>	<b>4.0%</b>	<b>3.4%</b>
<b>Central Milton Keynes</b>	6.6%	15.0%	1.9%	5.6%	12.8%	33.0%	8.4%	25.2%	33.2%	9.6%	4.6%	6.6%	3.5%	0.0%	0.0%	1.9%	1.1%
Aldi - The Place Retail Park, Milton Keynes	0.8%	1.8%	0.3%	0.0%	2.2%	3.3%	1.4%	1.8%	9.2%	1.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Elder Gate, Westcroft	1.5%	3.8%	0.2%	0.0%	2.3%	10.4%	2.4%	7.4%	7.0%	3.4%	0.4%	0.7%	3.5%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Wilton Gate, Milton Keynes	3.6%	8.5%	1.0%	4.3%	8.3%	20.0%	4.5%	14.4%	14.9%	3.2%	1.1%	5.3%	0.0%	1.3%	0.0%	1.4%	1.1%
Central Milton Keynes - Other in Centre	0.6%	0.9%	0.4%	1.3%	0.0%	3.3%	0.1%	1.6%	2.0%	1.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Bletchley TC</b>	<b>0.1%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>3.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Farmfoods, The Brunel Centre	0.1%	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley TC - Other in Centre	0.1%	0.2%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Kingston TC</b>	<b>3.0%</b>	<b>5.0%</b>	<b>2.2%</b>	<b>0.0%</b>	<b>0.3%</b>	<b>0.8%</b>	<b>3.8%</b>	<b>14.3%</b>	<b>9.1%</b>	<b>4.4%</b>	<b>0.0%</b>	<b>8.3%</b>	<b>13.6%</b>	<b>3.9%</b>	<b>7.5%</b>	<b>0.0%</b>	<b>0.0%</b>
Aldi, Winchester Circle, Kingston	0.3%	0.4%	0.3%	0.0%	0.0%	0.2%	0.9%	0.5%	0.0%	0.0%	0.0%	0.6%	2.4%	0.0%	1.4%	0.0%	0.0%
Tesco Extra, Winchester Circle, Kingston	3.0%	5.1%	1.9%	0.0%	0.3%	3.6%	13.2%	8.5%	4.4%	0.0%	0.0%	8.6%	11.1%	3.7%	6.1%	0.0%	0.0%
Kingston TC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
<b>Westcroft TC</b>	<b>2.9%</b>	<b>7.1%</b>	<b>0.6%</b>	<b>2.2%</b>	<b>28.6%</b>	<b>4.0%</b>	<b>3.5%</b>	<b>0.0%</b>	<b>4.7%</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.9%</b>	<b>0.5%</b>
Aldi, Barnsdale Drive, Westcroft	0.1%	0.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Barnsdale Drive, Westcroft	2.8%	6.8%	0.6%	2.2%	27.5%	4.0%	3.5%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.5%
<b>Wolverton TC</b>	<b>5.6%</b>	<b>12.8%</b>	<b>1.6%</b>	<b>5.2%</b>	<b>2.4%</b>	<b>3.6%</b>	<b>10.0%</b>	<b>8.0%</b>	<b>22.2%</b>	<b>50.3%</b>	<b>6.0%</b>	<b>21.3%</b>	<b>0.8%</b>	<b>0.7%</b>	<b>0.4%</b>	<b>0.3%</b>	<b>0.0%</b>
Tesco Superstore, McConnell Drive, Wolverton	5.4%	12.3%	1.6%	5.2%	2.4%	3.6%	10.0%	6.4%	22.2%	47.0%	6.0%	21.3%	0.8%	0.7%	0.4%	0.3%	0.0%
Wolverton TC - Other in Centre	0.2%	0.5%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Newport Pagnell DC</b>	<b>0.2%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Co-Op Food, High Street, Newport Pagnell	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Olney DC</b>	<b>0.4%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.3%</b>	<b>26.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Co-Op Food, Stanley Court	0.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	21.2%	0.0%	0.0%	0.0%	0.0%
Olney DC - Other in Centre	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.9%	0.0%	0.0%	0.0%	0.0%
<b>Stony Stratford DC</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.1%</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Tesco Express, Cafferidge Close, Stony Stratford	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Woburn Sands DC</b>	<b>0.6%</b>	<b>0.2%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.8%</b>	<b>0.0%</b>	<b>0.0%</b>
Woburn Sands DC - Other in Centre	0.6%	0.2%	0.8%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%
<b>Local Centres</b>	<b>9.0%</b>	<b>19.1%</b>	<b>3.0%</b>	<b>11.7%</b>	<b>18.0%</b>	<b>22.3%</b>	<b>17.3%</b>	<b>27.6%</b>	<b>24.0%</b>	<b>13.1%</b>	<b>8.6%</b>	<b>17.1%</b>	<b>4.6%</b>	<b>4.1%</b>	<b>1.6%</b>	<b>0.3%</b>	<b>1.8%</b>
Stantonbury LC - Aldi	2.0%	4.6%	0.7%	3.0%	0.0%	0.1%	1.6%	14.2%	10.8%	9.1%	2.9%	6.4%	0.7%	0.0%	0.0%	0.0%	0.0%
Wilton LC - Sainsbury's Local, Granville Square	0.5%	1.4%	0.0%	2.9%	0.4%	1.8%	2.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Church End LC - Sainsbury's Superstore, Engine Drive	1.3%	2.5%	0.7%	1.0%	7.8%	3.7%	0.0%	0.9%	5.0%	0.0%	2.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenhills LC - Tesco Express, Ardwell Lane	0.4%	0.7%	0.3%	0.6%	0.6%	0.0%	1.5%	0.4%	0.0%	1.7%	0.0%	0.0%	0.0%	0.8%	0.5%	0.3%	0.0%
Oakgrove LC - Waitrose, Babbage Gate	1.6%	3.7%	0.4%	0.4%	3.3%	4.2%	1.9%	7.9%	2.4%	0.0%	1.9%	6.4%	3.9%	0.0%	0.0%	0.0%	0.0%
Oldbrook LC	0.4%	1.1%	0.0%	0.0%	0.4%	7.3%	1.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres	2.7%	5.1%	1.4%	3.7%	5.5%	9.1%	6.0%	10.5%	9.3%	2.2%	3.9%	3.8%	0.0%	2.3%	1.2%	0.0%	1.8%
<b>Out of Centre</b>	<b>16.4%</b>	<b>32.4%</b>	<b>7.5%</b>	<b>68.7%</b>	<b>33.0%</b>	<b>33.0%</b>	<b>35.3%</b>	<b>32.8%</b>	<b>19.0%</b>	<b>18.9%</b>	<b>9.5%</b>	<b>37.7%</b>	<b>40.3%</b>	<b>3.9%</b>	<b>14.1%</b>	<b>4.7%</b>	<b>2.7%</b>
Doc - Zone 1 - Aldi, Watling Street, Bletchley	1.2%	2.5%	0.4%	6.4%	4.2%	3.7%	2.1%	0.0%	0.8%	1.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
Doc - Zone 1 - Asda, Bletcham Way, Bletchley	5.1%	8.8%	3.1%	7.5%	12.2%	15.3%	16.3%	5.1%	0.9%	7.2%	4.7%	0.0%	0.0%	1.4%	5.9%	2.1%	0.0%
Doc - Zone 1 - Lidl, Princess Way, Bletchley	0.7%	1.0%	0.1%	9.1%	1.0%	0.5%	1.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%
Doc - Zone 1 - Tesco Express, Buckingham Road, Bletchley	0.2%	0.4%	0.1%	0.9%	0.0%	0.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Doc - Zone 1 - Tesco Extra, Watling Street, Bletchley	4.9%	9.6%	2.3%	35.8%	13.0%	8.4%	10.2%	0.7%	0.4%	1.8%	1.6%	0.0%	0.0%	0.4%	5.5%	2.5%	0.0%
Doc - Zone 1 - Co-Op Food, Newton Road, Bletchley	0.1%	0.2%	0.0%	1.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 1 - Other	0.6%	1.5%	0.1%	5.5%	2.2%	1.9%	0.1%	0.3%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Doc - Zone 2	0.0%	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 4	0.8%	1.4%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	4.1%	0.0%	0.0%	11.0%	0.0%	0.7%	0.0%	0.0%	2.7%
Doc - Zone 5	0.9%	2.5%	0.0%	0.0%	0.4%	3.7%	0.0%	5.5%	0.8%	0.0%	0.0%	14.6%	4.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Lidl, Stratford Road, Wolverton	1.1%	1.8%	0.7%	0.0%	0.0%	0.0%	0.0%	1.2%	2.0%	8.4%	3.3%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 7 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 8	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Doc - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	0.7%	1.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	35.6%	0.9%	0.0%	0.0%	0.0%
Doc - Zone 10 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>54.7%</b>	<b>5.7%</b>	<b>81.9%</b>	<b>5.3%</b>	<b>4.3%</b>	<b>0.3%</b>	<b>13.1%</b>	<b>7.1%</b>	<b>1.1%</b>	<b>7.3%</b>	<b>69.9%</b>	<b>0.5%</b>	<b>10.8%</b>	<b>86.1%</b>	<b>72.6%</b>	<b>90.8%</b>	<b>93.9%</b>
Bedbury	14.4%	0.5%	22.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.0%	2.2%	0.6%	0.0%	0.0%	4.3%	72.2%	10.7%
Leighton Buzzard	7.6%	0.7%	11.4%	0.9%	0.0%	0.3%	1.0%	2.1%	0.0%	1.4%	0.6%	0.0%	0.0%	0.7%	48.2%	1.9%	0.0%
Bicester	6.2%	0.1%	9.6%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	1.8%	63.3%
Brinkley	3.1%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Fitwell	3.7%	0.2%	5.6%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	34.5%	2.3%	0.0%	0.0%
Buckingham	3.1%	0.3%	4.7%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%	6.6%	0.0%	0.0%	0.0%	7.0%	9.5%	0.0%
Towcester	2.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Bedford	2.8																



Table 5: Convenience goods benchmark (2023)

Destination	Gross Retail Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Survey Turnover (With 1% Inflow from Beyond Study Area) (£m)	Trading Position against Benchmark (£m)	Trading Position against Benchmark (%)
<b>Milton Keynes CC</b>					<b>£725.2</b>	<b>£813.8</b>	<b>£821.9</b>	<b>£96.7</b>	<b>13.3%</b>
<b>In Centre</b>					<b>£491.2</b>	<b>£519.6</b>	<b>£524.8</b>	<b>£33.7</b>	<b>6.9%</b>
<b>Central Milton Keynes</b>					<b>£135.0</b>	<b>£117.8</b>	<b>£119.0</b>	<b>-£16.0</b>	<b>-11.9%</b>
Aldi, The Place Retail Park, Milton Keynes	1,935	1,355	1,187	£10,375	£12.3	£15.2	£15.3	£3.0	24.4%
Morrisons Superstore, Elder Gate, Westcroft	6,583	4,608	3,408	£11,560	£39.4	£27.1	£27.3	-£12.1	-30.6%
Sainsbury's Superstore, Witan Gate, Milton Keynes	11,723	8,206	5,326	£13,712	£73.0	£65.4	£66.1	-£6.9	-9.5%
Central Milton Keynes - Other in Centre					£10.3	£10.1	£10.3	£0.0	0.0%
<b>Bletchley TC</b>					<b>£3.0</b>	<b>£2.5</b>	<b>£2.5</b>	<b>-£0.5</b>	<b>-16.7%</b>
Farmfoods, The Brunel Centre	355	249	199	£10,000	£2.0	£1.5	£1.5	-£0.5	-25.1%
Bletchley TC - Other in Centre					£1.0	£1.0	£1.0	£0.0	0.0%
<b>Kingston TC</b>					<b>£96.2</b>	<b>£61.3</b>	<b>£61.9</b>	<b>-£34.3</b>	<b>-35.6%</b>
Aldi, Winchester Circle, Kingston	1,032	722	633	£10,375	£6.6	£5.9	£6.0	-£0.6	-8.9%
Tesco Extra, Winchester Circle, Kingston	14,607	10,225	6,932	£12,823	£88.9	£54.6	£55.2	-£33.7	-37.9%
Kingston TC - Other in Centre					£0.7	£0.7	£0.7	£0.0	0.0%
<b>Westcroft TC</b>					<b>£62.2</b>	<b>£52.3</b>	<b>£52.8</b>	<b>-£9.4</b>	<b>-15.1%</b>
Aldi, Barnsdale Drive, Westcroft	1,449	1,014	889	£10,375	£9.2	£1.8	£1.9	-£7.4	-79.8%
Morrisons Superstore, Barnsdale Drive, Westcroft	8,849	6,194	4,581	£11,560	£53.0	£50.4	£51.0	-£2.0	-3.8%
<b>Wolverton TC</b>					<b>£40.4</b>	<b>£100.3</b>	<b>£101.3</b>	<b>£60.9</b>	<b>150.8%</b>
Tesco Superstore, McConnell Drive, Wolverton	6,114	4,280	2,902	£12,823	£37.2	£97.2	£98.1	£60.9	163.7%
Wolverton TC - Other in Centre					£3.2	£3.2	£3.2	£0.0	0.0%
<b>Newport Pagnell DC</b>					<b>£4.2</b>	<b>£4.0</b>	<b>£4.1</b>	<b>-£0.2</b>	<b>-4.1%</b>
Co-Op Food, High Street, Newport Pagnell	593	415	369	£10,753	£4.0	£3.8	£3.8	-£0.2	-4.4%
Newport Pagnell DC - Other in Centre					£0.3	£0.3	£0.3	£0.0	0.0%
<b>Olney DC</b>					<b>£8.0</b>	<b>£7.8</b>	<b>£7.8</b>	<b>-£0.2</b>	<b>-2.4%</b>
Co-Op Food, Stanley Court	949	664	591	£10,753	£6.4	£6.1	£6.2	-£0.2	-3.0%
Olney DC - Other in Centre					£1.7	£1.7	£1.7	£0.0	0.0%
<b>Stony Stratford DC</b>					<b>£5.8</b>	<b>£0.9</b>	<b>£0.9</b>	<b>-£4.9</b>	<b>-84.1%</b>
Tesco Express, Cofferridge Close, Stony Stratford	942	659	447	£12,823	£5.7	£0.9	£0.9	-£4.9	-84.9%
Stony Stratford DC - Other in Centre					£0.1	£0.1	£0.1	£0.0	0.0%
<b>Woburn Sands DC</b>					<b>£11.0</b>	<b>£10.9</b>	<b>£11.0</b>	<b>£0.0</b>	<b>0.0%</b>
Woburn Sands DC - Other in Centre					£11.0	£10.9	£11.0	£0.0	0.0%
<b>Local Centres</b>					<b>£125.4</b>	<b>£161.9</b>	<b>£163.5</b>	<b>£38.1</b>	<b>30.4%</b>
Stantonbury LC - Aldi	1,790	1,253	1,098	£10,375	£11.4	£36.7	£37.1	£25.7	225.9%
Willen LC - Sainsbury's Local, Granville Square	428	300	194	£13,712	£2.7	£8.9	£9.0	£6.3	236.8%
Shenley Church End LC - Sainsbury's Superstore, Engaine Drive	3,474	2,432	1,578	£13,712	£21.6	£23.8	£24.0	£2.4	11.0%
Greenleys LC - Tesco Express, Ardwell Lane	400	280	190	£12,823	£2.4	£7.7	£7.8	£5.3	219.8%
Dakgrove LC - Waitrose, Babbage Gate	4,100	2,870	2,349	£13,040	£30.6	£28.7	£29.0	-£1.6	-5.4%
Oldbrook LC					£7.0	£7.0	£7.0	£0.0	0.0%
Other Local Centres					£49.6	£49.1	£49.6	£0.0	0.0%
<b>Out of Centre</b>					<b>£234.0</b>	<b>£294.2</b>	<b>£297.1</b>	<b>£63.1</b>	<b>26.9%</b>
OoC - Zone 1 - Aldi, Watling Street, Bletchley	1,790	1,253	1,098	£10,375	£11.4	£20.8	£21.0	£9.6	84.7%
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	15,828	11,080	6,739	£13,052	£88.0	£92.5	£93.4	£5.4	6.2%
OoC - Zone 1 - Lidl, Princes Way, Bletchley	1,676	1,173	925	£8,306	£7.7	£11.7	£11.8	£4.1	53.6%
OoC - Zone 1 - Tesco Express, Buckingham Road, Bletchley	351	246	167	£12,823	£2.1	£3.5	£3.5	£1.4	63.9%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	9,207	6,445	4,369	£12,823	£56.0	£87.8	£88.6	£32.6	58.2%
OoC - Zone 1 - Co-Op Food, Newton Road, Bletchley	399	279	248	£10,753	£2.7	£1.6	£1.6	-£1.1	-40.7%
OoC - Zone 1 - Other					£10.9	£10.8	£10.9	£0.0	0.0%
OoC - Zone 2					£0.5	£0.5	£0.5	£0.0	0.0%
OoC - Zone 4					£14.8	£14.6	£14.8	£0.0	0.0%
OoC - Zone 5					£16.3	£16.1	£16.3	£0.0	0.0%
OoC - Zone 7 - Lidl, Stratford Road, Wolverton	2,492	1,744	1,376	£8,306	£11.4	£20.1	£20.3	£8.8	77.2%
OoC - Zone 7 - Other					£0.1	£0.1	£0.1	£0.0	0.0%
OoC - Zone 9					£1.9	£1.9	£1.9	£0.0	0.0%
OoC - Zone 10 - Sainsbury's Superstore, Lavendon Road, Olney	1,616	1,131	734	£13,712	£10.1	£12.1	£12.2	£2.2	21.5%
OoC - Zone 10 - Other					£0.1	£0.1	£0.1	£0.0	0.0%

**Notes:**

- a. Due to the level of data available, the benchmarking exercise is informed by research collected in relation to the larger national supermarket operators only (namely Tesco, Sainsbury, Asda, Morrisons, Waitrose, M&S, Aldi and Lidl), based on the destinations listed in Tables 2 and 3 - the relevant stores are shown in blue. Assumption is made that all other stores are trading at 'equilibrium' with benchmark - shown in black.
- b. The gross retail floorspace has been sourced from Valuation Office Agency (VOA).
- c. Based on Nexus Planning professional judgement Net sales area is assumed to be 70% of the gross retail floorspace.
- d. The proportion of net floorspace dedicated to convenience goods sales is taken from the company benchmark average (sourced from GlobalData 2022).
- e. The average sales density has been sourced from GlobalData 2022.
- f. For the stores shown in blue, the benchmark convenience turnover is calculated by multiplying the sales area by the sales density. It is assumed that all other stores are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey in table 4b plus the 2% inflow).
- g. Survey derived performance of stores is sourced from Table 4b.

Figures may not add up due to rounding  
2020 prices

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**Table 6a: Convenience goods market share derived turnover (based on household survey results, as weighted)**

	% Market Share	2023 Survey Turnover (£m)	2026 Survey Turnover (£m)	2030 Survey Turnover (£m)	2035 Survey Turnover (£m)	2040 Survey Turnover (£m)	2050 Survey Turnover (£m)
Expenditure in the Study Area (£m)		1796.1	1841.1	1918.0	2017.9	2121.1	2341.8
Expenditure directed to Milton Keynes Council Area	45.3%	813.8	834.2	869.1	914.3	961.1	1061.1
Expenditure directed to Central Milton Keynes	6.6%	117.8	120.8	125.8	132.4	139.1	153.6

**Notes:**

a. Market Share percentage figures are derived from Table 4a. This is then applied to the total convenience goods expenditure available (excluding SFT) as taken from Table 1b

**Table 6b: Convenience goods market share derived turnover, and assumed inflow from outside of the Study Area (£m)**

	Estimated 'Inflow' from Outside Study Area	2023 Turnover with Inflow (£m)	2026 Turnover with Inflow (£m)	2030 Turnover with Inflow (£m)	2035 Turnover with Inflow (£m)	2040 Turnover with Inflow (£m)	2050 Turnover with Inflow (£m)
Expenditure directed to Milton Keynes Council Area	1.0%	821.9	842.6	877.8	923.5	970.7	1071.7
Expenditure directed to Central Milton Keynes	1.0%	119.0	122.0	127.1	133.7	140.5	155.1

**Notes:**

a. The inflow figures have been estimated by Nexus. This is then applied to the survey turnover as presented in Table 6a.

**Table 6c: Benchmark Turnovers (£m)**

	2023 Benchmark Turnover (£m)	2026 Benchmark Turnover (£m)	2030 Benchmark Turnover (£m)	2035 Benchmark Turnover (£m)	2040 Benchmark Turnover (£m)	2050 Benchmark Turnover (£m)
Milton Keynes Council Area	725.2	772.4	774.7	774.7	774.7	774.7
Central Milton Keynes	135.0	143.8	144.2	144.2	144.2	144.2

**Notes:**

a. Benchmark turnover figure at 2023 is sourced from Table 5. It is then 'grown' to the respective years using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

**Table 6d: Extant convenience goods commitments**

Site Address	Application Reference	Summary of the Proposal	Net* Convenience Floorspace (sqm)	Estimated Sales Density (£ per sq m) at 2022	Estimated Convenience Turnover (£ m) 2023	Estimated Convenience Turnover (£ m) 2026	Estimated Convenience Turnover (£ m) 2030	Estimated Convenience Turnover (£ m) 2035	Estimated Convenience Turnover (£ m) 2040	Estimated Convenience Turnover (£ m) 2050
<b>Central Milton Keynes</b>										
Food Centre, E3 west, land bounded by Midsummer Boulevard, Secklow Gate, Lower Twelfth Street and Avebury Boulevard, CMK.	19/02804/OUT	Part demolition of existing buildings, site clearance works, retention and alteration of existing multi-storey car park, phased construction of 4 residential blocks providing 422 residential units, hybrid building and flexible ground floor uses. Circa 1,639sqm (GIA) of ground floor active uses which offer a variety of flexible uses (use classes A1 and/or A2 and/or A3 and/or A4 and/or A5 and/or B1a and/or D1 and/or D2. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	410	£8,000	3.3	3.5	3.5	3.5	3.5	3.5
Santander Car Park, Grafton Gate H5 to H6, CMK.	19/00841/FUL	Redevelopment of land for office with ancillary facilities including retail, community and leisure facilities, formation of a basement carpark. Includes 1,450sqm to be used for retail/F&B. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	363	£8,000	2.9	3.1	3.1	3.1	3.1	3.1
Site D4.4 North, Avebury Boulevard/ Seclow Gate, CMK.	18/01591/FUL	Construction of 328 apartments and commercial space with subdivision, landscaped courtyard, basement level and a separate service area. 1,180 sqm (GIA) of commercial space. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	295	£8,000	2.4	2.5	2.5	2.5	2.5	2.5
Car park North End Gold Oak Walk, Silbury Boulevard, CMK.	19/00289/FUL	Alterations and extension to the northern and southern flanks of Centre:MK either side of John Lewis; creating two new levels of additional trading space for flexible use class; with associated plant, servicing and landscape works. Total sqm (GIA) of 8,435. Proposed 50% D2, 40% A3/A4, 10% A1. In the absence of further details, it is assumed that the retail space would be split 50% convenience (422sqm) and 50% comparison (422sqm).	422	£8,000	3.4	3.6	3.6	3.6	3.6	3.6
<b>Outside of Central Milton Keynes</b>										
The Agora Centre, Church Street, Wolverton.	20/03293/FUL	Redevelopment of the site of the Agora Centre, Wolverton and adjacent car park to provide 115 new homes (Use Class C3) and ancillary Cohousing Common House, nine ground floor commercial and community units comprising approximately 1,000 sqm (Use Classes E, F2(b) and Sui Generis); the reinstatement of Radcliffe Street between Church Street and Buckingham Street / The Square, together with associated areas of hard and soft landscaping, car and cycle parking, means of access and plant and equipment. In the absence of further details, it is assumed that the retail space would be split 25% convenience and 25% comparison.	250	£8,000	2.0	2.1	2.1	2.1	2.1	2.1
Frosts Garden Centre, Newport Road, Wavendon	21/00001/FUL	Erection of 2 buildings to facilitate 4 retail units (Class E) (a) and dog grooming - Sui Generis. 208sqm retail space. In the absence of further details, it is assumed that the retail space would be split 25% convenience and 25% comparison.	52	£8,000	0.4	0.4	0.4	0.4	0.4	0.4
Lidl and Units 1-6, Oldbrook Boulevard, Oldbrook	20/02498/FUL	Demolition of existing buildings and erection of a food retail store with associated parking, access, landscaping and associated engineering works. Net reduction in overall retail floorspace of 368sqm GIA. In the absence of further details, it is assumed that the loss of retail space would be split 75% convenience and 25% comparison.	-276	£8,000	-2.2	-2.3	-2.4	-2.4	-2.4	-2.4
Land on corner of Bolbeck Avenue, Eagle Farm South	21/02250/FUL	Erection of a food store with four, 2-bedroom apartments above, access, parking provision and associated works. 278sqm (GIA) of convenience floorspace.	278	£8,000	2.2	2.4	2.4	2.4	2.4	2.4
Milton Keynes East, Land east and west of A509, London Road, Newport Pagnell	21/00999/OUTEIS	Hybrid planning application encompassing: (i) outline elements (with all matters reserved) for a large scale mixed-use urban extension comprising residential development, employment including business, general industry and storage /distribution uses, a secondary school and primary schools and community hub containing community and commercial. 1,500 sqm to be used for convenience.	1500	£8,000	12.0	12.8	12.8	12.8	12.8	12.8
Milton Keynes East, Land east and west of A509, London Road, Newport Pagnell	21/00999/OUTEIS	South of Moulsoe Local Parade: Use Class E/Sui Generis shops, restaurants, cafes, services (uses in class E) and takeaway (Sui Generis). 300 sqm to be used for convenience.	300	£8,000	2.4	2.6	2.6	2.6	2.6	2.6
Land west of Watling Street and north of Calverton Lane, Milton Keynes, Western Expansion Area 11, Fairchild's Local Centre (Parcels 21C & 1C)	21/03028/REM	Approval of reserved matters (access, appearance landscaping, layout and scale) pursuant to outline permission 06/00123/MKPCO for 40 dwellings 2X commercial buildings (Use Class E) previously approved as A1/A3. 414 sqm to be used for convenience.	414	£8,000	3.3	3.5	3.5	3.5	3.5	3.5
Area 10 Western Expansion Area Land West of Watling Street (U4) And North of Danstead Way (H4)	11/01685/MKPCO	573 Application to vary planning condition 6 and Table 1 of condition 15 of outline planning permission 05/00291/MKPCO to increase the permitted total retail floorspace within the proposed Area 10 High Street by 1,500 sq.m gross from 7,500 sq.m gross to 9,000 sq.m gross and allowing for 500 sq.m gross (convenience and/or comparison floorspace) at the proposed Area 10 Local Centre. 6,000sqm to be used for convenience.	6000	£8,000	48.0	51.1	51.1	51.3	51.3	51.3
<b>Milton Keynes Council Area</b>			<b>10007</b>		<b>80.1</b>	<b>85.2</b>	<b>85.3</b>	<b>85.5</b>	<b>85.5</b>	<b>85.5</b>
<b>Central Milton Keynes</b>			<b>1489</b>		<b>11.9</b>	<b>12.7</b>	<b>12.7</b>	<b>12.7</b>	<b>12.7</b>	<b>12.7</b>

**Notes:**

- a. The list of commitments and the associated net sales areas have been provided by the Council.
- b. Sales density is assumed to be £8,000 based on Nexus Planning judgement.
- c. The turnover for respective years is "grown" using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

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Table 7a: Convenience Goods Capacity Assessment - Milton Keynes

	2023	2026	2030	2035	2040	2050	
STEP 1:	Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£821.9	£842.6	£877.8	£923.5	£970.7	£1,071.7
STEP 2:	Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£725.2	£772.4	£774.7	£774.7	£774.7	£774.7
STEP 3:	Available Expenditure before commitments (£m)		£70.2	£103.0	£148.7	£196.0	£297.0
STEP 4:	Turnover of all committed floorspace (£m)		£85.2	£85.3	£85.5	£85.5	£85.5
STEP 5:	<b>Surplus Expenditure (£m)</b>		<b>-£15.0</b>	<b>£17.7</b>	<b>£63.2</b>	<b>£110.5</b>	<b>£211.4</b>
STEP 6:	<b>MAXIMUM FORECAST CAPACITY FOR NEW CONVENIENCE FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£9,341	£9,948.4	£9,978.3	£9,978.3	£9,978.3	£9,978.3
	<b>(ii) MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-1,511</b>	<b>1,777</b>	<b>6,337</b>	<b>11,070</b>	<b>21,190</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,158	2,539	9,052	15,814	30,271
STEP 7:	<b>MINIMUM FORECAST CAPACITY FOR NEW CONVENIENCE FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,787	£13,619.0	£13,659.9	£13,659.9	£13,659.9	£13,659.9
	<b>(ii) MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-1,104</b>	<b>1,298</b>	<b>4,629</b>	<b>8,086</b>	<b>15,479</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,576	1,854	6,612	11,552	22,113

Table 7b: Convenience Goods Capacity Assessment - Central Milton Keynes

	2023	2026	2030	2035	2040	2050	
STEP 1:	Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£119.0	£122.0	£127.1	£133.7	£140.5	£155.1
STEP 2:	Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£135.0	£143.8	£144.2	£144.2	£144.2	£144.2
STEP 3:	Available Expenditure before commitments (£m)		-£21.8	-£17.1	-£10.5	-£3.7	£10.9
STEP 4:	Turnover of all committed floorspace (£m)		£12.7	£12.7	£12.7	£12.7	£12.7
STEP 5:	<b>Surplus Expenditure (£m)</b>		<b>-£34.5</b>	<b>-£29.9</b>	<b>-£23.2</b>	<b>-£16.4</b>	<b>-£1.8</b>
STEP 6:	<b>MAXIMUM FORECAST CAPACITY FOR NEW CONVENIENCE FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£9,341	£9,948.4	£9,978.3	£9,978.3	£9,978.3	£9,978.3
	<b>(ii) MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-3,466</b>	<b>-2,992</b>	<b>-2,330</b>	<b>-1,645</b>	<b>-180</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-4,951	-4,274	-3,328	-2,349	-257
STEP 7:	<b>MINIMUM FORECAST CAPACITY FOR NEW CONVENIENCE FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,787	£13,619.0	£13,659.9	£13,659.9	£13,659.9	£13,659.9
	<b>(ii) MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-2,532</b>	<b>-2,186</b>	<b>-1,702</b>	<b>-1,201</b>	<b>-131</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-3,617	-3,122	-2,431	-1,716	-187

Table 7c: Convenience Goods Capacity Assessment - Rest of MKCC

	2023	2026	2030	2035	2040	2050	
STEP 1:	Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£703.0	£720.6	£750.7	£789.8	£830.2	£916.6
STEP 2:	Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£590.2	£628.6	£630.5	£630.5	£630.5	£630.5
STEP 3:	Available Expenditure before commitments (£m)		£92.0	£120.2	£159.3	£199.7	£286.0
STEP 4:	Turnover of all committed floorspace (£m)		£72.5	£72.6	£72.8	£72.8	£72.8
STEP 5:	<b>Surplus Expenditure (£m)</b>		<b>£19.4</b>	<b>£47.6</b>	<b>£86.5</b>	<b>£126.9</b>	<b>£213.2</b>
STEP 6:	<b>MAXIMUM FORECAST CAPACITY FOR NEW CONVENIENCE FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£9,341	£9,948.4	£9,978.3	£9,978.3	£9,978.3	£9,978.3
	<b>(ii) MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>1,955</b>	<b>4,769</b>	<b>8,666</b>	<b>12,715</b>	<b>21,369</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,793	6,813	12,380	18,164	30,528
STEP 7:	<b>MINIMUM FORECAST CAPACITY FOR NEW CONVENIENCE FLOORSPACE:</b>						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,787	£13,619.0	£13,659.9	£13,659.9	£13,659.9	£13,659.9
	<b>(ii) MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>1,428</b>	<b>3,484</b>	<b>6,331</b>	<b>9,288</b>	<b>15,610</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,040	4,977	9,044	13,268	22,300

Notes

STEP 1: Survey Derived (with Inflow) turnover is derived from Table 6b.

STEP 2: Benchmark Turnover is derived from Table 6c.

STEP 3: Available Expenditure before commitments is derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 6d. It is assumed that all commitments would be operational and with mature trading conditions by 2026.

STEP 5: Surplus Expenditure incorporates the forecast turnover of all commitments (Step 4).

STEP 6: The "net" residual expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement utilising the average sales density of deep discounter operators (Aldi and Lidl) as sourced from GlobalData 2022. The sales density for respective years is "grown" using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

STEP 7: The "net" residual expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement utilising the average sales density of Top 4 operators (Asda, Tesco, Sainsbury's and Morrisons) as sourced from GlobalData 2022. The sales density for respective years is "grown" using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

2020 Prices

Table 8a: Population and comparison goods expenditure per capita (excluding SFT)

Zone	Population						Population Growth 2023-2050	Comparison expenditure per capita (excluding SFT)					
	2023	2026	2030	2035	2040	2050		2023	2026	2030	2035	2040	2050
Zone 1	32,754	34,731	37,367	40,662	43,957	50,547	54.3%	£3,910	£3,953	£4,350	£4,970	£5,706	£7,521
Zone 2	51,976	55,113	59,296	64,525	69,753	80,210	54.3%	£4,454	£4,503	£4,955	£5,661	£6,500	£8,567
Zone 3	30,076	31,891	34,312	37,337	40,363	46,414	54.3%	£3,446	£3,484	£3,834	£4,381	£5,029	£6,629
Zone 4	44,890	47,599	51,212	55,728	60,244	69,275	54.3%	£4,363	£4,411	£4,854	£5,546	£6,367	£8,392
Zone 5	28,665	30,395	32,702	35,586	38,469	44,236	54.3%	£4,240	£4,287	£4,718	£5,390	£6,188	£8,156
Zone 6	21,012	22,280	23,971	26,085	28,199	32,426	54.3%	£3,973	£4,016	£4,420	£5,050	£5,797	£7,641
Zone 7	26,766	28,382	30,536	33,228	35,921	41,306	54.3%	£3,955	£3,998	£4,401	£5,028	£5,772	£7,608
Zone 8	99,753	102,290	104,975	107,683	110,263	116,287	16.6%	£4,729	£4,781	£5,262	£6,011	£6,901	£9,096
Zone 9	24,676	26,165	28,151	30,634	33,116	38,081	54.3%	£4,875	£4,928	£5,424	£6,196	£7,114	£9,377
Zone 10	9,373	9,939	10,693	11,636	12,579	14,465	54.3%	£5,413	£5,472	£6,022	£6,880	£7,899	£10,411
Zone 11	70,906	72,382	73,902	75,558	77,204	81,422	14.8%	£4,596	£4,646	£5,114	£5,843	£6,708	£8,841
Zone 12	100,104	102,233	104,476	106,635	108,554	114,484	14.4%	£4,741	£4,793	£5,275	£6,027	£6,919	£9,119
Zone 13	126,106	129,920	133,869	137,809	141,477	149,206	18.3%	£4,509	£4,558	£5,017	£5,731	£6,580	£8,673
Zone 14	64,231	65,709	67,337	69,139	70,982	74,860	16.5%	£4,723	£4,775	£5,255	£6,004	£6,892	£9,085
<b>Inner Study Area (Zones 1-7, 9-10)</b>	<b>270,188</b>	<b>286,496</b>	<b>308,240</b>	<b>335,420</b>	<b>362,600</b>	<b>416,960</b>	<b>54.3%</b>						
<b>Total Study Area</b>	<b>731,288</b>	<b>759,030</b>	<b>792,799</b>	<b>832,244</b>	<b>871,080</b>	<b>953,219</b>	<b>30.3%</b>						

Notes

a. Zones are based on Postcode geography as shown on the plan at Appendix A

b. Population data for all zones is sourced from Experian MMG3 data (2021 report) for the year 2023. For zones in the Inner Study Area, we have used population projections based on annual household completions from Scenario 2b of the draft HEDNA. Annual growth then is attributed to each zone based on existing population split, projected until 2050. For all other zones, population figures are based on Experian projections to 2040. For the period 2040 to 2050, we assume annual population growth based on annual growth from the previous 10 years.

c. Per capita expenditure figures are derived from Experian MMG3 data (2021 report) at 2020 - the 2020 figures are then projected to the assessment years using 'Ex. SFT adjusted for sales via stores' forecast growth rates taken from Figure 7 of Experian Retail Planner Briefing Note 20.

Table 8b: Total comparison goods expenditure available (excluding SFT)

Zones	Comparison expenditure (£m)						Growth (£m)
	2023	2026	2030	2035	2040	2050	
Zone 1	£128.1	£137.3	£162.6	£202.1	£250.8	£380.1	196.8%
Zone 2	£231.5	£248.1	£293.8	£365.3	£453.4	£687.2	196.8%
Zone 3	£103.7	£111.1	£131.6	£163.6	£203.0	£307.7	196.8%
Zone 4	£195.9	£209.9	£248.6	£309.1	£383.6	£581.4	196.8%
Zone 5	£121.5	£130.3	£154.3	£191.8	£238.0	£360.8	196.8%
Zone 6	£83.5	£89.5	£105.9	£131.7	£163.5	£247.8	196.8%
Zone 7	£105.9	£113.5	£134.4	£167.1	£207.3	£314.2	196.8%
Zone 8	£471.8	£489.0	£552.3	£647.3	£761.0	£1,057.8	124.2%
Zone 9	£120.3	£128.9	£152.7	£189.8	£235.6	£357.1	196.8%
Zone 10	£50.7	£54.4	£64.4	£80.1	£99.4	£150.6	196.8%
Zone 11	£325.9	£336.3	£377.9	£441.4	£517.9	£719.8	120.9%
Zone 12	£474.6	£490.0	£551.1	£642.6	£751.1	£1,044.0	120.0%
Zone 13	£568.6	£592.2	£671.6	£789.8	£930.9	£1,294.0	127.6%
Zone 14	£303.4	£313.7	£353.8	£415.1	£489.2	£680.1	124.2%
<b>Total Study Area</b>	<b>£3,285.3</b>	<b>£3,444.3</b>	<b>£3,955.0</b>	<b>£4,736.8</b>	<b>£5,684.6</b>	<b>£8,182.5</b>	149.1%

Notes:

a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 8a



2020 Prices

Table 8c: Comparison goods expenditure per capita (excluding SFT) - For Each Zone, split between comparison goods categories

Year	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreations	Total
2023	£715.3	£336.5	£260.5	£457.2	£595.5	£271.1	£208.8	£440.4	<b>£3,285.3</b>
2026	£750.3	£352.8	£272.9	£479.3	£624.4	£284.3	£218.7	£461.5	<b>£3,444.3</b>
2030	£862.2	£405.1	£313.1	£550.2	£717.1	£326.7	£250.9	£529.6	<b>£3,955.0</b>
2035	£1,033.6	£485.2	£374.6	£658.7	£859.1	£391.7	£300.2	£633.8	<b>£4,736.8</b>
2040	£1,241.4	£582.3	£449.0	£790.3	£1,031.2	£470.5	£359.8	£760.0	<b>£5,684.6</b>
2050	£1,789.2	£838.1	£645.2	£1,137.3	£1,484.9	£678.1	£517.1	£1,092.7	<b>£8,182.5</b>

Table 8d: Total comparison goods expenditure available (excluding SFT)(£m)

2023	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreations	Total
Zone 1	£28.2	£12.6	£9.8	£18.3	£23.4	£10.9	£7.5	£17.3	£128.1
Zone 2	£52.9	£23.8	£16.0	£31.7	£43.4	£20.3	£13.3	£30.1	£231.5
Zone 3	£27.0	£9.0	£7.2	£13.6	£19.5	£8.6	£6.2	£12.3	£103.7
Zone 4	£44.2	£20.9	£13.4	£26.5	£36.1	£17.7	£11.8	£25.3	£195.9
Zone 5	£27.4	£12.3	£9.5	£16.5	£22.1	£10.3	£8.2	£15.2	£121.5
Zone 6	£19.1	£8.5	£6.5	£11.3	£15.1	£7.0	£5.6	£10.4	£83.5
Zone 7	£23.6	£11.1	£8.3	£15.3	£19.2	£8.8	£6.0	£13.5	£105.9
Zone 8	£102.4	£51.5	£40.2	£58.4	£88.0	£36.2	£28.4	£66.6	£471.8
Zone 9	£25.5	£13.2	£10.3	£16.9	£21.3	£10.1	£7.2	£15.9	£120.3
Zone 10	£10.5	£5.0	£4.6	£7.0	£9.0	£4.3	£3.2	£7.2	£50.7
Zone 11	£67.9	£29.9	£24.9	£49.5	£59.3	£25.4	£23.2	£45.7	£325.9
Zone 12	£97.9	£46.3	£39.4	£70.7	£84.7	£37.8	£33.4	£64.3	£474.6
Zone 13	£124.6	£58.8	£45.7	£78.9	£101.3	£48.0	£36.5	£74.9	£568.6
Zone 14	£64.1	£33.5	£24.8	£42.5	£53.0	£25.6	£18.2	£41.6	£303.4
<b>Total Study Area</b>	<b>£715.3</b>	<b>£336.5</b>	<b>£260.5</b>	<b>£457.2</b>	<b>£595.5</b>	<b>£271.1</b>	<b>£208.8</b>	<b>£440.4</b>	<b>£3,285.3</b>

2026	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreations	Total
Zone 1	£30.2	£13.5	£10.5	£19.7	£25.1	£11.7	£8.1	£18.5	£137.3
Zone 2	£56.7	£25.5	£17.1	£34.0	£46.5	£21.8	£14.2	£32.3	£248.1
Zone 3	£29.0	£9.7	£7.8	£14.6	£20.9	£9.3	£6.7	£13.2	£111.1
Zone 4	£47.3	£22.4	£14.4	£28.4	£38.7	£19.0	£12.6	£27.1	£209.9
Zone 5	£29.4	£13.2	£10.2	£17.7	£23.7	£11.0	£8.8	£16.3	£130.3
Zone 6	£20.5	£9.1	£7.0	£12.1	£16.2	£7.5	£6.0	£11.2	£89.5
Zone 7	£25.3	£11.9	£8.9	£16.4	£20.6	£9.4	£6.5	£14.5	£113.5
Zone 8	£106.2	£53.3	£41.7	£60.5	£91.2	£37.6	£29.5	£69.1	£489.0
Zone 9	£27.3	£14.2	£11.0	£18.1	£22.9	£10.8	£7.7	£17.0	£128.9
Zone 10	£11.2	£5.4	£4.9	£7.5	£9.7	£4.6	£3.4	£7.7	£54.4
Zone 11	£70.1	£30.9	£25.7	£51.1	£61.2	£26.2	£24.0	£47.2	£336.3
Zone 12	£101.0	£47.8	£40.6	£73.0	£87.5	£39.0	£34.5	£66.4	£490.0
Zone 13	£129.8	£61.2	£47.6	£82.1	£105.4	£50.0	£38.0	£78.0	£592.2
Zone 14	£66.3	£34.7	£25.6	£44.0	£54.9	£26.4	£18.9	£43.0	£313.7
<b>Total Study Area</b>	<b>£750.3</b>	<b>£352.8</b>	<b>£272.9</b>	<b>£479.3</b>	<b>£624.4</b>	<b>£284.3</b>	<b>£218.7</b>	<b>£461.5</b>	<b>£3,444.3</b>

2030	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£35.8	£16.0	£12.4	£23.3	£29.8	£13.8	£9.5	£21.9	£162.6
Zone 2	£67.2	£30.2	£20.3	£40.3	£55.1	£25.8	£16.8	£38.2	£293.8
Zone 3	£34.3	£11.5	£9.2	£17.3	£24.8	£11.0	£7.9	£15.7	£131.6
Zone 4	£56.0	£26.5	£17.0	£33.6	£45.8	£22.5	£14.9	£32.1	£248.6
Zone 5	£34.8	£15.6	£12.1	£21.0	£28.1	£13.0	£10.4	£19.3	£154.3
Zone 6	£24.3	£10.8	£8.3	£14.3	£19.1	£8.8	£7.1	£13.3	£105.9
Zone 7	£29.9	£14.1	£10.5	£19.4	£24.4	£11.2	£7.7	£17.2	£134.4
Zone 8	£119.9	£60.2	£47.1	£68.3	£103.0	£42.4	£33.3	£78.0	£552.3
Zone 9	£32.4	£16.8	£13.0	£21.4	£27.1	£12.8	£9.1	£20.1	£152.7
Zone 10	£13.3	£6.4	£5.8	£8.9	£11.4	£5.5	£4.0	£9.1	£64.4
Zone 11	£78.7	£34.7	£28.9	£57.5	£68.8	£29.4	£26.9	£53.0	£377.9
Zone 12	£113.6	£53.8	£45.7	£82.1	£98.4	£43.9	£38.8	£74.7	£551.1
Zone 13	£147.2	£69.4	£54.0	£93.2	£119.6	£56.7	£43.1	£88.4	£671.6
Zone 14	£74.8	£39.1	£28.9	£49.6	£61.9	£29.8	£21.3	£48.5	£353.8
<b>Total Study Area</b>	<b>£862.2</b>	<b>£405.1</b>	<b>£313.1</b>	<b>£550.2</b>	<b>£717.1</b>	<b>£326.7</b>	<b>£250.9</b>	<b>£529.6</b>	<b>£3,955.0</b>

2035	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£44.5	£19.9	£15.4	£28.9	£37.0	£17.2	£11.9	£27.3	£202.1
Zone 2	£83.5	£37.5	£25.2	£50.1	£68.5	£32.1	£20.9	£47.5	£365.3
Zone 3	£42.7	£14.3	£11.4	£21.5	£30.8	£13.6	£9.8	£19.5	£163.6
Zone 4	£69.7	£33.0	£21.2	£41.8	£57.0	£27.9	£18.6	£39.9	£309.1
Zone 5	£43.3	£19.4	£15.0	£26.1	£34.9	£16.2	£12.9	£24.0	£191.8
Zone 6	£30.2	£13.4	£10.3	£17.8	£23.8	£11.0	£8.8	£16.5	£131.7
Zone 7	£37.2	£17.6	£13.1	£24.1	£30.3	£13.9	£9.5	£21.4	£167.1
Zone 8	£140.5	£70.6	£55.2	£80.1	£120.7	£49.7	£39.0	£91.4	£647.3
Zone 9	£40.2	£20.8	£16.2	£26.6	£33.7	£15.9	£11.3	£25.0	£189.8
Zone 10	£16.5	£7.9	£7.2	£11.1	£14.2	£6.8	£5.0	£11.3	£80.1
Zone 11	£92.0	£40.5	£33.7	£67.1	£80.3	£34.4	£31.5	£62.0	£441.4
Zone 12	£132.5	£62.7	£53.3	£95.7	£114.7	£51.2	£45.3	£87.1	£642.6
Zone 13	£173.1	£81.6	£63.5	£109.6	£140.6	£66.7	£50.7	£104.0	£789.8
Zone 14	£87.8	£45.8	£33.9	£58.2	£72.6	£35.0	£24.9	£56.9	£415.1
<b>Total Study Area</b>	<b>£1,033.6</b>	<b>£485.2</b>	<b>£374.6</b>	<b>£658.7</b>	<b>£859.1</b>	<b>£391.7</b>	<b>£300.2</b>	<b>£633.8</b>	<b>£4,736.8</b>

2040	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£55.2	£24.7	£19.1	£35.9	£45.9	£21.4	£14.7	£33.8	£250.8
Zone 2	£103.6	£46.6	£31.3	£62.2	£85.0	£39.8	£26.0	£59.0	£453.4
Zone 3	£53.0	£17.7	£14.2	£26.7	£38.2	£16.9	£12.2	£24.2	£203.0
Zone 4	£86.5	£41.0	£26.3	£51.9	£70.7	£34.7	£23.0	£49.5	£383.6
Zone 5	£53.7	£24.1	£18.6	£32.3	£43.3	£20.1	£16.0	£29.8	£238.0
Zone 6	£37.4	£16.6	£12.7	£22.1	£29.5	£13.7	£11.0	£20.4	£163.5
Zone 7	£46.2	£21.8	£16.2	£29.9	£37.6	£17.2	£11.8	£26.5	£207.3
Zone 8	£165.2	£83.0	£64.9	£94.2	£141.9	£58.4	£45.9	£107.5	£761.0
Zone 9	£49.9	£25.9	£20.1	£33.1	£41.8	£19.7	£14.0	£31.1	£235.6
Zone 10	£20.5	£9.8	£9.0	£13.7	£17.6	£8.5	£6.2	£14.1	£99.4
Zone 11	£107.9	£47.5	£39.6	£78.7	£94.3	£40.3	£36.9	£72.7	£517.9
Zone 12	£154.9	£73.3	£62.3	£111.9	£134.1	£59.9	£52.9	£101.8	£751.1
Zone 13	£204.0	£96.2	£74.8	£129.1	£165.8	£78.7	£59.8	£122.6	£930.9
Zone 14	£103.4	£54.0	£40.0	£68.6	£85.5	£41.2	£29.4	£67.1	£489.2
<b>Total Study Area</b>	<b>£1,241.4</b>	<b>£582.3</b>	<b>£449.0</b>	<b>£790.3</b>	<b>£1,031.2</b>	<b>£470.5</b>	<b>£359.8</b>	<b>£760.0</b>	<b>£5,684.6</b>

2050	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£83.7	£37.5	£29.0	£54.4	£69.6	£32.4	£22.3	£51.3	£380.1
Zone 2	£157.0	£70.6	£47.4	£94.2	£128.8	£60.4	£39.4	£89.4	£687.2
Zone 3	£80.3	£26.9	£21.5	£40.5	£57.9	£25.6	£18.4	£36.6	£307.7
Zone 4	£131.1	£62.1	£39.8	£78.7	£107.2	£52.6	£34.9	£75.1	£581.4
Zone 5	£81.4	£36.6	£28.2	£49.0	£65.7	£30.5	£24.3	£45.2	£360.8
Zone 6	£56.7	£25.2	£19.3	£33.5	£44.7	£20.7	£16.6	£31.0	£247.8
Zone 7	£70.0	£33.0	£24.6	£45.4	£57.0	£26.1	£17.9	£40.2	£314.2
Zone 8	£229.6	£115.4	£90.2	£130.9	£197.3	£81.2	£63.8	£149.4	£1,057.8
Zone 9	£75.7	£39.2	£30.5	£50.1	£63.3	£29.9	£21.2	£47.1	£357.1
Zone 10	£31.0	£14.9	£13.6	£20.8	£26.7	£12.8	£9.4	£21.3	£150.6
Zone 11	£150.0	£66.0	£55.0	£109.4	£131.0	£56.1	£51.3	£101.0	£719.8
Zone 12	£215.3	£101.9	£86.6	£155.5	£186.4	£83.2	£73.6	£141.5	£1,044.0
Zone 13	£283.6	£133.7	£104.0	£179.5	£230.4	£109.3	£83.1	£170.4	£1,294.0
Zone 14	£143.8	£75.1	£55.6	£95.3	£118.9	£57.3	£40.9	£93.2	£680.1
<b>Total Study Area</b>	<b>£1,789.2</b>	<b>£838.1</b>	<b>£645.2</b>	<b>£1,137.3</b>	<b>£1,484.9</b>	<b>£678.1</b>	<b>£517.1</b>	<b>£1,092.7</b>	<b>£8,182.5</b>

**Notes:**

a. Zones are based on Postcode geography as shown on the plan at Appendix A

b. Expenditure figures for each category are derived from Experian MMG3 data (2021 report) at 2020 - the 2020 figures are then projected to the assessment years using "Ex. SFT adjusted for sales via stores" forecast growth rates taken from Figure 7 of Experian Retail Planner Briefing Note 20.

**Table 9a:**  
**Clothing & footwear goods**  
**Shopping Patterns (%)**

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>63.4%</b>	<b>91.9%</b>	<b>47.3%</b>	<b>96.8%</b>	<b>98.7%</b>	<b>92.9%</b>	<b>73.7%</b>	<b>96.2%</b>	<b>98.1%</b>	<b>94.1%</b>	<b>48.2%</b>	<b>96.7%</b>	<b>79.9%</b>	<b>48.2%</b>	<b>74.7%</b>	<b>29.4%</b>	<b>38.2%</b>
<b>In Centre</b>	<b>37.0%</b>	<b>54.5%</b>	<b>27.0%</b>	<b>41.1%</b>	<b>58.2%</b>	<b>48.5%</b>	<b>24.5%</b>	<b>74.7%</b>	<b>76.4%</b>	<b>62.3%</b>	<b>40.7%</b>	<b>82.4%</b>	<b>52.9%</b>	<b>33.0%</b>	<b>34.0%</b>	<b>11.5%</b>	<b>18.4%</b>
Central Milton Keynes	30.8%	45.8%	22.3%	25.2%	48.9%	42.4%	17.4%	70.8%	67.6%	44.6%	31.4%	74.2%	43.0%	30.0%	28.0%	9.3%	16.4%
Bletchley TC	1.2%	2.7%	0.4%	13.7%	1.3%	1.5%	0.0%	1.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	0.0%
Kingston TC	1.5%	1.3%	1.6%	0.6%	0.0%	2.7%	2.2%	1.4%	1.5%	1.6%	2.6%	0.9%	2.6%	0.9%	4.4%	0.0%	0.0%
Westcroft TC	0.3%	0.5%	0.2%	0.0%	0.7%	1.9%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Wolverton TC	1.6%	1.9%	1.4%	0.0%	0.0%	0.0%	0.0%	0.7%	5.0%	14.8%	6.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.3%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	7.3%	0.0%	0.0%	0.7%	0.0%
Stony Stratford DC	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.4%	0.1%	0.5%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.8%	0.0%	0.0%	0.0%
Local Centres	0.7%	1.6%	0.3%	3.5%	1.7%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
<b>Out of Centre</b>	<b>26.5%</b>	<b>37.4%</b>	<b>20.3%</b>	<b>53.7%</b>	<b>45.4%</b>	<b>44.4%</b>	<b>49.3%</b>	<b>21.4%</b>	<b>21.7%</b>	<b>31.9%</b>	<b>7.5%</b>	<b>13.1%</b>	<b>26.9%</b>	<b>15.2%</b>	<b>40.6%</b>	<b>17.9%</b>	<b>19.8%</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	3.0%	5.0%	1.9%	3.2%	2.4%	9.7%	9.1%	5.6%	4.0%	7.5%	0.0%	0.0%	0.0%	3.4%	4.4%	0.0%	3.0%
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	2.6%	4.5%	1.5%	8.9%	3.3%	2.7%	9.8%	3.8%	3.0%	0.0%	0.0%	2.4%	0.0%	0.0%	1.6%	3.9%	0.0%
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	17.1%	21.4%	14.7%	32.9%	34.1%	27.2%	21.3%	7.8%	10.1%	14.8%	4.0%	5.2%	21.7%	10.1%	30.2%	13.3%	16.0%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	1.0%	1.4%	0.8%	3.9%	0.7%	4.0%	2.5%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Other	1.7%	2.3%	1.4%	4.7%	5.0%	0.8%	3.3%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.9%	4.4%	0.7%	0.8%
OoC - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Routeco Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 4	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.5%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 6 - Central Retail Park, Rookley	0.7%	1.9%	0.0%	0.0%	0.0%	0.0%	3.3%	2.8%	3.0%	6.5%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 6 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 7	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 12	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>36.6%</b>	<b>8.1%</b>	<b>52.7%</b>	<b>3.2%</b>	<b>1.3%</b>	<b>7.1%</b>	<b>26.3%</b>	<b>3.8%</b>	<b>1.9%</b>	<b>5.9%</b>	<b>51.8%</b>	<b>3.3%</b>	<b>20.1%</b>	<b>51.8%</b>	<b>25.3%</b>	<b>70.6%</b>	<b>61.8%</b>
Aylesbury	9.5%	1.0%	14.3%	0.0%	0.0%	0.0%	3.3%	3.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	46.9%	5.4%	5.4%
Banbury	3.6%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%	2.9%	11.2%	11.2%
Bedford	3.3%	0.3%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	33.8%	0.0%	0.0%	0.0%	0.0%
Bicester	3.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	25.2%	25.2%
Buckingham	0.6%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leighton Buzzard	1.6%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%
London	1.9%	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	4.5%	2.9%	5.7%	0.0%	0.0%	0.0%
Northampton	2.3%	0.4%	3.4%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	15.1%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of MKCC - Other	10.7%	6.2%	13.3%	3.2%	1.3%	6.3%	22.9%	0.0%	1.9%	5.9%	14.8%	0.0%	6.6%	13.5%	9.8%	11.2%	20.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.  
b. Although Zones 8 & 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

**Table 9b:**  
**Clothing & footwear goods**  
**Shopping Expenditure (£m at 2023)**

2020 Prices

	Total	Inner Study Area (Zones 1-7, 9-10) (£m)	Outer Study Area (Zones 8, 11-14) (£m)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£453.7</b>	<b>£237.5</b>	<b>£216.2</b>	<b>£27.3</b>	<b>£52.2</b>	<b>£25.1</b>	<b>£32.5</b>	<b>£26.4</b>	<b>£18.7</b>	<b>£22.2</b>	<b>£49.3</b>	<b>£24.7</b>	<b>£8.3</b>	<b>£32.7</b>	<b>£73.1</b>	<b>£36.7</b>	<b>£24.5</b>
<b>In Centre</b>	<b>£264.3</b>	<b>£140.8</b>	<b>£123.5</b>	<b>£12.2</b>	<b>£28.2</b>	<b>£13.1</b>	<b>£10.8</b>	<b>£20.5</b>	<b>£14.6</b>	<b>£14.7</b>	<b>£41.7</b>	<b>£21.3</b>	<b>£5.5</b>	<b>£22.4</b>	<b>£33.3</b>	<b>£14.3</b>	<b>£11.8</b>
Central Milton Keynes	£220.4	£118.4	£102.1	£7.1	£25.8	£11.5	£7.7	£19.4	£12.9	£10.5	£32.2	£18.9	£4.5	£20.4	£27.4	£11.6	£10.5
Bletchley TC	£8.6	£6.9	£1.7	£3.9	£0.7	£0.4	£0.0	£0.5	£0.1	£0.0	£0.0	£1.3	£0.0	£0.0	£0.8	£0.9	£0.0
Kingston TC	£10.9	£3.5	£7.5	£0.2	£0.0	£0.7	£1.0	£0.4	£0.3	£0.4	£2.6	£0.2	£0.3	£0.6	£4.3	£0.0	£0.0
Westcroft TC	£2.1	£1.2	£0.9	£0.0	£0.4	£0.5	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Wolverton TC	£11.1	£4.9	£6.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9	£3.5	£5.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£2.3	£1.4	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.8	£0.0	£0.0	£0.9	£0.0
Stony Stratford DC	£1.0	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£2.6	£0.4	£2.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.8	£0.0	£0.0
Local Centres	£5.3	£4.1	£1.3	£1.0	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
<b>Out of Centre</b>	<b>£189.4</b>	<b>£96.7</b>	<b>£92.7</b>	<b>£15.1</b>	<b>£24.0</b>	<b>£12.0</b>	<b>£21.7</b>	<b>£5.9</b>	<b>£4.1</b>	<b>£7.5</b>	<b>£7.6</b>	<b>£3.4</b>	<b>£2.8</b>	<b>£10.3</b>	<b>£39.8</b>	<b>£22.3</b>	<b>£12.7</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	£21.4	£12.9	£8.5	£0.9	£1.3	£2.6	£4.0	£1.5	£0.8	£1.8	£0.0	£0.0	£0.0	£2.3	£4.3	£0.0	£1.9
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	£18.6	£11.5	£7.0	£2.5	£1.8	£0.7	£4.3	£1.0	£0.6	£0.0	£0.0	£0.6	£0.0	£0.6	£1.6	£4.8	£0.0
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£122.6	£55.2	£67.4	£9.3	£18.0	£7.4	£9.4	£2.1	£1.9	£3.5	£4.1	£1.3	£2.3	£6.9	£29.6	£16.6	£10.3
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£7.2	£3.6	£3.6	£1.1	£0.4	£1.1	£1.1	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Other	£12.2	£6.0	£6.2	£1.3	£2.7	£0.2	£1.5	£0.2	£0.1	£0.0	£0.0						

Table 10a:  
Furniture goods  
Shopping Patterns (%)

	Total	Inner Study Area (Zones 1-7 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	59.2%	89.1%	43.3%	91.0%	95.9%	92.9%	76.2%	83.0%	96.4%	88.6%	51.9%	94.8%	87.7%	30.2%	53.5%	47.5%	20.6%
<b>In Centre</b>	22.1%	27.3%	21.0%	21.2%	24.9%	34.3%	15.7%	30.9%	21.3%	23.6%	41.9%	60.2%	21.7%	22.4%	21.4%	13.6%	
Central Milton Keynes	19.4%	19.4%	19.3%	10.1%	22.6%	26.1%	9.1%	28.6%	18.5%	15.1%	19.7%	26.2%	28.1%	21.7%	21.4%	21.4%	10.2%
Bletchley TC	0.5%	1.1%	0.2%	7.5%	1.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Kingston TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcroft TC	0.1%	0.3%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wolverton TC	0.1%	0.4%	0.0%	2.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	1.1%	0.0%	0.0%
Olney DC	0.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	1.3%	2.0%	0.9%	0.0%	0.0%	2.8%	2.6%	1.1%	2.8%	2.4%	3.7%	6.4%	1.1%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centres	1.1%	2.1%	0.5%	1.0%	1.1%	0.0%	4.0%	0.0%	0.0%	6.1%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	3.5%
<b>Out of Centre</b>	36.0%	61.8%	22.4%	69.8%	71.0%	58.7%	60.3%	32.1%	75.1%	65.0%	28.4%	32.9%	27.5%	69.8%	31.1%	26.1%	8.9%
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	0.5%	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	2.0%	3.5%	1.2%	1.0%	0.0%	0.0%	15.9%	0.0%	7.5%	0.0%	2.9%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	0.5%	1.4%	0.0%	9.4%	0.0%	0.0%	0.0%	2.9%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Other	7.2%	10.0%	5.8%	5.0%	15.8%	12.7%	13.3%	7.0%	8.6%	6.5%	3.9%	7.3%	0.0%	0.0%	10.6%	9.8%	0.0%
OoC - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Routeco Retail Park	19.6%	35.4%	11.2%	35.1%	51.7%	33.2%	16.6%	30.5%	44.4%	44.5%	15.0%	33.0%	22.5%	3.5%	10.3%	16.3%	4.7%
OoC - Zone 3 - Other	1.8%	3.6%	0.9%	12.8%	1.1%	0.0%	4.0%	0.0%	4.2%	9.7%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	2.2%
OoC - Zone 4	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 5	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 6 - Central Retail Park, Rooksley	3.2%	4.8%	2.3%	1.0%	2.3%	12.7%	5.4%	7.5%	8.9%	3.1%	3.7%	2.9%	3.9%	2.5%	5.1%	0.0%	0.0%
OoC - Zone 6 - Other	0.3%	1.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 7	0.3%	0.8%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 10	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.5%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	40.8%	10.9%	56.7%	9.0%	4.1%	7.1%	23.8%	17.0%	3.6%	11.4%	48.1%	5.2%	13.9%	69.8%	46.5%	52.5%	79.4%
Aylesbury	11.8%	2.8%	16.5%	0.0%	4.1%	2.8%	6.5%	5.2%	0.0%	0.0%	0.0%	0.0%	3.9%	19.0%	40.2%	8.3%	
Banbury	3.3%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%
Bedford	5.0%	2.0%	6.6%	0.0%	0.0%	0.0%	5.4%	7.3%	0.0%	0.0%	1.1%	2.2%	48.2%	0.0%	0.0%	0.0%	0.0%
Bicester	4.6%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	37.6%
Buckingham	1.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%
Leighton Buzzard	1.4%	0.1%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northampton	2.7%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.3%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of MKCC - Other	10.9%	6.0%	13.5%	9.0%	0.0%	4.3%	11.9%	4.5%	3.6%	11.4%	11.6%	2.9%	10.2%	17.7%	15.0%	12.3%	12.4%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.  
b. Although Zones 8, 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

Table 10b:  
Furniture goods  
Shopping Expenditure (£m at 2023)

2020 Prices

	Total	Inner Study Area (Zones 1-7 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£199.1</b>	<b>£103.8</b>	<b>£95.3</b>	<b>£11.5</b>	<b>£22.8</b>	<b>£8.4</b>	<b>£15.9</b>	<b>£10.2</b>	<b>£8.2</b>	<b>£9.9</b>	<b>£26.7</b>	<b>£12.5</b>	<b>£4.4</b>	<b>£9.0</b>	<b>£24.8</b>	<b>£27.9</b>	<b>£6.9</b>
<b>In Centre</b>	<b>£77.9</b>	<b>£31.8</b>	<b>£46.1</b>	<b>£2.7</b>	<b>£5.9</b>	<b>£3.1</b>	<b>£3.3</b>	<b>£3.8</b>	<b>£1.8</b>	<b>£2.6</b>	<b>£12.1</b>	<b>£5.5</b>	<b>£3.0</b>	<b>£6.5</b>	<b>£10.4</b>	<b>£12.6</b>	<b>£4.6</b>
Central Milton Keynes	£65.1	£22.6	£42.5	£1.3	£5.4	£2.4	£1.9	£3.5	£1.6	£1.7	£10.1	£5.5	£1.4	£6.5	£9.9	£12.6	£3.4
Bletchley TC	£1.8	£1.3	£0.5	£0.9	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0
Kingston TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Westcroft TC	£0.4	£0.4	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Wolverton TC	£0.5	£0.5	£0.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£0.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Olney DC	£1.5	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£4.3	£2.3	£1.9	£0.0	£0.3	£0.5	£0.5	£0.1	£0.2	£0.3	£1.9	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local Centres	£3.6	£2.4	£1.2	£0.1	£0.3	£0.0	£0.8	£0.0	£0.0	£0.7	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£1.2
<b>Out of Centre</b>	<b>£121.3</b>	<b>£72.0</b>	<b>£49.2</b>	<b>£8.8</b>	<b>£16.9</b>	<b>£5.3</b>	<b>£12.7</b>	<b>£6.4</b>	<b>£6.4</b>	<b>£7.2</b>	<b>£14.6</b>	<b>£7.0</b>	<b>£1.4</b>	<b>£2.5</b>	<b>£14.4</b>	<b>£15.3</b>	<b>£2.3</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	£1.8	£0.4	£1.5	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	£6.8	£4.1	£2.7	£0.1	£0.0	£0.0	£3.3	£0.0	£0.6	£0.0	£1.5	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£1.7	£1.7	£0.0	£1.2	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Other	£24.3	£11.6	£12.7	£0.6	£3.8	£1.1	£2.8	£0.9	£0.7	£2.0	£1.0	£0.0	£0.0	£4.9	£5.8	£0.0	£0.0
OoC - Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 3 - Routeco Retail Park	£66.0	£41.3	£24.7	£4.4	£12.3	£3.0	£3.5	£3.8									

Table 11a:  
DIY goods  
Shopping Patterns (%)

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>46.2%</b>	<b>88.2%</b>	<b>25.6%</b>	<b>91.0%</b>	<b>94.9%</b>	<b>95.3%</b>	<b>70.5%</b>	<b>95.9%</b>	<b>92.6%</b>	<b>89.7%</b>	<b>38.5%</b>	<b>87.7%</b>	<b>76.7%</b>	<b>17.8%</b>	<b>37.7%</b>	<b>15.0%</b>	<b>12.6%</b>
<b>In Centre</b>	<b>9.8%</b>	<b>16.3%</b>	<b>6.5%</b>	<b>25.8%</b>	<b>16.2%</b>	<b>11.2%</b>	<b>2.3%</b>	<b>8.0%</b>	<b>18.7%</b>	<b>15.1%</b>	<b>20.6%</b>	<b>42.7%</b>	<b>5.1%</b>	<b>3.6%</b>	<b>5.1%</b>	<b>2.2%</b>	<b>0.0%</b>
Central Milton Keynes	3.2%	4.1%	2.7%	4.2%	5.1%	7.9%	3.7%	0.0%	6.0%	3.7%	9.8%	3.5%	4.1%	2.1%	0.6%	0.0%	0.0%
Bletchley TC	1.0%	2.9%	0.1%	20.2%	2.5%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Kingston TC	1.3%	2.4%	0.7%	0.0%	0.0%	0.7%	6.0%	0.8%	0.0%	3.1%	0.0%	8.1%	0.0%	0.0%	3.2%	0.0%	0.0%
Westcroft TC	1.1%	1.7%	0.8%	0.7%	7.9%	0.7%	0.0%	0.0%	0.0%	0.6%	2.9%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Wolverton TC	0.4%	1.1%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	4.1%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	2.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.6%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.6%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.9%	0.4%	1.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.9%	0.8%	0.0%	0.0%	0.0%	2.5%	0.0%
Woburn Sands DC	0.6%	0.5%	0.7%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.0%	3.0%	1.2%	0.0%	0.0%
Local Centres	0.6%	1.0%	0.4%	0.0%	0.0%	2.6%	0.0%	1.5%	1.0%	4.1%	0.5%	1.5%	0.0%	0.0%	0.0%	0.0%	2.2%
<b>Out of Centre</b>	<b>36.4%</b>	<b>71.9%</b>	<b>19.0%</b>	<b>6.2%</b>	<b>78.0%</b>	<b>83.4%</b>	<b>97.7%</b>	<b>98.4%</b>	<b>84.4%</b>	<b>71.0%</b>	<b>23.4%</b>	<b>97.0%</b>	<b>34.0%</b>	<b>12.0%</b>	<b>32.1%</b>	<b>11.9%</b>	<b>14.4%</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	0.4%	0.3%	0.5%	0.0%	0.6%	2.8%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	1.5%	1.3%	1.5%	0.7%	0.0%	0.0%	7.6%	0.0%	1.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	0.1%	0.4%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Other	0.5%	1.6%	0.0%	5.3%	2.7%	1.4%	0.0%	0.8%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Routeco Retail Park	6.0%	14.9%	3.2%	3.5%	23.8%	26.7%	15.1%	23.7%	11.5%	11.9%	2.8%	8.4%	0.0%	1.5%	5.6%	1.3%	0.0%
OoC - Zone 3 - Other	1.4%	3.1%	0.5%	22.4%	2.0%	0.0%	0.6%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	1.4%
OoC - Zone 4	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
OoC - Zone 5	0.3%	0.9%	0.0%	0.0%	0.0%	1.8%	0.0%	4.9%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 6 - Central Retail Park, Rooksley	19.6%	40.2%	9.6%	22.8%	41.8%	36.4%	31.5%	55.1%	64.0%	53.0%	15.1%	38.9%	18.7%	9.6%	12.8%	3.8%	6.4%
OoC - Zone 6 - Other	0.0%	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 7	0.4%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	1.0%	3.4%	0.0%	0.8%	0.0%	1.5%	5.6%	0.0%	0.0%
OoC - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 9	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	7.5%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 10	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 12	5.2%	7.5%	4.0%	10.5%	7.1%	9.0%	4.5%	9.7%	4.9%	2.6%	0.5%	12.4%	6.3%	0.0%	13.1%	2.9%	1.1%
<b>Outside of MKCC</b>	<b>53.8%</b>	<b>11.8%</b>	<b>74.4%</b>	<b>9.0%</b>	<b>51.3%</b>	<b>4.7%</b>	<b>29.5%</b>	<b>4.1%</b>	<b>7.4%</b>	<b>10.3%</b>	<b>61.5%</b>	<b>12.3%</b>	<b>23.2%</b>	<b>82.2%</b>	<b>62.3%</b>	<b>85.0%</b>	<b>87.4%</b>
Aylesbury	13.4%	1.4%	19.3%	0.0%	2.2%	0.0%	4.5%	0.0%	3.3%	2.1%	0.0%	0.0%	0.0%	2.1%	2.1%	67.5%	3.0%
Banbury	1.7%	0.3%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Bedford	5.7%	1.0%	7.9%	0.0%	2.9%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.8%	55.8%	0.0%	0.0%	0.0%	0.0%
Bicester	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	73.4%	0.0%
Buckingham	1.6%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Leighton Buzzard	7.1%	0.4%	10.3%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.2%	0.6%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northampton	2.1%	1.3%	2.5%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	2.3%	10.6%	5.0%	0.8%	6.0%	0.0%	0.0%	0.0%
Towcester	1.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Outside of MKCC - Other	13.2%	7.2%	16.1%	5.3%	0.0%	4.7%	21.9%	0.0%	3.5%	4.9%	18.7%	7.4%	21.7%	23.7%	14.9%	16.8%	4.5%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.  
b. Although Zones 8, 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

Table 11b:  
DIY goods  
Shopping Expenditure (£m at 2023)

2020 Prices

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£120.2</b>	<b>£75.5</b>	<b>£44.8</b>	<b>£8.9</b>	<b>£15.1</b>	<b>£6.9</b>	<b>£9.5</b>	<b>£9.1</b>	<b>£6.0</b>	<b>£7.4</b>	<b>£15.5</b>	<b>£9.0</b>	<b>£3.5</b>	<b>£4.4</b>	<b>£14.8</b>	<b>£6.9</b>	<b>£3.1</b>
<b>In Centre</b>	<b>£25.5</b>	<b>£13.9</b>	<b>£11.5</b>	<b>£2.5</b>	<b>£2.7</b>	<b>£0.9</b>	<b>£1.5</b>	<b>£0.2</b>	<b>£0.5</b>	<b>£1.6</b>	<b>£6.1</b>	<b>£2.1</b>	<b>£2.0</b>	<b>£1.3</b>	<b>£2.2</b>	<b>£1.4</b>	<b>£0.6</b>
Central Milton Keynes	£8.2	£3.5	£4.7	£0.4	£0.8	£0.6	£0.5	£0.4	£0.4	£0.3	£3.9	£0.4	£0.2	£0.5	£0.2	£0.0	£0.0
Bletchley TC	£2.7	£2.4	£0.2	£2.0	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Kingston TC	£3.3	£2.0	£1.3	£0.0	£0.0	£0.1	£0.8	£0.1	£0.0	£0.3	£0.8	£0.0	£0.0	£0.0	£1.3	£0.1	£0.0
Westcroft TC	£2.9	£1.4	£1.4	£0.1	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0
Wolverton TC	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0
Olney DC	£1.6	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£2.3	£0.4	£1.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.1	£0.0	£0.0	£0.0	£1.1	£0.0
Woburn Sands DC	£1.7	£0.4	£1.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.7	£0.5	£0.0
Local Centres	£1.7	£0.9	£0.8	£0.0	£0.0	£0.2	£0.0	£0.1	£0.1	£0.3	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Out of Centre</b>	<b>£94.7</b>	<b>£61.5</b>	<b>£33.2</b>	<b>£6.4</b>	<b>£12.4</b>	<b>£6.0</b>	<b>£8.0</b>	<b>£8.9</b>	<b>£5.5</b>	<b>£5.9</b>	<b>£9.4</b>	<b>£6.9</b>	<b>£1.6</b>	<b>£3.1</b>	<b>£12.6</b>	<b>£5.4</b>	<b>£2.6</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	£1.1	£0.3	£0.8	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	£3.8	£1.1	£2.7	£0.1	£0.0	£0.0	£1.0	£0.0	£0.1	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£0.3	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Other	£1.3	£1.3	£0.0	£0.5	£0.4	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 2	£0.0	£0.0	£0.0	£0.													

Table 12a:  
Electrical goods  
Shopping Patterns (%)

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>62.4%</b>	<b>90.9%</b>	<b>47.5%</b>	<b>81.9%</b>	<b>100.0%</b>	<b>94.0%</b>	<b>71.8%</b>	<b>95.3%</b>	<b>96.5%</b>	<b>92.7%</b>	<b>61.2%</b>	<b>100.0%</b>	<b>93.4%</b>	<b>96.9%</b>	<b>67.4%</b>	<b>32.2%</b>	<b>36.4%</b>
<b>In Centre</b>	<b>54.6%</b>	<b>75.2%</b>	<b>43.4%</b>	<b>76.2%</b>	<b>84.0%</b>	<b>66.9%</b>	<b>47.3%</b>	<b>82.1%</b>	<b>83.2%</b>	<b>89.3%</b>	<b>55.2%</b>	<b>85.3%</b>	<b>75.2%</b>	<b>85.0%</b>	<b>31.4%</b>	<b>22.2%</b>	
Central Milton Keynes	51.6%	70.5%	41.7%	71.0%	82.0%	59.4%	42.6%	79.4%	83.9%	74.7%	55.8%	82.4%	64.0%	28.9%	65.0%	31.2%	17.9%
Bletchley TC	0.5%	1.4%	0.0%	1.0%	1.0%	4.8%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston TC	1.2%	1.4%	1.1%	0.0%	1.0%	2.0%	4.7%	0.9%	2.2%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%
Westcroft TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wolverton TC	0.6%	1.6%	0.0%	0.0%	0.0%	0.8%	0.0%	0.9%	0.0%	14.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centres	0.5%	0.3%	0.6%	0.0%	0.0%	0.0%	0.9%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
<b>Out of Centre</b>	<b>7.8%</b>	<b>14.8%</b>	<b>4.1%</b>	<b>3.0%</b>	<b>16.0%</b>	<b>27.0%</b>	<b>24.5%</b>	<b>13.2%</b>	<b>7.3%</b>	<b>3.9%</b>	<b>44%</b>	<b>14.6%</b>	<b>17.9%</b>	<b>12%</b>	<b>24%</b>	<b>16%</b>	<b>14.2%</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	0.4%	1.2%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	2.2%	3.5%	1.5%	0.0%	1.0%	7.1%	14.0%	3.5%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	0.9%	1.0%	0.8%	3.0%	0.0%	6.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%
OoC - Zone 1 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Routeco Retail Park	0.7%	2.1%	0.0%	0.0%	6.1%	0.0%	0.0%	1.8%	1.7%	3.1%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 4	1.0%	2.3%	0.4%	1.0%	3.9%	6.8%	0.0%	2.3%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
OoC - Zone 5	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
OoC - Zone 6 - Central Retail Park, Rookley	1.9%	3.2%	1.2%	1.0%	3.9%	6.8%	3.5%	0.0%	4.7%	0.0%	2.1%	7.0%	0.0%	1.2%	2.4%	0.0%	0.0%
OoC - Zone 6 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 7	0.1%	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 10	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>37.6%</b>	<b>8.1%</b>	<b>32.9%</b>	<b>18.1%</b>	<b>0.0%</b>	<b>6.0%</b>	<b>28.2%</b>	<b>4.7%</b>	<b>2.4%</b>	<b>7.2%</b>	<b>38.8%</b>	<b>0.0%</b>	<b>6.6%</b>	<b>63.1%</b>	<b>32.6%</b>	<b>67.8%</b>	<b>63.6%</b>
Aylesbury	10.2%	0.0%	15.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	48.6%	5.5%
Banbury	3.1%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%
Bedford	7.5%	1.1%	10.8%	4.9%	0.0%	0.0%	4.7%	0.0%	0.0%	7.7%	0.0%	1.6%	48.9%	1.9%	0.0%	5.3%	
Bicester	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.7%
Buckingham	0.4%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leighton Buzzard	1.5%	0.6%	2.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%
London	0.7%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northampton	1.5%	0.1%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	3.3%	0.0%	0.0%	3.9%	0.0%	0.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of MKCC - Other	10.2%	7.2%	11.8%	7.9%	0.0%	6.0%	28.2%	0.0%	3.4%	7.3%	3.3%	0.0%	1.6%	14.2%	13.7%	11.3%	18.5%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.  
b. Although Zones 8, 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

Table 12b:  
Electrical goods  
Shopping Expenditure (£m at 2023)

2020 Prices

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£285.4</b>	<b>£142.8</b>	<b>£142.6</b>	<b>£15.0</b>	<b>£31.7</b>	<b>£12.8</b>	<b>£19.0</b>	<b>£15.7</b>	<b>£10.9</b>	<b>£14.2</b>	<b>£35.7</b>	<b>£16.9</b>	<b>£6.5</b>	<b>£18.3</b>	<b>£47.7</b>	<b>£25.4</b>	<b>£15.5</b>
<b>In Centre</b>	<b>£249.6</b>	<b>£119.4</b>	<b>£130.3</b>	<b>£14.1</b>	<b>£26.7</b>	<b>£9.1</b>	<b>£12.5</b>	<b>£13.6</b>	<b>£10.1</b>	<b>£13.6</b>	<b>£32.6</b>	<b>£14.4</b>	<b>£5.3</b>	<b>£17.7</b>	<b>£45.9</b>	<b>£24.6</b>	<b>£9.4</b>
Central Milton Keynes	£235.9	£110.8	£125.1	£13.0	£26.0	£8.1	£11.3	£13.1	£9.5	£11.4	£32.6	£13.9	£4.5	£14.3	£45.9	£24.6	£7.6
Bletchley TC	£2.2	£2.2	£0.0	£1.1	£0.3	£0.7	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Kingston TC	£5.6	£2.2	£3.4	£0.0	£0.3	£0.3	£1.3	£0.1	£0.1	£0.0	£0.0	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0
Westcroft TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Wolverton TC	£2.6	£2.6	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£2.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£1.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local Centres	£2.2	£0.4	£1.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
<b>Out of Centre</b>	<b>£35.7</b>	<b>£23.5</b>	<b>£12.3</b>	<b>£0.9</b>	<b>£5.1</b>	<b>£3.7</b>	<b>£6.5</b>	<b>£2.2</b>	<b>£0.8</b>	<b>£0.6</b>	<b>£3.2</b>	<b>£2.5</b>	<b>£1.3</b>	<b>£0.6</b>	<b>£1.7</b>	<b>£0.8</b>	<b>£6.0</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	£1.9	£1.9	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	£9.9	£5.6	£4.4	£0.0	£0.3	£1.0	£3.7	£0.6	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
OoC - Zone 1 - MK1 Shopping Park, Stadium Way West, Bletchley	£1.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 2	£0.0	£0.0															

**Table 13a:**  
Small household goods  
Shopping Patterns (%)

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>62.3%</b>	<b>88.8%</b>	<b>48.0%</b>	<b>88.9%</b>	<b>98.5%</b>	<b>97.3%</b>	<b>60.1%</b>	<b>97.7%</b>	<b>99.0%</b>	<b>93.4%</b>	<b>64.4%</b>	<b>100.0%</b>	<b>62.2%</b>	<b>38.3%</b>	<b>60.7%</b>	<b>34.4%</b>	<b>37.2%</b>
<b>In Centre</b>	<b>36.1%</b>	<b>48.6%</b>	<b>25.4%</b>	<b>28.0%</b>	<b>67.4%</b>	<b>41.4%</b>	<b>25.8%</b>	<b>52.8%</b>	<b>59.4%</b>	<b>61.7%</b>	<b>46.0%</b>	<b>60.1%</b>	<b>36.3%</b>	<b>26.1%</b>	<b>41.4%</b>	<b>10.5%</b>	<b>22.1%</b>
Central Milton Keynes	28.9%	36.7%	24.7%	16.1%	49.6%	39.3%	18.0%	46.5%	57.4%	33.2%	37.6%	44.0%	29.5%	22.8%	36.0%	8.5%	18.2%
Bletchley TC	0.8%	2.0%	0.1%	9.9%	2.0%	2.1%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Kingston TC	1.9%	3.0%	1.3%	2.0%	2.0%	0.0%	2.7%	6.3%	0.0%	3.8%	0.0%	5.7%	5.8%	0.9%	5.4%	0.0%	0.0%
Westcroft TC	1.0%	1.8%	0.5%	0.0%	7.7%	0.0%	0.0%	0.0%	1.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Wolverton TC	1.2%	2.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.8%	2.9%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Pagnell DC	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Stony Stratford DC	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands DC	0.6%	1.1%	0.4%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	2.4%	0.0%	0.0%	0.0%
Local Centres	1.4%	1.3%	1.5%	0.0%	2.0%	0.0%	5.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%
<b>Out of Centre</b>	<b>26.2%</b>	<b>40.2%</b>	<b>18.6%</b>	<b>11.0%</b>	<b>31.1%</b>	<b>55.9%</b>	<b>39.9%</b>	<b>44.9%</b>	<b>39.6%</b>	<b>31.7%</b>	<b>18.4%</b>	<b>39.9%</b>	<b>25.8%</b>	<b>12.1%</b>	<b>15.2%</b>	<b>23.9%</b>	<b>15.1%</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	2.0%	4.1%	1.8%	5.0%	3.8%	0.0%	10.2%	2.3%	5.0%	3.8%	2.9%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	1.7%	4.9%	0.0%	18.0%	6.6%	0.0%	3.0%	0.0%	0.0%	0.0%	9.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - MKI Shopping Park, Stadium Way West, Bletchley	2.9%	3.8%	2.4%	7.1%	4.0%	0.0%	4.1%	7.2%	0.0%	3.5%	0.0%	2.3%	3.3%	6.0%	4.4%	2.1%	0.0%
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	0.6%	1.8%	0.0%	5.3%	2.8%	1.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 1 - Other	5.9%	6.4%	5.6%	8.0%	0.0%	15.0%	8.1%	7.2%	3.6%	7.6%	0.0%	9.3%	0.0%	2.8%	5.3%	11.6%	6.9%
OoC - Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 3 - Routeco Retail Park	8.8%	15.7%	5.0%	14.8%	12.4%	27.6%	5.8%	20.1%	26.5%	13.0%	4.6%	17.0%	21.5%	3.3%	6.1%	5.9%	4.2%
OoC - Zone 3 - Other	0.4%	1.1%	0.0%	0.0%	0.0%	5.6%	0.0%	4.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 4	0.4%	0.2%	0.5%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%
OoC - Zone 5	0.1%	0.3%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 6 - Central Retail Park, Rookley	2.6%	1.6%	3.2%	0.8%	1.5%	4.1%	0.0%	0.9%	3.6%	3.8%	10.9%	0.9%	0.0%	0.0%	3.4%	0.0%	0.0%
OoC - Zone 6 - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OoC - Zone 12	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of MKCC</b>	<b>37.7%</b>	<b>11.2%</b>	<b>52.0%</b>	<b>11.0%</b>	<b>1.5%</b>	<b>2.7%</b>	<b>39.8%</b>	<b>2.3%</b>	<b>1.0%</b>	<b>6.6%</b>	<b>35.6%</b>	<b>0.0%</b>	<b>37.8%</b>	<b>61.7%</b>	<b>39.4%</b>	<b>65.6%</b>	<b>62.8%</b>
Aylesbury	10.5%	3.3%	14.4%	3.0%	0.8%	0.0%	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.7%	4.6%	45.8%	6.2%
Banbury	3.5%	0.2%	5.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%	0.0%	3.7%	0.0%	0.0%	7.8%	0.0%
Bedford	5.5%	1.5%	7.6%	0.0%	0.0%	0.0%	7.2%	2.3%	0.0%	0.0%	0.0%	1.1%	49.7%	0.0%	0.0%	0.0%	0.0%
Bicester	2.4%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.9%
Buckingham	0.8%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.8%	3.1%
Leighton Buzzard	2.8%	0.3%	4.1%	2.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	0.8%	0.0%
London	0.5%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%
Northampton	2.2%	1.3%	2.7%	3.0%	0.0%	0.0%	3.0%	0.0%	0.0%	3.8%	11.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Towcester	0.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of MKCC - Other	8.9%	4.7%	11.1%	3.0%	0.0%	2.7%	13.3%	11.1%	0.0%	2.8%	0.7%	0.0%	35.6%	4.6%	16.9%	15.0%	18.9%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.  
b. Although Zones 8, 11 and 12 largely fall outside the MKCC boundary, some units within these zones are located within the local authority boundary and as such are labelled as Out of Centre.

**Table 13b:**  
Small household goods  
Shopping Expenditure (£m at 2023)

2020 Prices

	Total	Inner Study Area (Zones 1-7, 9-10) (%)	Outer Study Area (Zones 8, 11-14) (%)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
<b>Milton Keynes CC</b>	<b>£371.0</b>	<b>£185.7</b>	<b>£185.4</b>	<b>£20.9</b>	<b>£42.7</b>	<b>£19.0</b>	<b>£21.7</b>	<b>£21.6</b>	<b>£14.9</b>	<b>£17.9</b>	<b>£56.7</b>	<b>£21.3</b>	<b>£5.6</b>	<b>£22.7</b>	<b>£51.4</b>	<b>£34.9</b>	<b>£19.7</b>
<b>In Centre</b>	<b>£115.2</b>	<b>£101.7</b>	<b>£113.5</b>	<b>£6.6</b>	<b>£29.2</b>	<b>£8.1</b>	<b>£9.3</b>	<b>£11.7</b>	<b>£9.0</b>	<b>£11.8</b>	<b>£40.5</b>	<b>£12.4</b>	<b>£5.3</b>	<b>£15.5</b>	<b>£35.1</b>	<b>£10.7</b>	<b>£11.7</b>
Central Milton Keynes	£172.1	£76.8	£95.3	£3.8	£21.5	£7.7	£6.5	£10.3	£8.6	£6.4	£33.1	£9.4	£2.7	£13.5	£30.5	£8.6	£9.6
Bletchley TC	£4.7	£4.3	£0.4	£2.3	£0.9	£0.4	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Kingston TC	£11.3	£6.2	£5.2	£0.5	£0.9	£1.0	£1.0	£1.8	£0.0	£0.0	£1.1	£0.5	£0.6	£4.6	£0.0	£0.0	£0.0
Westcroft TC	£5.8	£3.8	£2.1	£0.0	£3.3	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0
Wolverton TC	£7.3	£4.7	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£2.6	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Pagnell DC	£0.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Olney DC	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Stony Stratford DC	£1.0	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Woburn Sands DC	£3.7	£2.3	£1.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.4	£0.0	£0.0	£0.0
Local Centres	£8.5	£2.7	£5.8	£0.0	£0.9	£0.0	£1.8	£0.0	£0.0	£0.0	£4.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
<b>Out of Centre</b>	<b>£155.8</b>	<b>£83.9</b>	<b>£71.9</b>	<b>£14.3</b>	<b>£13.5</b>	<b>£10.9</b>	<b>£12.4</b>	<b>£9.9</b>	<b>£6.0</b>	<b>£6.1</b>	<b>£16.2</b>	<b>£8.5</b>	<b>£2.3</b>	<b>£7.2</b>	<b>£16.3</b>	<b>£24.2</b>	<b>£8.0</b>
OoC - Zone 1 - Asda, Bletcham Way, Bletchley	£15.4	£8.5	£6.9	£1.2	£1.7	£0.0	£3.7	£0.5	£0.7	£0.7	£2.6	£0.0	£0.0	£0.0	£0.0	£4.3	£0.0
OoC - Zone 1 - Beacon Retail Park, Watling, Bletchley	£10.3	£10.3	£0.0	£4.2	£2.9	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£2.0	£0.1	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - MKI Shopping Park, Stadium Way West, Bletchley	£17.3	£7.9	£9.4	£1.7	£1.7	£0.0	£1.5	£1.6	£0.0	£0.7	£0.0	£0.5	£0.3	£3.5	£3.7	£2.1	£0.0
OoC - Zone 1 - Tesco Extra, Watling Street, Bletchley	£3.7	£3.7	£0.0	£1.2	£1.2	£0.2	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
OoC - Zone 1 - Other	£34.9	£13.3	£21.6	£1.9	£0.0	£2.9	£2.9	£1.6	£0.5	£1.5	£0.0	£2.0	£0.0	£1.7	£4.5	£11.8</	











**Milton Keynes - Retail and Leisure Needs Assessment**

Nexus Planning

2020 Prices

**Table 18a: Comparison goods market share derived turnover (based on household survey results)**

	% Market Share	2023 Survey Turnover (£m)	2026 Survey Turnover (£m)	2030 Survey Turnover (£m)	2035 Survey Turnover (£m)	2040 Survey Turnover (£m)	2050 Survey Turnover (£m)
Expenditure in the Study Area (£m)		3285.3	3444.3	3955.0	4736.8	5684.6	8182.5
Expenditure directed to Milton Keynes Council Area	58.9%	1934.0	2027.6	2328.2	2788.4	3346.4	4816.9
Expenditure directed to Central Milton Keynes	26.4%	868.8	910.8	1045.9	1252.6	1503.3	2163.9

**Notes:**

a. Market Share percentage figures are derived from Table 17a. This is then applied to the total comparison goods expenditure available (excluding SFT) as taken from Table 8b

**Table 18b: Comparison goods market share derived turnover, and assumed inflow from outside of the Study Area (£m)**

	Estimated 'Inflow' from Outside Study Area	2023 Survey Turnover (£m)	2026 Survey Turnover (£m)	2030 Survey Turnover (£m)	2035 Survey Turnover (£m)	2040 Survey Turnover (£m)	2050 Survey Turnover (£m)
Expenditure directed to Milton Keynes Council Area	2.0%	1972.6	2068.1	2374.8	2844.2	3413.3	4913.2
Expenditure directed to Central Milton Keynes	2.0%	866.2	929.1	1066.8	1277.7	1533.3	2207.1

**Notes:**

a. The inflow percentages have been estimated by Nexus. The inflow figures are then applied to the survey turnover as presented in Table 18a

**Table 18c: Extant comparison goods commitments**

Site Address	Application Reference	Summary of the Proposal	Net* Comparison Floorspace (sqm)	Estimated Sales Density (£ per sq m) at 2022	Estimated Comparison Turnover (£ m) 2023	Estimated Comparison Turnover (£ m) 2026	Estimated Comparison Turnover (£ m) 2030	Estimated Comparison Turnover (£ m) 2031	Estimated Comparison Turnover (£ m) 2040	Estimated Comparison Turnover (£ m) 2050
<b>Central Milton Keynes</b>										
Food Centre, E3 west, land bounded by Midsummer Boulevard, Secklow Gate, Lower Twelfth Street and Avebury Boulevard, CMK.	19/02804/OUT	Part demolition of existing buildings, site clearance works, retention and alteration of existing multi-storey car park, phased construction of 4 residential blocks providing 422 residential units, hybrid building and flexible ground floor uses. Circa 1,639sqm (GIA) of ground floor active uses which offer a variety of flexible uses (use classes A1 and/or A2 and/or A3 and/or A4 and/or A5 and/or B1a and/or D1 and/or D2. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	409.75	£4,800	2.0	2.0	2.2	2.6	2.9	3.9
Santander Car Park, Grafton Gate H5 to H6, CMK.	19/00841/FUL	Redevelopment of land for office with ancillary facilities including retail, community and leisure facilities, formation of a basement carpark. Includes 1,450sqm to be used for retail/F&B. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	363	£4,800	1.7	1.8	2.0	2.3	2.6	3.4
Site D4.4 North, Avebury Boulevard/ Secklow Gate, CMK.	18/01591/FUL	Construction of 328 apartments and commercial space with subdivision, landscaped courtyard, basement level and a separate service area. 1,180 sqm (GIA) of commercial space. In the absence of further details it is assumed that 25% floorspace used for convenience, and 25% floorspace used for comparison.	295	£4,800	1.4	1.5	1.6	1.8	2.1	2.8
Car park North End Gold Oak Walk, Silbury Boulevard, CMK.	19/00289/FUL	Alterations and extension to the northern and southern flanks of Centre:MK either side of John Lewis; creating two new levels of additional trading space for flexible use class; with associated plant, servicing and landscape works. Total sqm (GIA) of 8,435. Proposed 50% D2, 40% A3/A4, 10% A1. In the absence of further details, it is assumed that the retail space would be split 50% convenience (422sqm) and 50% comparison (422sqm).	422	£4,800	2.0	2.1	2.3	2.6	3.0	4.0
<b>Outside of Central Milton Keynes</b>										
The Agora Centre, Church Street, Wolverton.	20/03293/FUL	Redevelopment of the site of the Agora Centre, Wolverton and adjacent car park to provide 115 new homes (Use Class C3) and ancillary Cohousing Common House, nine ground floor commercial and community units comprising approximately 1,000 sqm (Use Classes E, F2(B) and Sui Generis); the reinstatement of Radcliffe Street between Church Street and Buckingham Street / The Square; together with associated areas of hard and soft landscaping, car and cycle parking, means of access and plant and equipment. In the absence of further details, it is assumed that the retail space would be split 25% convenience and 25% comparison.	250	£4,800	1.2	1.2	1.4	1.6	1.8	2.4
Frosts Garden Centre, Newport Road, Wavendon	21/00001/FUL	Erection of 2 buildings to facilitate 4 retail units (Class E) (a) and dog grooming - Sui Generis. 208sqm retail space. In the absence of further details, it is assumed that the retail space would be split 25% convenience and 25% comparison.	52	£4,800	0.2	0.3	0.3	0.3	0.4	0.5
Lidl and Units 1-6, Oldbrook Boolevard, Oldbrook	20/02498/FUL	Demolition of existing buildings and erection of a food retail store with associated parking, access, landscaping and associated engineering works. Net reduction in overall retail floorspace of 368sqm GIA. In the absence of further details, it is assumed that the loss of retail space would be split 75% convenience and 25% comparison.	-92	£4,800	-0.4	-0.5	-0.5	-0.6	-0.7	-0.9
Milton Keynes East, Land east and west of A509, London Road, Newport Pagnell	21/00999/OUTEIS	Hybrid planning application encompassing: (i) outline elements (with all matters reserved) for a large scale mixed-use urban extension comprising residential development, employment including business, general industry and storage /distribution uses, a secondary school and primary schools and community hub containing community and commercial. 2,000 sqm to be used for comparison.	2000	£4,800	9.6	9.9	10.1	12.4	14.3	18.8
Milton Keynes East, Land east and west of A509, London Road, Newport Pagnell	21/00999/OUTEIS	South of Moulsoe Local Parade: Use Class E/Sui Generis shops, restaurants, cafes, services (uses in class E) and takeaway (Sui Generis). 200 sqm to be used for comparison.	200	£4,800	1.0	1.0	1.0	1.2	1.4	1.9
Area 10 Western Expansion Area Land West of Watling Street (V4) And North of Dansteed Way (H4)	11/01685/MKPCO	S73 Application to vary planning condition 6 and Table 1 of condition 15 of outline planning permission 05/00291/MKPCO to increase the permitted total retail floorspace within the proposed Area 10 High Street by 1,500 sq.m gross (from 7,500 sq.m gross to 9,000 sq.m gross) and allowing for 500 sq.m gross (convenience and/or comparison floorspace) at the proposed Area 10 Local Centre. 3,500 sqm to be used for comparison.	3500	£4,800	16.8	17.4	17.7	21.8	25.0	33.0
<b>Milton Keynes Council Area</b>			<b>1699</b>		<b>35.5</b>	<b>36.8</b>	<b>38.1</b>	<b>46.0</b>	<b>52.9</b>	<b>69.7</b>
<b>Central Milton Keynes</b>			<b>1489</b>		<b>7.1</b>	<b>7.4</b>	<b>8.1</b>	<b>9.3</b>	<b>10.6</b>	<b>14.0</b>

**Notes:**

- a. The list of commitments and the associated net sales areas have been provided by the Council.
- b. Sales density is assumed to be £ 4,800 based on Nexus Planning judgement.
- c. The turnover for respective years is "grown" using Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20.

Milton Keynes - Retail and Leisure Needs Assessment  
Nexus Planning  
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Table 19a: Comparison Goods Capacity Assessment - Milton Keynes  
Assume Equilibrium at Base Year and Constant Market Shares

	2023	2026	2030	2035	2040	2050
STEP 1: Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£1,972.6	£2,068.1	£2,374.8	£2,844.2	£3,413.3	£4,913.2
STEP 2: Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£1,972.6	£2,042.1	£2,227.7	£2,557.6	£2,936.3	£3,870.1
STEP 3: Available Expenditure before commitments (£m)		£26.1	£147.0	£286.6	£477.0	£1,043.1
STEP 4: Turnover of all committed floorspace (£m)		£36.8	£38.1	£48.0	£52.9	£69.7
STEP 5: <b>Surplus Expenditure (£m)</b>		<b>-£10.7</b>	<b>£108.9</b>	<b>£240.6</b>	<b>£424.2</b>	<b>£973.4</b>
STEP 6: <b>MAXIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500.0	£3,623.2	£3,952.6	£4,537.9	£5,209.8	£6,866.7
(ii) <b>MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-2,955</b>	<b>27,560</b>	<b>53,015</b>	<b>81,421</b>	<b>141,754</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4,222	39,371	75,735	116,315	202,506
STEP 7: <b>MINIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500.0	£5,693.6	£6,211.3	£7,130.9	£8,186.8	£10,790.6
(ii) <b>MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-1,881</b>	<b>17,538</b>	<b>33,737</b>	<b>51,813</b>	<b>90,207</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,687	25,054	48,195	74,019	128,867

Table 19b: Comparison Goods Capacity Assessment - Central Milton Keynes  
Assume Equilibrium at Base Year and Constant Market Shares

	2023	2026	2030	2035	2040	2050
STEP 1: Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£886.2	£929.1	£1,066.8	£1,277.7	£1,533.3	£2,207.1
STEP 2: Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£886.2	£917.3	£1,000.8	£1,148.9	£1,319.0	£1,738.6
STEP 3: Available Expenditure before commitments (£m)		£11.7	£66.1	£128.8	£214.3	£468.6
STEP 4: Turnover of all committed floorspace (£m)		£7.4	£8.1	£9.3	£10.6	£14.0
STEP 5: <b>Surplus Expenditure (£m)</b>		<b>£4.3</b>	<b>£5.0</b>	<b>£119.5</b>	<b>£203.7</b>	<b>£454.5</b>
STEP 6: <b>MAXIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500.0	£3,623.2	£3,952.6	£4,537.9	£5,209.8	£6,866.7
(ii) <b>MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>1,189</b>	<b>14,669</b>	<b>26,332</b>	<b>39,092</b>	<b>66,196</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		1,698	20,955	37,617	55,846	94,565
STEP 7: <b>MINIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500.0	£5,693.6	£6,211.3	£7,130.9	£8,186.8	£10,790.6
(ii) <b>MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>756</b>	<b>9,335</b>	<b>16,757</b>	<b>24,877</b>	<b>42,125</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		1,081	13,335	23,938	35,539	60,178

Table 19c: Comparison Goods Capacity Assessment - Rest of MKCC  
Assume Equilibrium at Base Year and Constant Market Shares

	2023	2026	2030	2035	2040	2050
STEP 1: Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£1,086.5	£1,139.1	£1,308.0	£1,566.5	£1,880.0	£2,706.1
STEP 2: Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£1,086.5	£1,124.7	£1,227.0	£1,408.7	£1,617.2	£2,131.6
STEP 3: Available Expenditure before commitments (£m)		£14.4	£81.0	£157.9	£262.7	£574.5
STEP 4: Turnover of all committed floorspace (£m)		£29.4	£30.0	£36.8	£42.2	£55.7
STEP 5: <b>Surplus Expenditure (£m)</b>		<b>-£15.0</b>	<b>£51.0</b>	<b>£121.1</b>	<b>£220.5</b>	<b>£518.8</b>
STEP 6: <b>MAXIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500.0	£3,623.2	£3,952.6	£4,537.9	£5,209.8	£6,866.7
(ii) <b>MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-4,144</b>	<b>12,891</b>	<b>26,683</b>	<b>42,328</b>	<b>75,558</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-5,920	18,416	38,118	60,469	107,940
STEP 7: <b>MINIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500.0	£5,693.6	£6,211.3	£7,130.9	£8,186.8	£10,790.6
(ii) <b>MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-2,637</b>	<b>8,203</b>	<b>16,980</b>	<b>26,936</b>	<b>48,083</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-3,767	11,719	24,257	38,480	68,689

Notes:

STEP 1: Survey Derived (with Inflow) turnovers assume constant market shares over the forecast period, derived from Table 18b

STEP 2: Assumption is made that comparison retail market is in "equilibrium" at the base year (i.e. 2023, "benchmark" turnovers are equivalent to the survey-derived turnover levels, with inflow). Average productivity growth rates from Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20, are then used to project the available benchmark expenditure.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 18c. It is assumed that all commitments would be operational and with mature trading conditions by 2026.

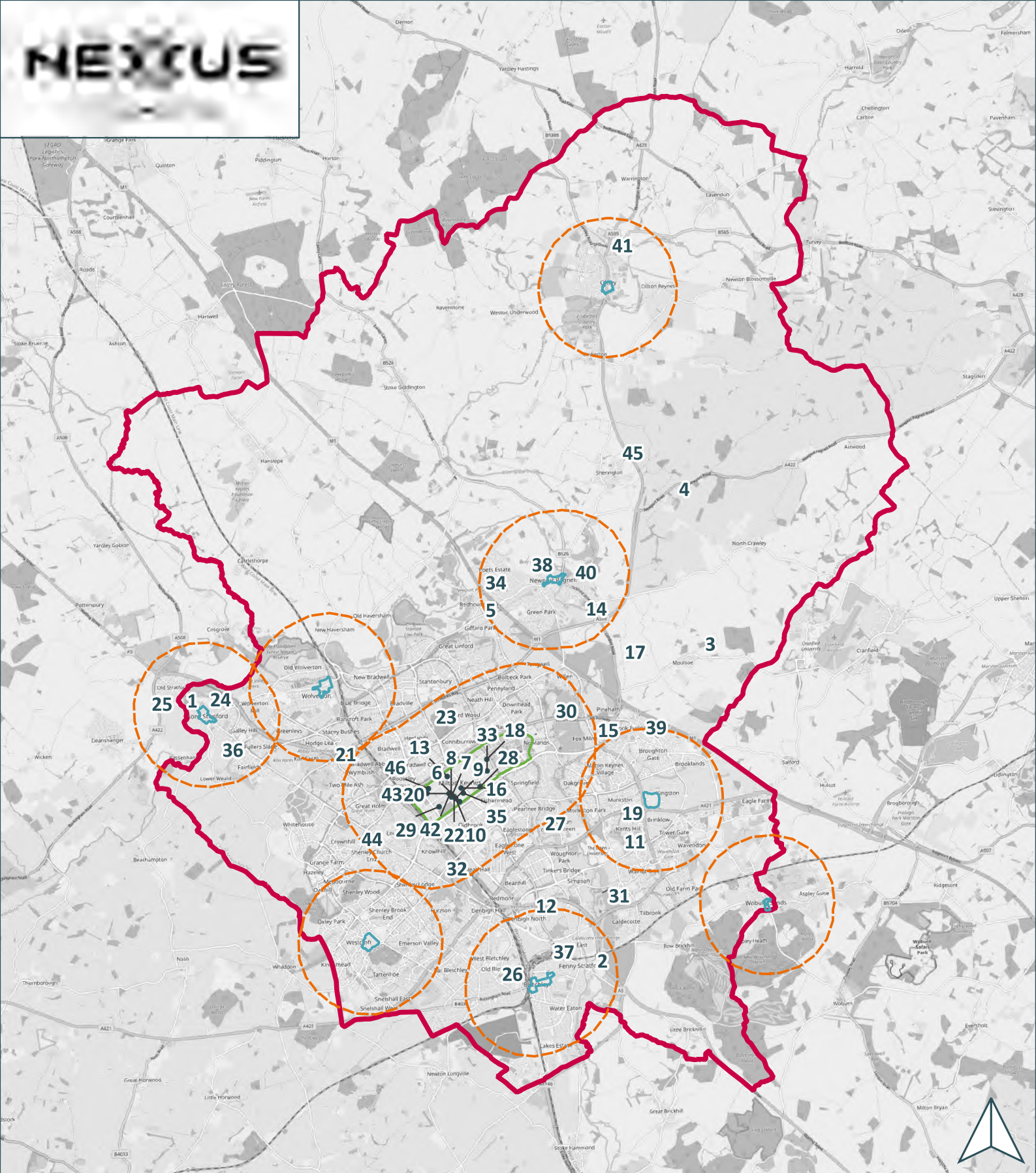
STEP 5: The Surplus Expenditure capacity incorporates the forecast turnover of all commitments (Step 4).

STEP 6: The Surplus Expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement. Average sales density is assumed to be £3,500 per sq m which Nexus Planning considers to be towards the lower end of what could be achieved. The sales density for respective years is "grown" using Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20

STEP 7: The Surplus Expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement. Average sales density is assumed to be £5,500 per sq m which Nexus Planning considers to be towards the higher end of what could be achieved. The sales density for respective years is "grown" using Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20

## Appendix E – Hotel Distribution Map

# NEXUS



## Hotels in Milton Keynes Council Area

- Central Milton Keynes Centre Boundary
- Town and District Centre Boundaries
- 1-mile Radius of Centre Boundaries
- Milton Keynes LA

Scale: 1:150,000

© OpenStreetMap contributors

Contains CoStar data



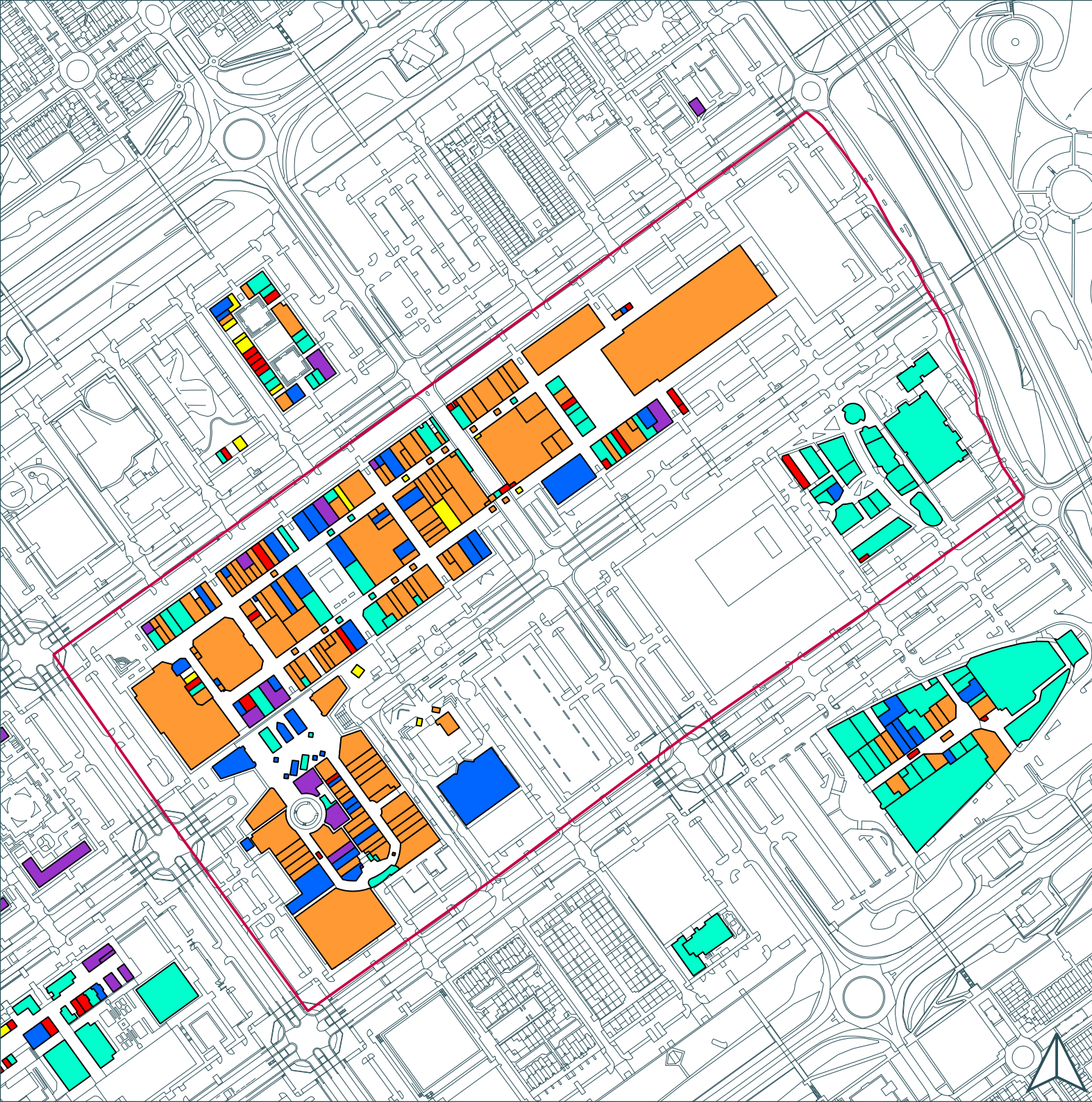
## Appendix F – Centre Composition Plans

# Central Milton Keynes Keynes Composition



- Comparison
- Convenience
- Retail Services
- Leisure Services
- Financial and Business Services
- Vacant
- CMK Boundary

# Central Milton Keynes Primary Shopping Area Composition

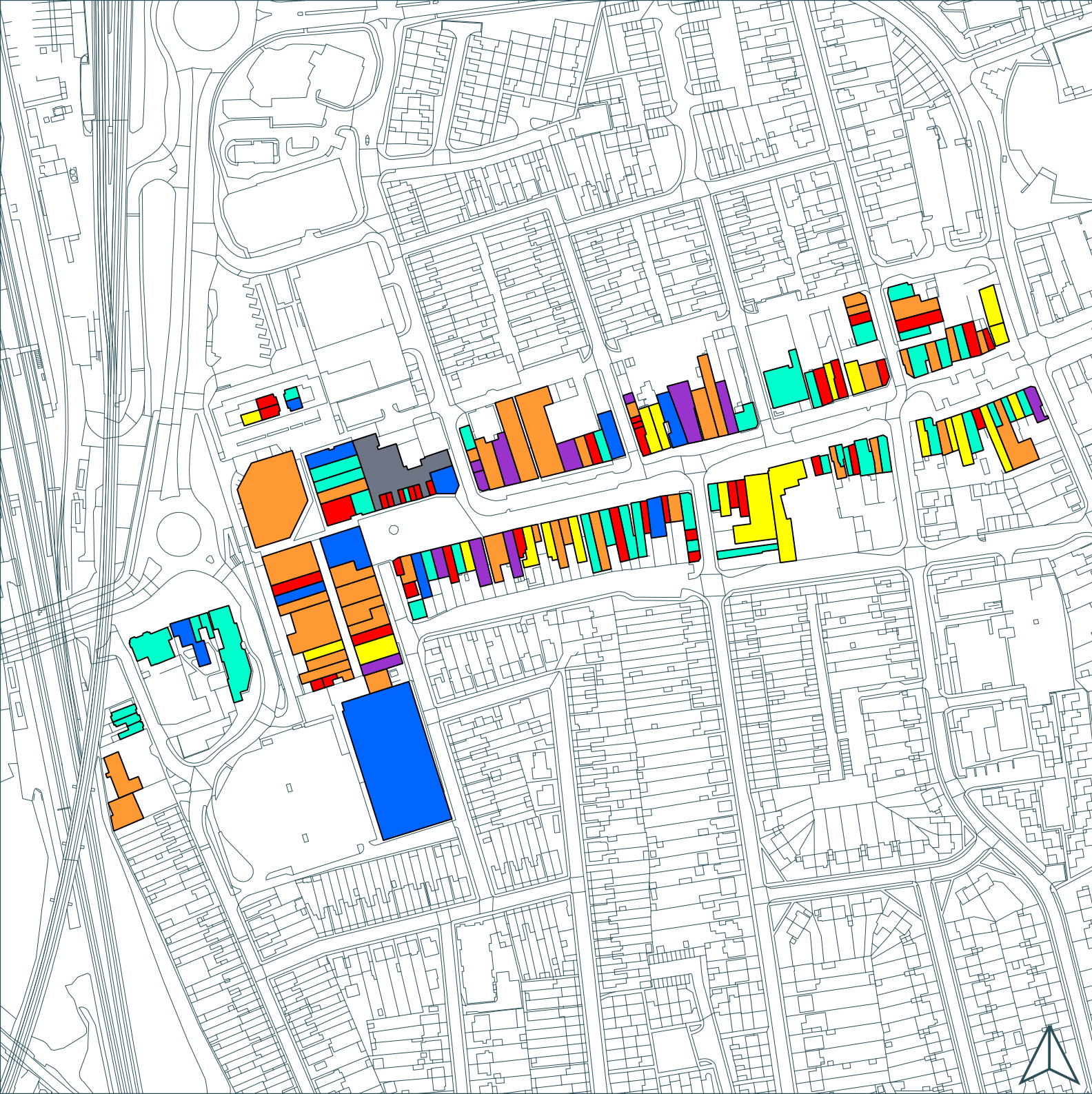


- Comparison
- Convenience
- Retail Services
- Leisure Services
- Financial and Business Services
- Vacant
- Primary Shopping Area Boundary



# Bletchley Town Centre Composition

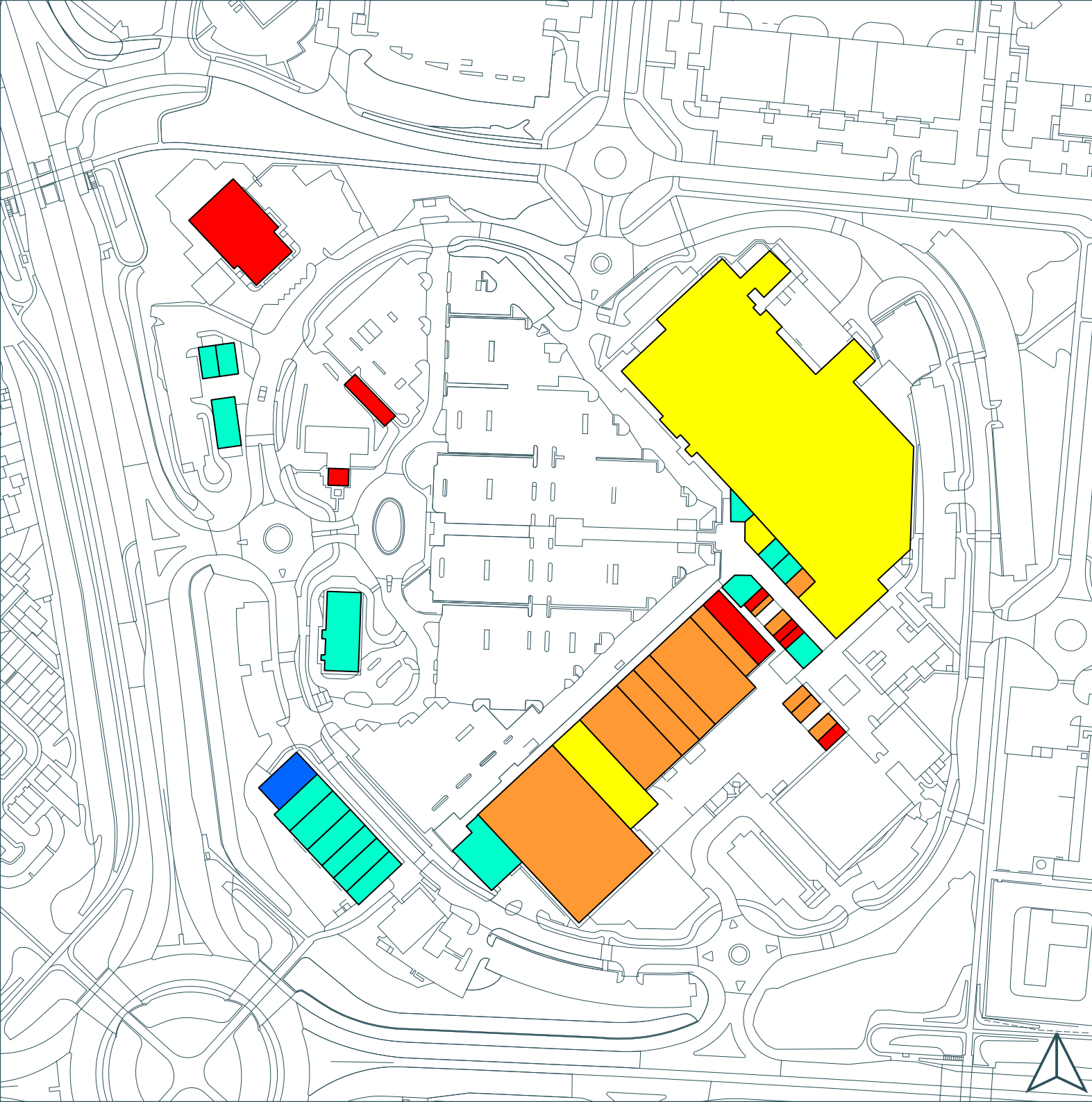
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- Convenience
- Retail Services
- Leisure Services
- Financial and Business Services
- Vacant
- Mixed Town Centre Uses





# Kingston Town Centre Centre Composition

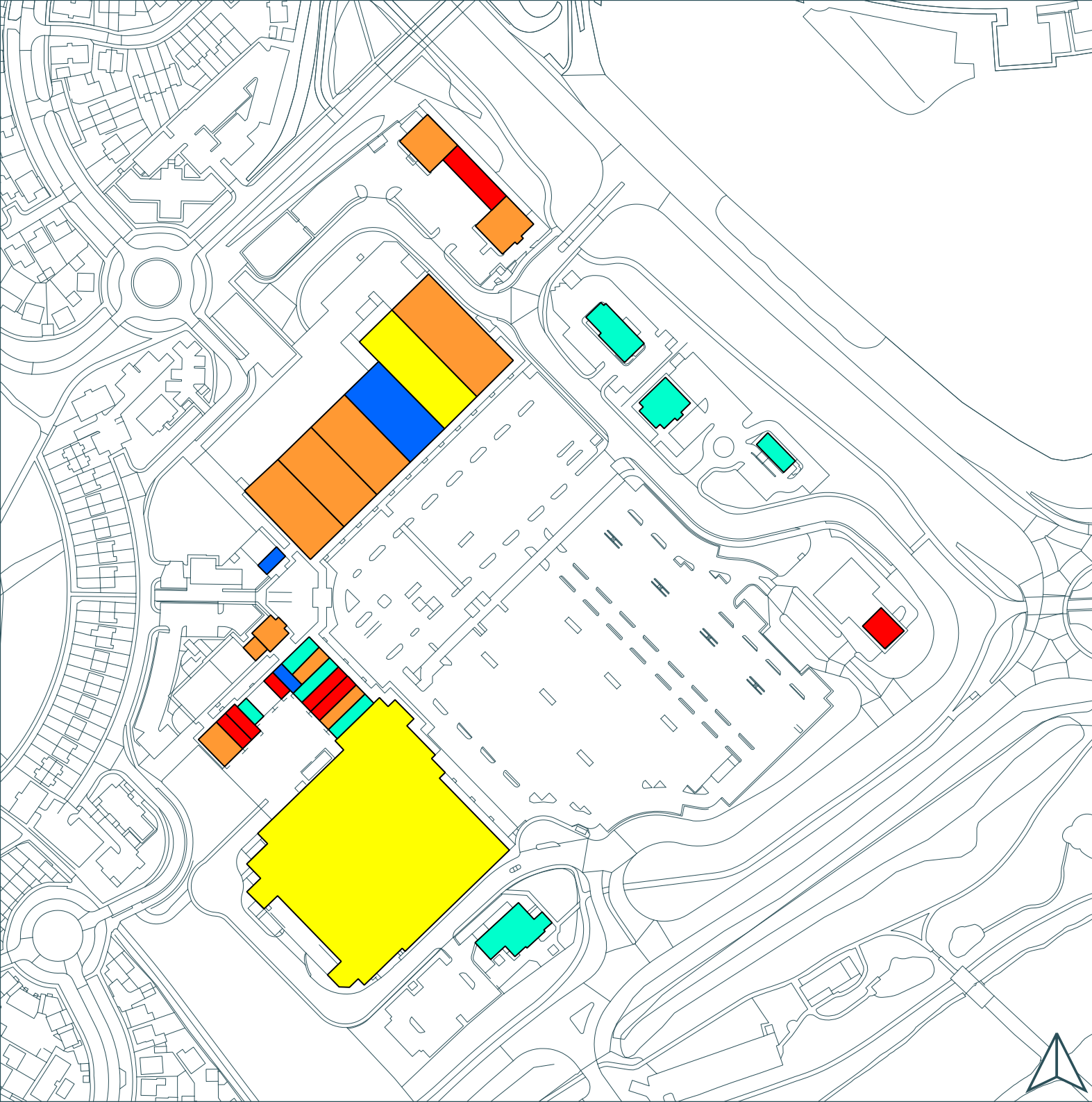
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- Convenience
- Retail Services
- Leisure Services
- Financial and Business Services
- Vacant





# Westcroft Town Centre Composition

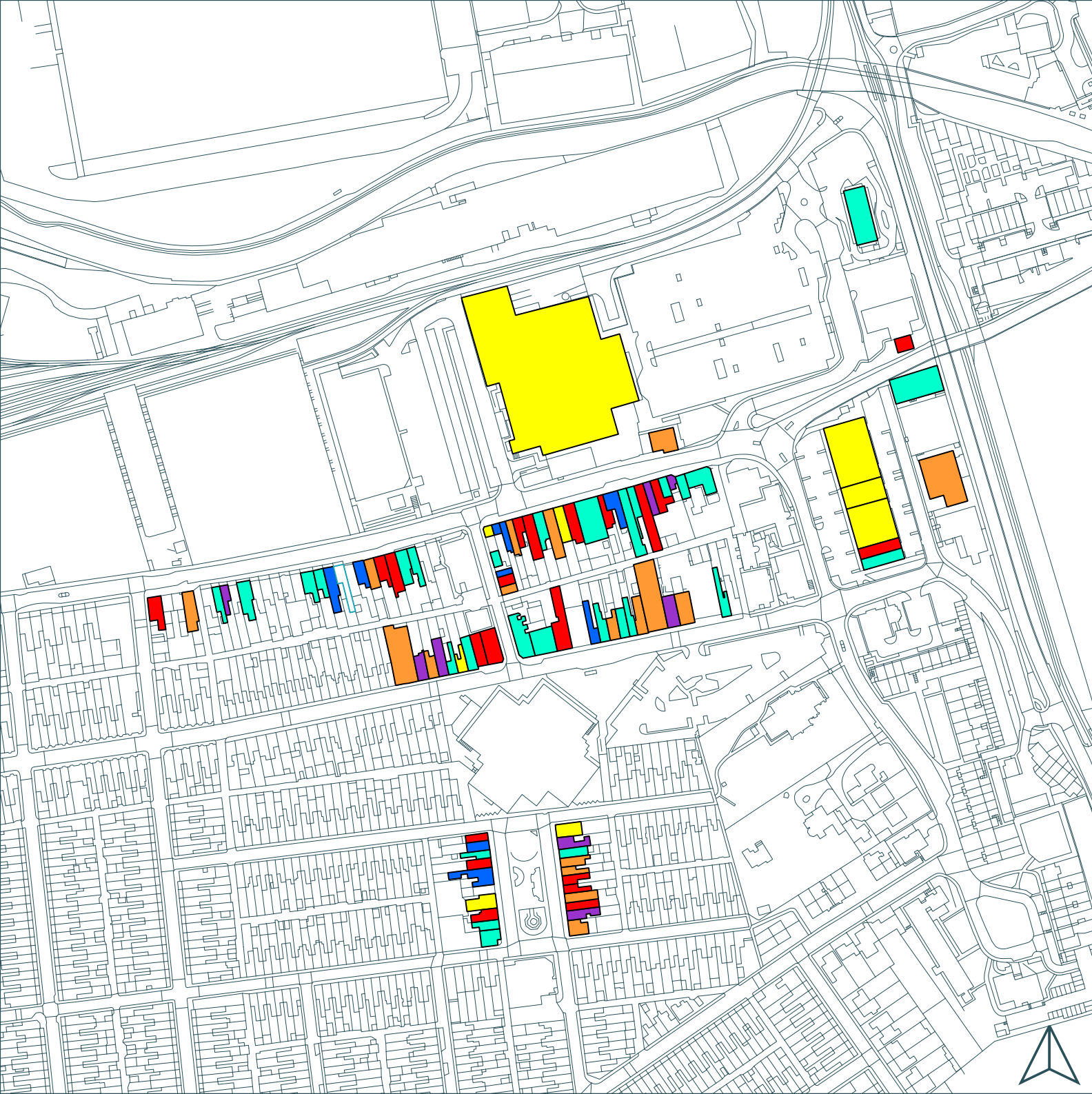
- Comparison
- Convenience
- Retail Services
- Leisure Services
- Financial and Business Services
- Vacant





# Wolverton Town Centre Composition

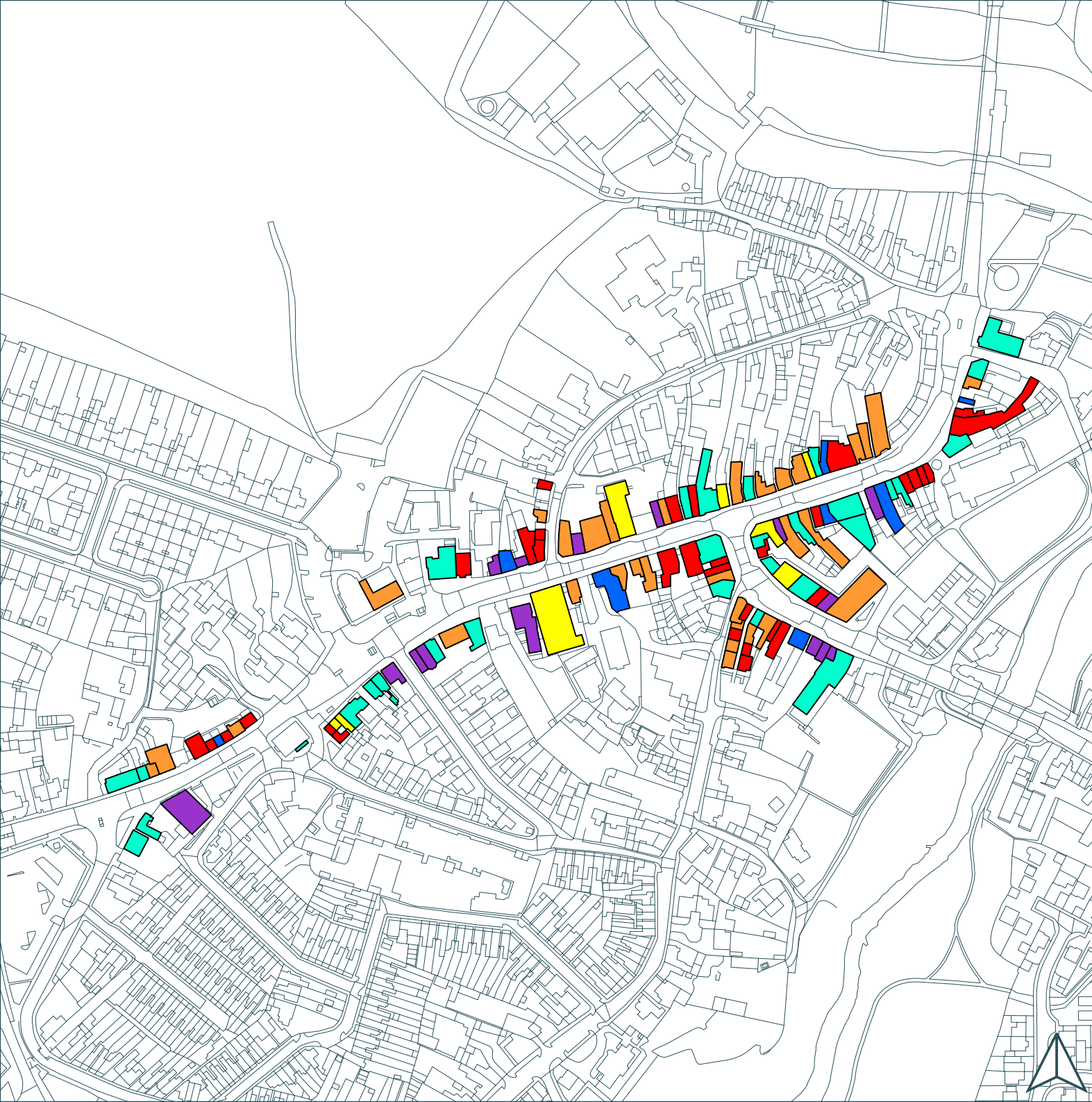
- Comparison
- Convenience
- Retail Services
- Leisure Services
- Financial and Business Services
- Vacant





# Newport Pagnell District Centre Composition

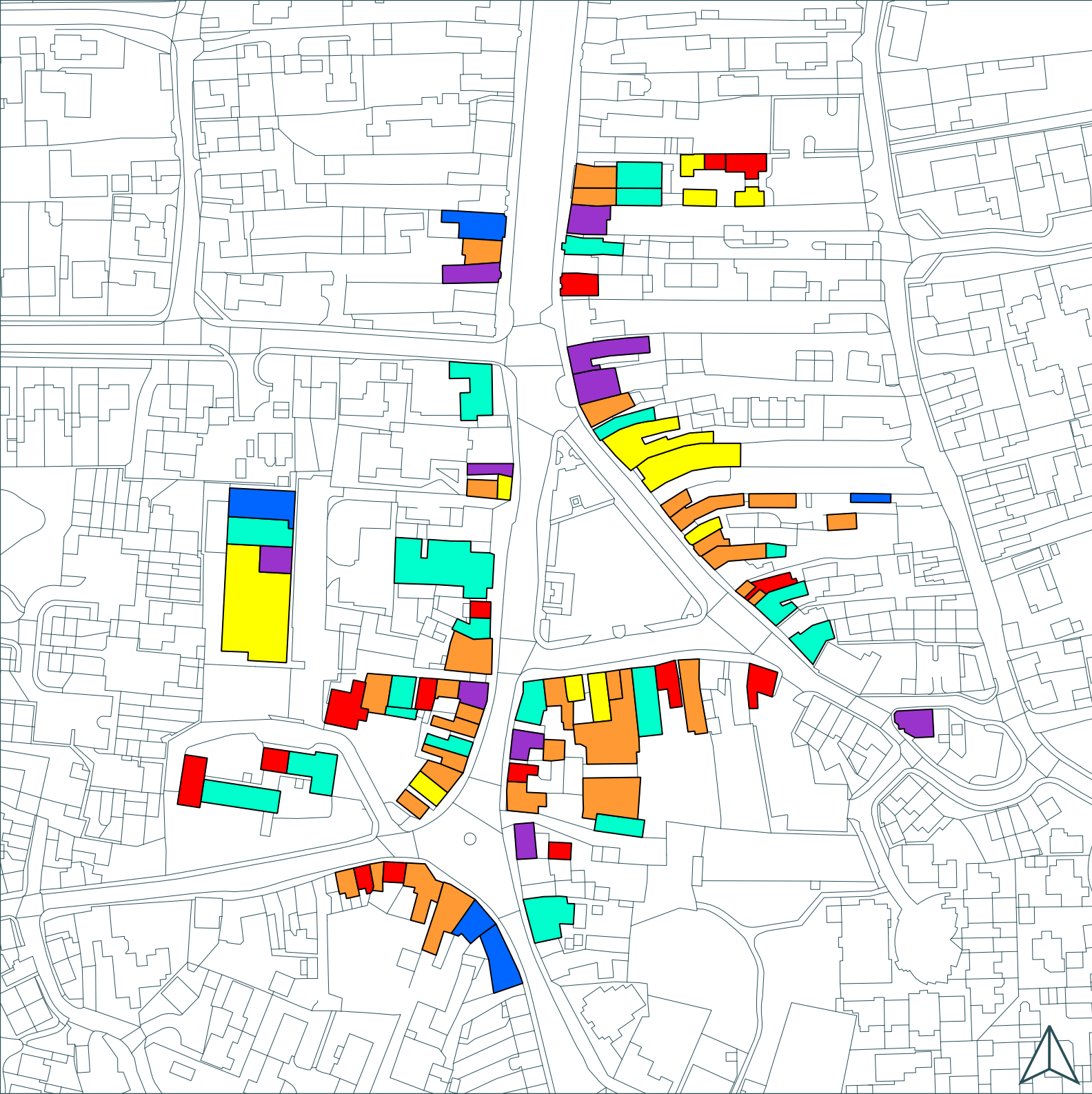
- Comparison
- Convenience
- Retail Services
- Leisure Services
- Financial and Business Services
- Vacant







# Olney District Centre Composition



- Comparison
- Convenience
- Retail Services
- Leisure Services
- Financial and Business Services
- Vacant





# Stony Stratford District Centre Composition

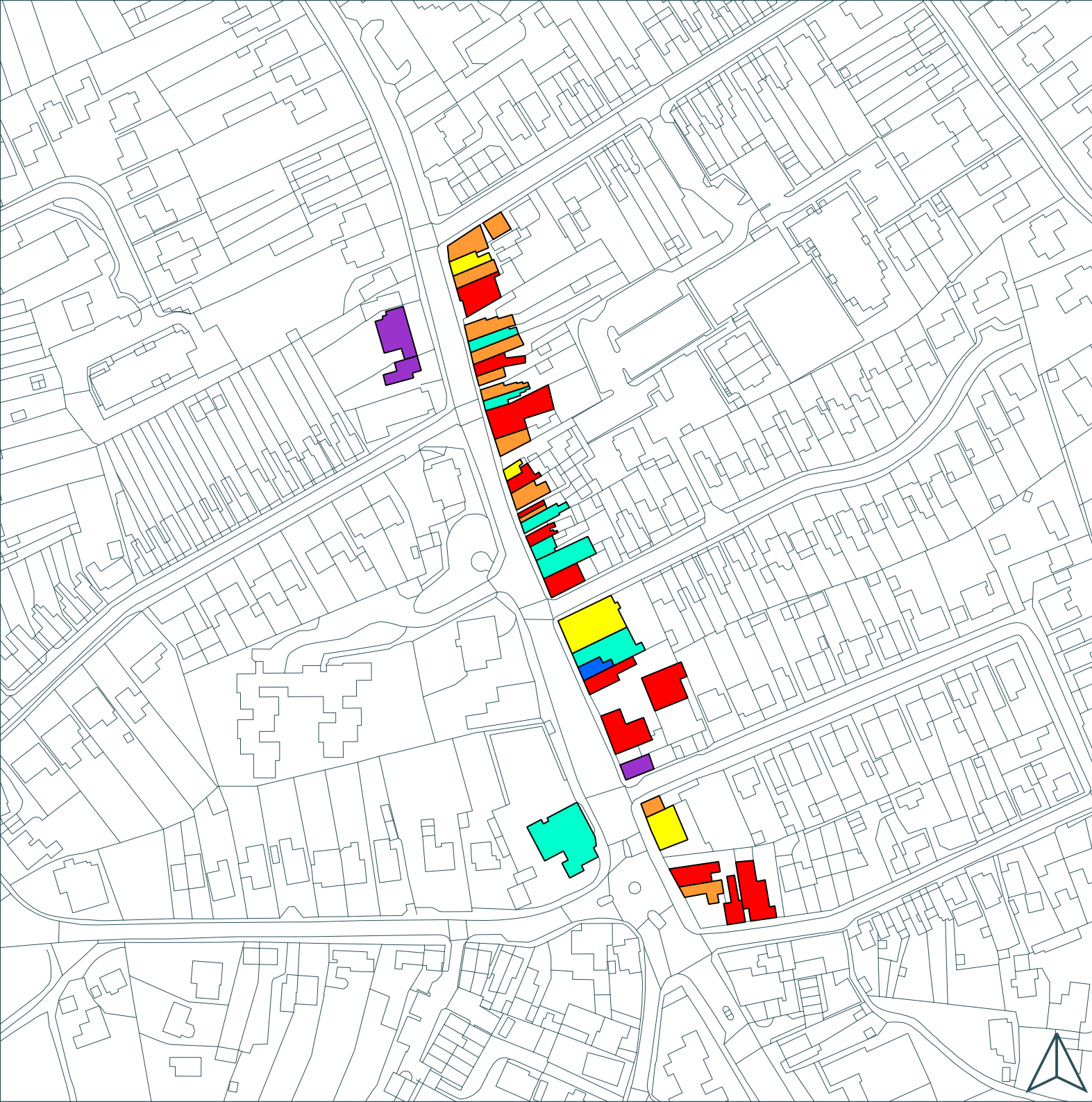


- Comparison
- Convenience
- Retail Services
- Leisure Services
- Financial and Business Services
- Vacant

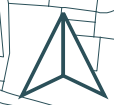




# Woburn Sands District Centre Composition



- Comparison
- Convenience
- Retail Services
- Leisure Services
- Financial and Business Services
- Vacant



## Appendix G – Requirement List

## Requirement List for Milton Keynes Council Area

Name	Size (min) sq. m	Size (max) sq. m	Activity
<b>Milton Keynes</b>			
Sunshine Co	90	190	Sunbed Chain
Kwik Fit	460	930	Vehicle Repair Shop
BFT	220	260	Body Fit Training Studio
Monkey Puzzle Day Nurseries	230	650	Day Nursery
Swim!	420	560	Learn To Swim Programme
Grape Tree	120	-	Health Food Store
Vanilla	370	740	Womenswear Brand
Moda in Pelle	110	170	Ladies Footwear Brand
Karen's Diner	190	-	Interactive Dining Experience With Rude Customer Service
Aldi	1,700	1,900	Supermarket
Shoezone	190	370	Shoe Retailer
Safestore	1,900	9,300	Self-Storage
SIXT Rent a Car	70	-	Vehicle Rental Service
KFC	170	330	Fast Food Restaurant
Project D	20	70	Doughnut Bakery
Smoky Boys	110	280	BBQ And Grill Haus
Floor Giants	140	560	Flooring Retailer
Courtyard	190	-	Hotels
Residence Inn	190	930	Long Stay Hotel
Chilli Flames	8	160	Fast Food Restaurant
Zambrero	70	190	Healthy Mexican Inspired Food
Rutland Cycling	830	1,400	Bicycle And Accessories Retailer, Cycle Servicing & Repairs
TFG Group	190	470	Hobbs, Phase Eight, Whistles
Pizza Hut Delivery	60	200	Pizza Delivery
Bodycare	190	280	Health & Beauty Supply Store
British Heart Foundation (Clothing)	140	470	Charity
Just for Pets	230	600	Pet Retailer
Crepe Delicious	30	110	Creperie
Pizza Triangle	70	180	Pizza Restaurant
David Neal Dental	120	210	Dental Care Facility
Wok&Go	70	140	Noodle Bar
Yango	150	280	Grocery Delivery Service
Machine Mart	140	740	Tools & Machinery Equipment
Matalan	1,400	2,300	Fashion And Homeware Retailer
Graystone	2,800	-	Action Sports Facility
SPAR (A.F Blakemore & Son)	190	470	Grocery Store
Pavers	160	190	Shoe Retailer

Chicken Cottage	70	190	Fried Chicken Restaurant
Hickory's Smokehouse	650	-	BBQ Restaurant
Age UK	280	930	Charity
Caprinos Pizza	80	110	Pizza Restaurant
<b>Stony Stratford</b>			
Savers	190	330	Discount health & beauty retailer
Caprinos Pizza	80	110	Pizza Restaurant
<b>Wolverton</b>			
Savers	190	330	Discount health & beauty retailer

## Appendix H – Healthy Centre Checklist

Healthy Centre Checklist (Stage 1 - Initial Assessment)

Centre: **Central Milton Keynes**



Yes	1
Partially	0
No	-1

Overall Score: **-4**

Theme	Issue	Standards	Score		Notes
Healthy (direct impacts)	Healthy Design	Does the centre integrate the natural environment, e.g. through biophilic design principles?	Partially	0	The main boulevards are tree-lined and benefit from long narrow verges, but in the most part the environment is still dominated by roads and buildings.
		Is the biodiversity of the centre high, e.g. are there movement corridors for nature?	-	-	Site visits observed Campbell Park to the east of CMK, the centre is dominated by roads and buildings, with only limited pockets of greenery that are appear largely unconnected. Data and information on biodiversity is otherwise unavailable.
		Does the centre incorporate active design principles, e.g. through landscaping?	No	-1	The centre is car orientated. There are few obvious examples of active design to encourage walking and cycling through the centre.
		Is the outdoor microclimate (i.e. wind, sunlight, temperature and humidity) comfortable?	Partially	0	The grid pattern of the centre can make for wind tunnels, shadow and varying climates in the centre.
		Does the centre include recharge and de-stress spaces/places that are meditative/contemplative and improve wellbeing?	Partially	0	Within the centre of a number of the blocks there are some opportunities, although improvements to them, along with the addition of further spaces would be of benefit.
	Healthy Food	Does the centre provide opportunities to grow healthy food, either through allotments or edible landscaping?	No	-1	There are no allotments in the centre, though there are potentially opportunities for these at Campbell Park.
		Does the centre have easy access to a variety of food stores? Are there 'food deserts'?	Yes	1	There are two major supermarkets within the defined centre boundary: Sainsbury's and Morrisons. There is also an Aldi supermarket which offers discount options. There are also several smaller convenience stores. The Outdoor Market on Midsummer Boulevard also offers a range of fresh fruit and vegetables.
		Is there a limited number of hot-food takeaways? Have exclusion zones been introduced?	Partially	0	There are several takeaways in the centre, although not excessive. The centre would not be affected by any 400m exclusion zones as proposed by Policy E18 of Plan:MK.
	Pollution	Does the centre have low levels of pollution (air, noise and light)?	Partially	0	The centre has one automatic monitoring site and one non-automatic monitoring site for air pollution. Over the period 2015-2019, both these sites reported an annual NO2 Mean Concentration of less than 25µg/m3, which is the national air quality objective. There is no publicly available information on noise and light pollution, though at the site visit it was observed that noise levels were average.
		Does the centre mitigate pollution by providing good green infrastructure and minimising car use?	Partially	0	Campbell Park, a large park to the north-east of the centre may help to mitigate pollution, in addition to the placement of trees along the main boulevards and roadside verges. However, car use is not minimised and is often encouraged, particularly through the provision of significant car parking.
Attractive	Distinctive	Does the centre benefit from heritage and distinctiveness and provide local uniqueness and pride?	Partially	0	The centre is unique in character, generating significant local pride. Although, it does not benefit from heritage, and the distinctiveness is generally not of architectural merit. Throughout the centre, there are four Grade II listed buildings, including Central Library.
	Retail, leisure and services	Is the centre an attractive retail and leisure destination with a range of operators and services?	Yes	1	CMK is a popular destination for both retail and leisure. The leisure offer is particularly strong.
	Employment and Training	Does the centre provide significant and varied employment space and opportunities?	Yes	1	There is a significant amount of employment space. In addition to the retail and leisure opportunities present, there are also many offices, including some major companies, present in the centre.
	Green/blue spaces and infrastructure	Does the centre provide formal high quality spaces that provide amenity/recreation opportunities?	Partially	0	Campbell Park is located to the west of CMK, but access from the east is slow by foot, and there is no shuttle through the centre.
		Does the centre provide adequate children's play spaces?	No	-1	Only one play space was observed, at North 11th Street Community Gardens. However, this is a small play space and not very visible to visitors.
		Does the centre benefit from existing natural assets?	No	-1	Campbell Park and CMKs tree lined boulevards are the most evident, but overall assets are limited.
	Crime and Community Safety	Are public spaces well used, lit and overlooked?	Partially	0	The lighting and overlooking of public spaces varies. Around Centre:MK there is more lighting and more onlooking, however there are open public spaces in between the office blocks that might encourage crime.
		Does the centre have low crime rates?	No	-1	Over 400 crimes are reported per month in Milton Keynes, with a high proportion of these being violent and sexual offences.
		Does the centre include traffic calming measures?	Partially	0	The only traffic calming measures are traffic lights and roundabouts. There are no speed bumps, changes in road texture nor width restrictions.
		Does the centre have safe and convenient places to cross the street?	Partially	0	There are some crossing points, although they are not pedestrian priority in the main.



CMK

	Social and Community Infrastructure	Does the centre include public places/spaces that offer flexible community use?	Partially	0	Large space inside Centre:MK, along with Milton Keynes Central Library and Centrecom community centre.
Accessible	Active Travel / Public Transport	Does the centre include segregated walking and cycling networks?	Partially	0	Segregated walking networks are present. Redway cycle lanes transect the centre but there is a lack of connectivity using smaller cycle lanes.
		Does the centre provide footpaths and cycle lanes that are safe and accessible to users of all ages and abilities?	No	-1	The Redways are wide and accessible. Footpaths are generally wide, but abruptly end in some instances.
		Does the centre provide clear and rationalised signage?	No	-1	There is a distinct lack of signage, and the homogenous architecture makes wayfinding difficult.
		Does the centre provide cycle storage / parking?	Yes	1	A good amount of cycle parking is available around the centre.
		Does the centre minimise car use by limiting the amount of parking available?	No	-1	The centre is car orientated with large car parks. The lack of easy movement around the centre also means that visitors are encouraged to use their car to move between locations.
	Compact Places	Does the centre provide key facilities in accordance with 20-min neighbourhood principles. e.g. food shops, schools, public transport and health-care facilities in a compact and accessible way?	Partially	0	The central part of the centre is the best connected to social infrastructure and facilities. The areas of the west and east are less well connected.
		Is the centre built at an appropriately high density?	Partially	0	In some areas, redevelopment/ densification might be beneficial to have a harmonious level of density throughout the centre.
		Is the centre well connected by active travel and public transport routes?	Yes	1	The centre is well served by a train station and bus routes, but it seems that they are underutilised.
Adaptive (& Resilient)	Climate resilience and environmental quality	Does the centre satisfactorily mitigate existing localised environmental conditions associated with climate change e.g. temperature extremes, increased flood risk, higher winds?		-	No specific data or information on climate mitigation available.
		Does the centre provide green and blue infrastructure to help mitigate overheating/urban heat island effect?	Partially	0	Campbell Park and the canal to the east of the centre may contribute to mitigating any overheating. However, the central part of CMK would benefit from additional green infrastructure.
For All	Inclusive design	Is the public realm designed for people with different needs e.g. age, ability, ethnicity, gender, or any other characteristic?	No	-1	The centre needs to be made more accessible, as it is currently difficult to move around for those with mobility issues, or those without access to a car.
		Are public toilets available in the centre?	Yes	1	There are free public toilets located within the retail and leisure centres. Outside of operating hours, however, these toilets are likely unavailable to the public.
		Is the centre dementia friendly?	No	-1	The centre does not - in the main - incorporate the design principles of the Dementia Friendly Design Guidance SPD.

Healthy Centre Checklist (Stage 1 - Initial Assessment)

Centre: Bletchley



Yes	1
Partially	0
No	-1

Overall Score: -4

Theme	Issue	Standards	Score		Notes
Healthy (direct impacts)	Healthy Design	Does the centre integrate the natural environment, e.g. through biophilic design principles?	Partially	0	There is integration of the natural environment along Queensway through significant tree planting. However, Stanier Square and the area outside the Brunel Centre feel considerably more grey and lacking greenery/nature.
		Is the biodiversity of the centre high, e.g. are there movement corridors for nature?		-	There is some greenery in the form of trees along Queensway. Data and information on biodiversity is otherwise unavailable.
		Does the centre incorporate active design principles, e.g. through landscaping?	Partially	0	Although there are some active design principles in Bletchley, visitors still largely rely on cars.
		Is the outdoor microclimate (i.e. wind, sunlight, temperature and humidity) comfortable?	Partially	0	The tree lined Queensway made for a comfortable outdoor microclimate at the time of our visit, however this is likely to vary depending on season and weather.
		Does the centre include recharge and de-stress spaces/places that are meditative/contemplative and improve wellbeing?	Partially	0	The area between the Brunel Centre and Queensway partially offers this, however it would benefit from improvement.
	Healthy Food	Does the centre provide opportunities to grow healthy food, either through allotments or edible landscaping?	No	-1	There are several allotments in Bletchley, though all are fairly distant and separated from the defined centre boundary.
		Does the centre have easy access to a variety of food stores? Are there 'food deserts'?	Partially	0	Bletchley is lacking a major supermarket, though there is a Farmfoods and several specialist food stores. The specialist food stores are likely to have fresh food options.
		Is there a limited number of hot-food takeaways? Have exclusion zones been introduced?	No	-1	Bletchley has a high concentration of hot food takeaways. Part of the centre would be affected by exclusion zones as proposed by Policy E8 of Plan:MK.
	Pollution	Does the centre have low levels of pollution (air, noise and light)?	Partially	0	Data from the ASR is unavailable. There is no publicly available information on noise and light pollution, although noise levels were not observed to be especially high during the site visit, particularly in the pedestrianised areas.
		Does the centre mitigate pollution by providing good green infrastructure and minimising car use?	No	-1	Green infrastructure is limited and car use is high.
Attractive	Distinctive	Does the centre benefit from heritage and distinctiveness and provide local uniqueness and pride?	Partially	0	There is a sense of pride in Bletchley, however the centre is not distinct nor does it have a high level of heritage. The centre is not in a conservation area and there are no listed buildings.
	Retail, leisure and services	Is the centre an attractive retail and leisure destination with a range of operators and services?	Yes	1	There is a low occupancy rate in Bletchley, offering a range of retail and leisure services.
	Employment and Training	Does the centre provide significant and varied employment space and opportunities?	Yes	1	Between the Brunel Centre and Queensway, there are varied employment spaces but they mainly offer retail and leisure services space.
	Green/blue spaces and infrastructure	Does the centre provide formal high quality spaces that provide amenity/recreation opportunities?	Partially	0	There is a large area outside the Brunel Centre, along with a wide space along Queensway that is used by market traders.
		Does the centre provide adequate children's play spaces?	No	-1	There are no children's play spaces within the centre itself.
		Does the centre benefit from existing natural assets?	No	-1	There are limited natural assets within the centre.
	Crime and Community Safety	Are public spaces well used, lit and overlooked?	Partially	0	There are some areas around the Brunel centre that have no overlooking and could encourage crime.
		Does the centre have low crime rates?	No	-1	25 crimes were reported in Bletchley in February 2023, which is a high figure. There is a particular hotspot of crimes around The Brunel Centre and former Sainsburys car park.
Does the centre include traffic calming measures?		Partially	0	There is one section of raised, paved surfacing as you enter Queensway. Other traffic calming measures would be beneficial.	
Does the centre have safe and convenient places to cross the street?		No	-1	There are no crossing points once you are within the town centre's boundary.	

## Bletchley

	Social and Community Infrastructure	Does the centre include public places/spaces that offer flexible community use?	Yes	1	Bletchley Library lies just south of the centre boundary. There are no other community facilities particularly close to the centre.
Accessible	Active Travel / Public Transport	Does the centre include segregated walking and cycling networks?	Partially	0	There are segregated walking networks, but no segregated cycling networks.
		Does the centre provide footpaths and cycle lanes that are safe and accessible to users of all ages and abilities?	Partially	0	The walking networks are wide and even, but additional crossing points are needed.
		Does the centre provide clear and rationalised signage?	No	-1	No wayfinding was noticed, however the layout of Bletchley means that it is reasonably legible.
		Does the centre provide cycle storage / parking?	Yes	1	A good amount of cycling parking was observed.
		Does the centre minimise car use by limiting the amount of parking available?	No	-1	Access to Bletchley is dominated by cars, despite the nearby station. Free parking is available on-street and at car parks throughout the centre.
	Compact Places	Does the centre provide key facilities in accordance with 20-min principles. e.g. food shops, schools, public transport and health-care facilities in a compact and accessible way?	Yes	1	With the train station, Bletchley has the potential to constitute a 20-minute neighbourhood.
		Is the centre built at an appropriately high density?	No	-1	The area around the Brunel centre might benefit from densification, particularly the vacant sainsburys site.
		Is the centre well connected by active travel and public transport routes?	Yes	1	There are a good number of bus routes, as well as Bletchley Train Station. Cycle Lanes could be improved however.
	Adaptive (& Resilient)	Climate resilience and environmental quality	Does the centre satisfactorily mitigate existing localised environmental conditions associated with climate change e.g. temperature extremes, increased flood risk, higher winds?		-
Does the centre provide green and blue infrastructure to help mitigate overheating/urban heat island effect?			Partially	0	There is no blue infrastructure present, although the trees along Queensway may mitigate overheating to an extent.
For All	Inclusive design	Is the public realm designed for people with different needs e.g. age, ability, ethnicity, gender, or any other characteristic?	Partially	0	The design of Bletchley is good for people of varying needs, however crossing points along Queensway are needed.
		Are public toilets available in the centre?	Yes	1	There are free public toilets available at the north of the centre, although these close overnight.
		Is the centre dementia friendly?	Partially	0	Bletchley does incorporate some elements of the Dementia friendly design guide such as layout, seating and wayfinding, however improvements would be required to fully make the centre dementia friendly including open space and improvements to the pedestrian environment.

## Healthy Centre Checklist (Stage 1 - Initial Assessment)

Centre: **Kingston**

Yes	1
Partially	0
No	-1

Overall Score: **-12**

Theme	Issue	Standards	Score		Notes
Healthy (direct impacts)	Healthy Design	Does the centre integrate the natural environment, e.g. through biophilic design principles?	No	-1	There are some trees and greenery in the car park but generally the centre appears grey and lacking in greenery.
		Is the biodiversity of the centre high, e.g. are there movement corridors for nature?		-	Site visits observed that there is limited greenery. Data and information on biodiversity is otherwise unavailable.
		Does the centre incorporate active design principles, e.g. through landscaping?	No	-1	The retail park nature of Kingston leads to a lack of active design principles being incorporated.
		Is the outdoor microclimate (i.e. wind, sunlight, temperature and humidity) comfortable?	Partially	0	On the day we visited, it was observed that there is a good amount of shade, and the centre is not a wind tunnel however there is a high amount of noise.
		Does the centre include recharge and de-stress spaces/places that are meditative/contemplative and improve wellbeing?	No	-1	The retail park character of Kingston leads to a lack of such spaces amongst the big box commercial units.
	Healthy Food	Does the centre provide opportunities to grow healthy food, either through allotments or edible landscaping?	No	-1	There are no allotments within the centre. There is a small allotment to the north-west of the centre, although this feels separated from the centre itself.
		Does the centre have easy access to a variety of food stores? Are there 'food deserts'?	Partially	0	Kingston is anchored by a large Tesco Extra, and also benefits from an Aldi store which offers discount shopping options; both of these have fresh food options. However, the centre is lacking in specialist food stores.
		Is there a limited number of hot-food takeaways? Have exclusion zones been introduced?	No	-1	There are a number of take-aways including McDonalds and Tim Hortons. There have been no exclusion zones implemented.
	Pollution	Does the centre have low levels of pollution (air, noise and light)?	Partially	0	Data from the ASR is unavailable for Kingston. There is no publicly available information on noise and light pollution, although noise levels during the site visit were observed to be fairly high due to the centre's proximity to main roads.
		Does the centre mitigate pollution by providing good green infrastructure and minimising car use?	Partially	0	Although there is green infrastructure in the centre, it is dominated by car use and likely not sufficient to mitigate the pollution.
Attractive	Distinctive	Does the centre benefit from heritage and distinctiveness and provide local uniqueness and pride?	No	-1	Kingston is a modern 'big box' retail development.
	Retail, leisure and services	Is the centre an attractive retail and leisure destination with a range of operators and services?	Partially	0	The centre is attractive for retailers and leisure services that are likely established and are looking for a big unit. In the main it does not offer space for independents businesses.
	Employment and Training	Does the centre provide significant and varied employment space and opportunities?	Partially	0	There is a range of employment opportunities in Kingston, including retail, leisure, offices and manufacturing.
	Green/blue spaces and infrastructure	Does the centre provide formal high quality spaces that provide amenity/recreation opportunities?	No	-1	The retail park nature of Kingston has not provided outdoor recreation opportunities.
		Does the centre provide adequate children's play spaces?	No	-1	There are no children's play spaces within the centre itself.
		Does the centre benefit from existing natural assets?	No	-1	The centre is dominated by the shops and car park and there are very few natural assets.
	Crime and Community Safety	Are public spaces well used, lit and overlooked?	Yes	1	The entire centre is well looked with a central car park with all frontages facing inwards.
		Does the centre have low crime rates?	No	-1	In February 2023, 27 crimes were reported within the centres boundary which is a high figure in comparison with other small centres.
		Does the centre include traffic calming measures?	Partially	0	There is a texture to the road surface which likely slows traffic, along with there only being short stretches of road throughout the centre so vehicles can't move quickly.
		Does the centre have safe and convenient places to cross the street?	Partially	0	Given the size of the car park, more crossing points to make movement safer for pedestrians would be beneficial.

## Kingston

	Social and Community Infrastructure	Does the centre include public places/spaces that offer flexible community use?	Partially	0	There is a library located in Kingston District Centre, however there are no community centres or halls.
Accessible	Active Travel / Public Transport	Does the centre include segregated walking and cycling networks?	Partially	0	In some places there are segregated walking networks, particularly around the shops and to the bus stop. There are cycling routes at the periphery of the centre, but none within the centre itself.
		Does the centre provide footpaths and cycle lanes that are safe and accessible to users of all ages and abilities?	Partially	0	The footpaths are accessible to all users, although the lack of crossing points in some places could create danger. The introduction of cycle lanes within the centre would be beneficial, given they connect to the ones on the periphery.
		Does the centre provide clear and rationalised signage?	Partially	0	Signage in the centre is mainly provided by the large shop front signs. As you enter the centre there is no clear indication of what shops are there with one sign board.
		Does the centre provide cycle storage / parking?	Partially	0	Small quantities of cycle parking were noticed.
		Does the centre minimise car use by limiting the amount of parking available?	No	-1	The large central carpark encourages car use in Kingston.
	Compact Places	Does the centre provide key facilities in accordance with 20-min city principles. e.g. food shops, schools, public transport and health-care facilities in a compact and accessible way?	No	-1	Kingston provides food shops and public transport options but otherwise is limited in terms of other facilities and social infrastructure.
		Is the centre built at an appropriately high density?	Partially	0	The centre could be denser, possibly introducing residential and or other uses.
Is the centre well connected by active travel and public transport routes?		Partially	0	Although there is a bus stop in the centre, serving a high number of routes, it did not appear to be a popular mode of transport to the centre. There is no train station.	
Adaptive (& Resilient)	Climate resilience and environmental quality	Does the centre satisfactorily mitigate existing localised environmental conditions associated with climate change e.g. temperature extremes, increased flood risk, higher winds?		-	No specific data or information on climate mitigation available.
		Does the centre provide green and blue infrastructure to help mitigate overheating/urban heat island effect?	No	-1	There is little green infrastructure and no blue infrastructure.
For All	Inclusive design	Is the public realm designed for people with different needs e.g. age, ability, ethnicity, gender, or any other characteristic?	Partially	0	The public realm in Kingston would likely pose to be an issue to some people.
		Are public toilets available in the centre?	Partially	0	Public toilets are available in the shops so can only be used in opening hours.
		Is the centre dementia friendly?	Partially	0	The centre does not - in the main - incorporate the design principles of the Dementia Friendly Design Guidance SPD.

Healthy Centre Checklist (Stage 1 - Initial Assessment)

Centre: Westcroft

Yes	1
Partially	0
No	-1



Overall Score: -9

Theme	Issue	Standards	Score		Notes
Healthy (direct impacts)	Healthy Design	Does the centre integrate the natural environment, e.g. through biophilic design principles?	No	-1	There are some trees and greenery in the car park but generally the centre feels grey and lacking in greenery/nature. The area outside the library feels particularly lacking.
		Is the biodiversity of the centre high, e.g. are there movement corridors for nature?		-	Site visit observed that there is little greenery in the centre. Data and information on biodiversity is otherwise unavailable.
		Does the centre incorporate active design principles, e.g. through landscaping?	Partially	0	Westcroft District Centre is largely tarmacked because of a large openair car park. However, there are good walknig networks around the centre and to neighbouring residential centres.
		Is the outdoor microclimate (i.e. wind, sunlight, temperature and humidity) comfortable?	Partially	0	At the time of our visit the microclimate was ok, but given the design of the centre it is likely a problem sometimes.
		Does the centre include recharge and de-stress spaces/places that are meditative/contemplative and improve wellbeing?	No	-1	As the centre is an out of town retail destination, such areas have not been incorporated into the design. The area outside the library may offer some opportunities for this but in its current state feels grey and uninspiring.
	Healthy Food	Does the centre provide opportunities to grow healthy food, either through allotments or edible landscaping?	Partially	0	There are no allotments within the defined centre boundary, although there is an allotment to the immediate west of the centre, beyond the library. The current capacity of the Wimborne Crescent Allotment is unknown.
		Does the centre have easy access to a variety of food stores? Are there 'food deserts'?	Partially	0	Westcroft is anchored by a large Morrisons, and also benefits from an Aldi store which offers discount shopping options; both of these have fresh food options. However, the centre is lacking in specialist food stores.
		Is there a limited number of hot-food takeaways? Have exclusion zones been introduced?	Yes	1	Limited number of takeaways. The centre would likely be unaffected by any exclusion zones as proposed in Policy E8 of Plan:MK.
	Pollution	Does the centre have low levels of pollution (air, noise and light)?	Partially	0	Data from the ASR is unavailable for Westcroft. There is no publicly available information on noise and light pollution, although noise levels during the site visit were observed to be fairly high due to proximity to busy main roads.
		Does the centre mitigate pollution by providing good green infrastructure and minimising car use?	No	-1	Cars dominate Westcroft District Centre, and very little planting existing to provide any mitigation.
Attractive	Distinctive	Does the centre benefit from heritage and distinctiveness and provide local uniqueness and pride?	No	-1	Westcroft is a modern out of centre retail destination with little distinctiveness.
	Retail, leisure and services	Is the centre an attractive retail and leisure destination with a range of operators and services?	Partially	0	There is a range of operators and services, although the provision is focused on large retail units, so there is not a wide range including independents. Given the size of the units, there is a good mix of retail and leisure.
	Employment and Training	Does the centre provide significant and varied employment space and opportunities?	No	-1	The centre is small, and there is not a wide range of unit sizes for varied employment types.
	Green/blue spaces and infrastructure	Does the centre provide formal high quality spaces that provide amenity/recreation opportunities?	No	-1	The nature of the centre has meant that such spaces have not been provided.
		Does the centre provide adequate children's play spaces?	No	-1	There are no children's play spaces within the centre itself.
		Does the centre benefit from existing natural assets?	No	-1	There are very limited natural assets to make use of.
	Crime and Community Safety	Are public spaces well used, lit and overlooked?	Yes	1	The design of the centre has meant public spaces are mainly well overlooked.
		Does the centre have low crime rates?	No	-1	There were 16 crimes reported in Westcroft in February 2023 which is high relatively.
		Does the centre include traffic calming measures?	No	-1	There are no traffic calming measures, and given the high number of cars the introduction of such measures might be considered.
		Does the centre have safe and convenient places to cross the street?	Partially	0	Some crossing points exist, but the addition of extra points would be beneficial.

Westcroft

	Social and Community Infrastructure	Does the centre include public places/spaces that offer flexible community use?	Partially	0	Despite Westcroft being a retail park, there are some community facilities such as a Westcroft Library although it is not clear how flexible this space is.
Accessible	Active Travel / Public Transport	Does the centre include segregated walking and cycling networks?	Partially	0	In places there are segregated walking networks. There are cycle lanes along the periphery of the centre.
		Does the centre provide footpaths and cycle lanes that are safe and accessible to users of all ages and abilities?	Partially	0	It is likely that the facilities available would not be suitable for people of all abilities.
		Does the centre provide clear and rationalised signage?	Partially	0	Although there is little by way of wayfinding/signage, the store fronts provide reasonable signage around the centre.
		Does the centre provide cycle storage / parking?	Yes	1	A reasonable amount of cycle parking was observed.
		Does the centre minimise car use by limiting the amount of parking available?	No	-1	Access to the centre is dominated by cars, and a large amount of parking is available.
	Compact Places	Does the centre provide key facilities in accordance with 20-min principles. e.g. food shops, schools, public transport and health-care facilities in a compact and accessible way?	Partially	0	Westcroft provides food shops and public transport options but otherwise is limited in terms of other social infrastructure.
		Is the centre built at an appropriately high density?	Partially	0	For a retail park it is a good density, but there may be opportunities for densification, and potentially the inclusion of homes and other alternative uses.
		Is the centre well connected by active travel and public transport routes?	Partially	0	Bus routes do serve the centre although didn't appear to be a popular mode of transport. There are ok walking routes, however there are no cycling routes.
	Adaptive (& Resilient)	Climate resilience and environmental quality	Does the centre satisfactorily mitigate existing localised environmental conditions associated with climate change e.g. temperature extremes, increased flood risk, higher winds?		-
Does the centre provide green and blue infrastructure to help mitigate overheating/urban heat island effect?			No	-1	There is no blue infrastructure and little green infrastructure within the defined centre boundary.
For All	Inclusive design	Is the public realm designed for people with different needs e.g. age, ability, ethnicity, gender, or any other characteristic?	Partially	0	Although the centre will be accessed by a large range of people, it cannot be assumed that this has been designed with all abilities in mind.
		Are public toilets available in the centre?	Partially	0	Public toilets are available in the shops so can only be used in opening hours.
		Is the centre dementia friendly?	Partially	0	The centre does not - in the main - incorporate the design principles of the Dementia Friendly Design Guidance SPD.

Healthy Centre Checklist (Stage 1 - Initial Assessment)

Centre: **Wolverton**



Yes	1
Partially	0
No	-1

Overall Score: **-10**

Theme	Issue	Standards	Score		Notes
Healthy (direct impacts)	Healthy Design	Does the centre integrate the natural environment, e.g. through biophilic design principles?	Partially	0	There is a lack of greenery along Stratford Road and Church Street. However, there is some green space at the Square, and outside St George the Martyr Church.
		Is the biodiversity of the centre high, e.g. are there movement corridors for nature?		-	More greenery is present in the Square than on Stratford Road or Church Street. Data and information on biodiversity is otherwise unavailable.
		Does the centre incorporate active design principles, e.g. through landscaping?	No	-1	Wolverton is largely car orientated due to its design, location and nature, more could be done to encourage active design.
		Is the outdoor microclimate (i.e. wind, sunlight, temperature and humidity) comfortable?	Partially	0	It is reasonable, however the centre runs along a busy road with limited landscaping to create a more comfortable environment.
		Does the centre include recharge and de-stress spaces/places that are meditative/contemplative and improve wellbeing?	Partially	0	There are some small spaces, but these could be improved and more would be beneficial.
	Healthy Food	Does the centre provide opportunities to grow healthy food, either through allotments or edible landscaping?	No	-1	There are several allotments in Wolverton, though all are fairly distant and separated from the defined centre boundary.
		Does the centre have easy access to a variety of food stores? Are there 'food deserts'?	Yes	1	There are several large supermarkets in Wolverton, including a Tesco, an Asda, and a Farmfoods. There is also a butcher, and two greengrocers, which have fresh food options.
		Is there a limited number of hot-food takeaways? Have exclusion zones been introduced?	No	-1	Wolverton has a high concentration of fast food takeaways. Some of the centre would be affected by exclusion zones as proposed by Policy E8 of Plan:MK.
	Pollution	Does the centre have low levels of pollution (air, noise and light)?	Partially	0	Data from the ASR is unavailable. There is no publicly available information on noise and light pollution, although noise pollution levels were not observed to be especially high at the time of the site visit, particularly in the south of the centre.
		Does the centre mitigate pollution by providing good green infrastructure and minimising car use?	No	-1	The centre is car orientated. There is little green infrastructure.
Attractive	Distinctive	Does the centre benefit from heritage and distinctiveness and provide local uniqueness and pride?	Partially	0	There is a sense of local pride, but otherwise centre has no apparent heritage or distinctiveness.
	Retail, leisure and services	Is the centre an attractive retail and leisure destination with a range of operators and services?	Partially	0	There is a range of retail and leisure, however it is more of a local offering and visitors to Wolverton are likely to just visit the large Tesco or Aldi and not actually enter the town.
	Employment and Training	Does the centre provide significant and varied employment space and opportunities?	Partially	0	There are a high number of retail and takeaway units, however they are all similar in size. Besides retail space, there are limited employment opportunities.
	Green/blue spaces and infrastructure	Does the centre provide formal high quality spaces that provide amenity/recreation opportunities?	No	-1	There are no such spaces immediately in the centre.
		Does the centre provide adequate children's play spaces?	No	-1	There are no children's play spaces within the centre itself.
		Does the centre benefit from existing natural assets?	No	-1	The green space outside the church could be better integrated with the rest of the centre.
	Crime and Community Safety	Are public spaces well used, lit and overlooked?	Partially	0	There are only a few public spaces, and are partially overlooked meaning safety could be considered varied.
		Does the centre have low crime rates?	No	-1	23 crimes were reported within the town centre boundary in February 2023 which is a very high number in contrast with other similar sized centres in MK.
		Does the centre include traffic calming measures?	No	-1	There are no traffic calming measures, therefore introduction of some traffic calming measures due to the car orientation of Wolverton would be beneficial and could encourage more visitors.
		Does the centre have safe and convenient places to cross the street?	No	-1	There are limited safe crossing spaces, therefore the introduction of some pedestrian crossing locations due to the car orientation of Wolverton would be beneficial.



Wolverton

	Social and Community Infrastructure	Does the centre include public places/spaces that offer flexible community use?	Yes	1	Wolverton Library is located within the centre boundary, along with Kings community centre.
Accessible	Active Travel / Public Transport	Does the centre include segregated walking and cycling networks?	Partially	0	There are segregated walking networks, but not cycling. The walking network has very limited crossing points on the roads however.
		Does the centre provide footpaths and cycle lanes that are safe and accessible to users of all ages and abilities?	No	-1	There are few safe crossing points, and no segregated cycle lanes.
		Does the centre provide clear and rationalised signage?	Partially	0	Some wayfinding was observed.
		Does the centre provide cycle storage / parking?	Partially	0	Some cycle parking was observed, however it did not appear to be well used.
		Does the centre minimise car use by limiting the amount of parking available?	No	-1	Wolverton is car oriented, with significant car parking opportunities.
	Compact Places	Does the centre provide key facilities in accordance with 20-min principles. e.g. food shops, schools, public transport and health-care facilities in a compact and accessible way?	Partially	0	The centre incorporates some facilities.
		Is the centre built at an appropriately high density?	Partially	0	There is room for densification in Wolverton.
		Is the centre well connected by active travel and public transport routes?	Partially	0	The northern part of Wolverton centre is well served by bus routes and also benefits from Wolverton Train Station just outside of the centre boundary. The southern part of the centre, however, has poorer public transport connections.
Adaptive (& Resilient)	Climate resilience and environmental quality	Does the centre satisfactorily mitigate existing localised environmental conditions associated with climate change e.g. temperature extremes, increased flood risk, higher winds?		-	No specific data or information on climate mitigation available.
		Does the centre provide green and blue infrastructure to help mitigate overheating/urban heat island effect?	Partially	0	Some green infrastructure is provided but there are opportunities for more greenery along some of the main streets.
For All	Inclusive design	Is the public realm designed for people with different needs e.g. age, ability, ethnicity, gender, or any other characteristic?	Partially	0	The design of the public realm Wolverton does not feel that inclusive, as it is fragmented, with busy roads running through it and walking routes need improvement.
		Are public toilets available in the centre?	Partially	0	Public toilets are available at Tesco, though only during opening hours.
		Is the centre dementia friendly?	Partially	0	The centre does not - in the main - incorporate the design principles of the Dementia Friendly Design Guidance SPD.

Healthy Centre Checklist (Stage 1 - Initial Assessment)

Centre: **Newport Pagnell**



Yes	1
Partially	0
No	-1

Overall Score: **3**

Theme	Issue	Standards	Score		Notes
Healthy (direct impacts)	Healthy Design	Does the centre integrate the natural environment, e.g. through biophilic design principles?	Partially	0	The centre is well integrated with green areas and the River Great Ouse to the east of the centre. However, biophilic design along High Street is limited and the centre feels fairly grey.
		Is the biodiversity of the centre high, e.g. are there movement corridors for nature?		-	Site visits observed that there is some greenery along High Street. Data and information on biodiversity is otherwise unavailable.
		Does the centre incorporate active design principles, e.g. through landscaping?	Partially	0	The centre is pedestrian friendly, however more could be done to incorporate landscaping ideas to improve the active design of the centre.
		Is the outdoor microclimate (i.e. wind, sunlight, temperature and humidity) comfortable?	Partially	0	The climate is generally comfortable, although the road that runs through the centre is busy, in turn increasing noise and pollution (see below).
		Does the centre include recharge and de-stress spaces/places that are meditative/contemplative and improve wellbeing?	Partially	0	Ousebank Gardens to the west of the centre is a good space for de-stressing although there are no spaces beyond the gardens.
	Healthy Food	Does the centre provide opportunities to grow healthy food, either through allotments or edible landscaping?	No	-1	There are no allotments within the centre itself, though there are several within a short walking distance of the centre. However, information from Newport Pagnell Town Council indicates that there are currently waiting lists for these, suggesting there is unmet demand for more allotments in the area.
		Does the centre have easy access to a variety of food stores? Are there 'food deserts'?	Partially	0	Though there are no major supermarkets, the main convenience shop in Newport Pagnell is a Co-operative on High Street. There is also a greengrocers, butchers and refillery shop which offer fresh food options.
		Is there a limited number of hot-food takeaways? Have exclusion zones been introduced?	Partially	0	There are several takeaways present in Newport Pagnell, although not to excess. The centre would likely be affected by any exclusions zones as proposed in Policy EHB of Plan:MK.
	Pollution	Does the centre have low levels of pollution (air, noise and light)?	Partially	0	There are four air quality monitoring sites within the defined centre boundary. Over the period 2015-2019, all four sites reported an annual NO2 Mean Concentration of more than 25µg/m3, which is the national air quality objective. There is no publicly available information on noise and light pollution, although noise levels during the site visit were observed to be low.
		Does the centre mitigate pollution by providing good green infrastructure and minimising car use?	Partially	0	Some instances of green infrastructure although this could be improved and car use has not been minimised.
Attractive	Distinctive	Does the centre benefit from heritage and distinctiveness and provide local uniqueness and pride?	Yes	1	The heritage and character of Newport Pagnell is a strong aspect of the town centre.
	Retail, leisure and services	Is the centre an attractive retail and leisure destination with a range of operators and services?	Yes	1	Has a strong presence of specialist retailers and independent businesses. There is also a high occupancy rate of units.
	Employment and Training	Does the centre provide significant and varied employment space and opportunities?	Partially	0	The offer is mainly aimed towards small retailers, so it not varied to include offices.
	Green/blue spaces and infrastructure	Does the centre provide formal high quality spaces that provide amenity/recreation opportunities?	Yes	1	Ousebank Gardens to the west, and there are some spaces that encourage social interaction throughout the centre.
		Does the centre provide adequate children's play spaces?	No	-1	There are no children's play spaces within the centre itself.
		Does the centre benefit from existing natural assets?	Partially	0	There are limited natural assets within the centre itself, though the centre feels well-connected to Ousebank Gardens to the east.
	Crime and Community Safety	Are public spaces well used, lit and overlooked?	Partially	0	Along the high street spaces are well overlooked, but Ousebank Gardens is rather tucked away.
		Does the centre have low crime rates?	Yes	1	The centre has low crime rates with just 8 crimes being reported within the town centre's boundary in February 2023.
		Does the centre include traffic calming measures?	Yes	1	There are regular speed bumps along High Street, and roundabouts at junctions. Although the road was busy, traffic was moving steadily and not fast.
		Does the centre have safe and convenient places to cross the street?	Partially	0	Improvements needed as you move west.

Newport Pagnell

	Social and Community Infrastructure	Does the centre include public places/spaces that offer flexible community use?	Yes	1	Newport Pagnell Library along with a number of church halls and community halls such as The Mead Centre within the centre or nearby offer good community spaces.
Accessible	Active Travel / Public Transport	Does the centre include segregated walking and cycling networks?	Partially	0	There are walking networks, but there are limited cycling networks.
		Does the centre provide footpaths and cycle lanes that are safe and accessible to users of all ages and abilities?	Partially	0	Well maintained footpaths, but improvements needed for cycle lanes.
		Does the centre provide clear and rationalised signage?	Partially	0	Better wayfinding is needed throughout the centre to direct to key locations.
		Does the centre provide cycle storage / parking?	Partially	0	Some cycle parking was observed, although very little. Better provisions may encourage the uptake of cycling to access the centre.
		Does the centre minimise car use by limiting the amount of parking available?	No	-1	Several free car parks are provided within the centre.
	Compact Places	Does the centre provide key facilities in accordance with 20-min city principles. e.g. food shops, schools, public transport and health-care facilities in a compact and accessible way?	Partially	0	If Newport Pagnell was located somewhere with better public transport routes, it would likely be a 20-minute neighbourhood.
		Is the centre built at an appropriately high density?	Yes	1	Good density for the size of the centre. However, there is potential for some denser development in the centre.
Is the centre well connected by active travel and public transport routes?		Partially	0	Well connected for walking, but otherwise dominated by cars.	
Adaptive (& Resilient)	Climate resilience and environmental quality	Does the centre satisfactorily mitigate existing localised environmental conditions associated with climate change e.g. temperature extremes, increased flood risk, higher winds?		-	No specific data or information on climate mitigation available.
		Does the centre provide green and blue infrastructure to help mitigate overheating/urban heat island effect?	No	-1	More green and blue infrastructure could be implemented to help alleviate extreme weather conditions.
For All	Inclusive design	Is the public realm designed for people with different needs e.g. age, ability, ethnicity, gender, or any other characteristic?	Partially	0	More improvements could be made to make it accessible for all.
		Are public toilets available in the centre?	Yes	1	There are 4 public toilet cubicles available to the west of High Street.
		Is the centre dementia friendly?	Partially	0	The centre does not - in the main - incorporate the design principles of the Dementia Friendly Design Guidance SPD.

Healthy Centre Checklist (Stage 1 - Initial Assessment)

Centre: Olney

Yes	1
Partially	0
No	-1



Overall Score: 3

Theme	Issue	Standards	Score		Notes
Healthy (direct impacts)	Healthy Design	Does the centre integrate the natural environment, e.g. through biophilic design principles?	Yes	1	Some integration has been implemented, as there are trees and planters throughout the centre.
		Is the biodiversity of the centre high, e.g. are there movement corridors for nature?		-	Site visits observed that there is some green infrastructure present. Data and information on biodiversity is otherwise unavailable.
		Does the centre incorporate active design principles, e.g. through landscaping?	Partially	0	Limited as just footpaths evident. No other active design principles.
		Is the outdoor microclimate (i.e. wind, sunlight, temperature and humidity) comfortable?	Partially	0	On the day of the visit, it was observed that there are a high number of trees providing shade, and it did not feel like the centre was a wind tunnel however the busy through road generates pollution.
		Does the centre include recharge and de-stress spaces/places that are meditative/contemplative and improve wellbeing?	Partially	0	There is a large Market Place in the centre, however Olney could benefit better from more peaceful places as this is a noisy and highly congested location.
	Healthy Food	Does the centre provide opportunities to grow healthy food, either through allotments or edible landscaping?	No	-1	There are no allotments within the centre itself, though there is a large allotment to the south-east of the centre. Capacity data of this allotment is unknown.
		Does the centre have easy access to a variety of food stores? Are there 'food deserts'?	Yes	1	Olney is anchored by a large Co-operative, and has two smaller convenience stores. There are also two bakeries, a butcher, two delicatessens and a greengrocers; as a result, there are plenty of fresh food options.
		Is there a limited number of hot-food takeaways? Have exclusion zones been introduced?	Partially	0	There are a few takeaways present in Olney, though not an excess. The centre would likely be unaffected by any exclusion zones as proposed in Policy EH8 of Plan.MK.
	Pollution	Does the centre have low levels of pollution (air, noise and light)?	No	-1	There are five air quality monitoring devices in Olney. Over the period 2015-2019, several of these sites reported an annual NO2 Mean Concentration of more than 25µg/m3, which is the national air quality objective. Additionally, an Air Quality Management Area (AQMA) has been designated in Olney, indicating air pollution is an issue in the centre. There is no publicly available information on noise and light pollution, although noise levels during the site visit were observed to be high due to a high level of traffic.
		Does the centre mitigate pollution by providing good green infrastructure and minimising car use?	Partially	0	There is reasonable green infrastructure, but no apparent measures to minimise car use.
Attractive	Distinctive	Does the centre benefit from heritage and distinctiveness and provide local uniqueness and pride?	Yes	1	Olney has a distinct and historic character that is protected by a conservation area.
	Retail, leisure and services	Is the centre an attractive retail and leisure destination with a range of operators and services?	Yes	1	The centre is attractive for independent retail and leisure operators due to a high number of small retail units.
	Employment and Training	Does the centre provide significant and varied employment space and opportunities?	Partially	0	As the units are all small, there is a high amount of employment opportunities, but the type of space available is not varied as there was not evidently any office space.
	Green/blue spaces and infrastructure	Does the centre provide formal high quality spaces that provide amenity/recreation opportunities?	Yes	1	The Market Place in the centre is well used for purposes such as the market and other community events.
		Does the centre provide adequate children's play spaces?	No	-1	There are no children's play spaces within the centre itself.
		Does the centre benefit from existing natural assets?	Partially	0	Beyond the trees along the street and the green space in the Market Place, there are limited natural assets within the centre.
	Crime and Community Safety	Are public spaces well used, lit and overlooked?	Yes	1	The Market Place is the main public space, and its central location means it benefits from high levels of overlooking.
		Does the centre have low crime rates?	Yes	1	In February 2023, only 7 crimes reported within the town centre boundaries.
		Does the centre include traffic calming measures?	No	-1	There is a high traffic flow through the centre, and no traffic calming measures in place.
		Does the centre have safe and convenient places to cross the street?	Partially	0	There are crossing points, although more pedestrian priority crossing points are needed.

## Olney

	Social and Community Infrastructure	Does the centre include public places/spaces that offer flexible community use?	Yes	1	The Market Place in the centre is well used for community events. Olney Library and East Street community centre are also located in or near the centre.
Accessible	Active Travel / Public Transport	Does the centre include segregated walking and cycling networks?	Partially	0	There are no designated cycling routes, however there are walking networks.
		Does the centre provide footpaths and cycle lanes that are safe and accessible to users of all ages and abilities?	Partially	0	The footpaths that run through the town centre are well used and accessible, but again, there are no cycle routes to provide alternative options.
		Does the centre provide clear and rationalised signage?	Partially	0	There is some signage, but generally it could benefit from improvement.
		Does the centre provide cycle storage / parking?	Partially	0	There were some provisions for this, but more could encourage the uptake of cycling.
		Does the centre minimise car use by limiting the amount of parking available?	No	-1	Access to the centre is dominated by car use, with access not encouraged in other ways. Free parking is available at the Market Place and on-street.
	Compact Places	Does the centre provide key facilities in accordance with 20-min principles. e.g. food shops, schools, public transport and health-care facilities in a compact and accessible way?	Partially	0	There are some elements of the 20-min neighbourhood principles in Olney, but there are some aspects missing.
		Is the centre built at an appropriately high density?	Yes	1	There is potential for some slightly denser developments to be introduced to Olney.
Is the centre well connected by active travel and public transport routes?		No	-1	Olney is dominated by car use, as there is no train station and bus routes are infrequent.	
Adaptive (& Resilient)	Climate resilience and environmental quality	Does the centre satisfactorily mitigate existing localised environmental conditions associated with climate change e.g. temperature extremes, increased flood risk, higher winds?		-	No specific data or information on climate mitigation available.
		Does the centre provide green and blue infrastructure to help mitigate overheating/urban heat island effect?	Partially	0	There is no blue infrastructure within the centre, although the trees and planters may provide some mitigation against rising temperatures.
For All	Inclusive design	Is the public realm designed for people with different needs e.g. age, ability, ethnicity, gender, or any other characteristic?	Partially	0	Although a characterful centre, the layout of the centre around the Market Place makes movement difficult.
		Are public toilets available in the centre?	Yes	1	Free public toilets with baby changing facilities that can be accessed during the day.
		Is the centre dementia friendly?	Partially	0	The centre does not - in the main - incorporate the design principles of the Dementia Friendly Design Guidance SPD.

Healthy Centre Checklist (Stage 1 - Initial Assessment)

Centre: **Stony Stratford**



Yes	1
Partially	0
No	-1

Overall Score: **2**

Theme	Issue	Standards	Score		Notes
Healthy (direct impacts)	Healthy Design	Does the centre integrate the natural green and blue environment, e.g. through biophilic design principles, are there trees?	Partially	0	There are planters along High Street, and green space outside Church of St Mary and St Giles, but greenery is otherwise limited. As you move away from High Street, there is a higher presence of trees. There is limited blue infrastructure.
		Is the biodiversity of the centre high, e.g. are there movement corridors for nature?		-	Site visits observed that there is some green infrastructure present in the centre. Data and information on biodiversity is otherwise unavailable.
		Does the centre incorporate active design principles, e.g. through landscaping?	No	-1	The centre currently feels fairly car-oriented; more could be done to encourage active design.
		Is the outdoor microclimate (i.e. wind, sunlight, temperature and humidity) comfortable?	Yes	1	The centre was judged to have a comfortable microclimate at the site visit, with no obvious microclimate issues.
		Does the centre include recharge and de-stress spaces/places that are meditative/contemplative and improve wellbeing?	Partially	0	The grounds of the Church of St Mary and St Giles may offer opportunities to recharge.
	Healthy Food	Does the centre provide opportunities to grow healthy food, either through allotments or edible landscaping?	No	-1	No allotments or edible landscaping visible in the centre itself. There are two large allotments within 500m of the high street, however information from Stony Stratford Town Council indicates there are waiting lists for these.
		Does the centre have easy access to a variety of food stores? Are there 'food deserts'?	Partially	0	There are several convenience stores and specialist food stores but no major supermarkets. The availability of fresh fruit and vegetables at these stores is unknown.
		Is there a limited number of hot-food takeaways? Have exclusion zones been introduced?	Partially	0	There are several takeaways present in Stony Stratford, although not to excess. The centre would likely be affected by any exclusion zones as proposed in Policy EHB of Plan:MK.
	Pollution	Does the centre have low levels of pollution (air, noise and light)?	Yes	1	There is one air quality monitoring site within the defined centre boundary. Over the period 2015-2019, this site reported an annual NO2 Mean Concentration of less than 25µg/m3, which is the national air quality objective. There is no publicly available information on noise and light pollution, although noise levels during the site visit were observed to be low.
		Does the centre mitigate pollution by providing good green infrastructure and minimising car use?	Partially	0	Green infrastructure within the centre is limited; however, traffic levels along the main high street are generally low, and results from the household survey suggests that a considerable proportion of visitors arrive on foot.
Attractive	Distinctive	Does the centre benefit from heritage and distinctiveness and provide local uniqueness and pride?	Yes	1	The centre has a very quaint and distinct character. As noted in the household survey results, the attractive environment was the second most reported "like" of the centre.
	Retail, leisure and services	Is the centre an attractive retail and leisure destination with a range of operators and services?	Yes	1	The centre benefits from many independent retailers, and there are many leisure options, including cafes, pubs and restaurants.
	Employment and Training	Does the centre provide significant and varied employment space and opportunities?	Partially	0	There are opportunities in the retail and leisure industries.
	Green/blue spaces and infrastructure	Does the centre provide formal high quality spaces that provide amenity/recreation opportunities?	Partially	0	The square in the centre presents some opportunities for amenity and recreation.
		Does the centre provide adequate children's play spaces?	Partially	0	No play spaces are present within the defined centre boundary, but Ousebank Way playground is approximately 300m from the high street.
		Does the centre benefit from existing natural assets?	No	-1	There are limited natural assets within the centre itself.
	Crime and Community Safety	Are public spaces well used, lit and overlooked?	Partially	0	The high street is well-lit and overlooked, but less so in the car parks to the south.
		Does the centre have low crime rates?	Yes	1	Crime rates are relatively low - 11 crimes were recorded in the centre in February 2023 which is low in respect to other centres in MK.
		Does the centre include traffic calming measures?	Yes	1	High Street has been narrowed at points to limit flow of traffic and operates as a one-way system.
		Does the centre have safe and convenient places to cross the street?	Partially	0	High Street is generally narrow so not difficult to cross the street, but few formal crossing places.

Stony Stratford

	Social and Community Infrastructure	Does the centre include public places/spaces that offer flexible community use?	Yes	1	Market Square is a wide open space that can be used for flexible community purposes. We understand that a farmers' market is held here monthly. Stony Stratford Library also lies within the defined centre boundary.
Accessible	Active Travel / Public Transport	Does the centre include segregated walking and cycling networks?	No	-1	There could be more physical separation between the pavement and road along High Street. There are no cycle lanes in the centre.
		Does the centre provide footpaths and cycle lanes that are safe and accessible to users of all ages and abilities?	No	-1	The pavements along High Street are quite narrow at points, which may impact accessibility. No cycle lanes are provided.
		Does the centre provide clear and rationalised signage?	Yes	1	The centre has traditional signposts throughout, which aid navigation and add to the quaint nature of the centre.
		Does the centre provide cycle storage / parking?	No	-1	There is limited cycle parking available.
		Does the centre minimise car use by limiting the amount of parking available?	No	-1	There is car parking available in dedicated car parks, and on-street parking is available along High Street.
	Compact Places	Does the centre provide key facilities in accordance with 20-min city principles. e.g. food shops, schools, public transport and health-care facilities in a compact and accessible way?	Yes	1	There are several food shops, medical facilities, bus stops and a library within the centre itself. Russell Street School is within close proximity of High Street.
		Is the centre built at an appropriately high density?	Yes	1	The high street is built at an appropriate density and in keeping with its character i.e. retail units at ground floor and residential above. There may be opportunities to increase densities in specific locations around the centre.
Is the centre well connected by active travel and public transport routes?		Partially	0	There are several bus stops within the centre boundary, but there are no cycle lanes.	
Adaptive (& Resilient)	Climate resilience and environmental quality	Does the centre satisfactorily mitigate existing and forecast localised environmental conditions associated with climate change e.g. temperature extremes, increased flood risk, higher winds?		-	No specific data or information on climate mitigation available.
		Does the centre provide green and blue infrastructure to help mitigate overheating/urban heat island effect?	No	-1	There is a lack of green and blue infrastructure within the centre itself.
For All	Inclusive design	Is the public realm designed for people with different needs e.g. age, ability, ethnicity, gender, or any other characteristic?	Partially	0	Pavements are narrow so at times difficult to navigate, and a lack of seating options exist along the high street. The household survey results indicate that visitors would like to see more seating options.
		Are public toilets available in the centre?	Yes	1	Public toilets are available to the south of the centre, and cost 20p. No information is available on the quality and whether these meet need.
		Is the centre dementia friendly?	Partially	0	The centre does not - in the main - incorporate the design principles of the Dementia Friendly Design Guidance SPD.

Healthy Centre Checklist (Stage 1 - Initial Assessment)

Centre: **Woburn Sands**



Yes	1
Partially	0
No	-1

Overall Score: **1**

Theme	Issue	Standards	Score		Notes
Healthy (direct impacts)	Healthy Design	Does the centre integrate the natural environment, e.g. through biophilic design principles?	Yes	1	There are trees and planters along the street, as well as a small grassed area in the centre of High Street.
		Is the biodiversity of the centre high, e.g. are there movement corridors for nature?		-	Site visits observed there is some green infrastructure present. Data and information on biodiversity is otherwise unavailable.
		Does the centre incorporate active design principles, e.g. through landscaping?	No	-1	The centre is linear along a main road, with limited space to incorporate active design principles.
		Is the outdoor microclimate (i.e. wind, sunlight, temperature and humidity) comfortable?	Partially	0	The microclimate feels relatively comfortable, however the centre runs along a busy road with limited landscaping to create a more comfortable environment.
		Does the centre include recharge and de-stress spaces/places that are meditative/contemplative and improve wellbeing?	Yes	1	There is a reasonable sized space outside Woburn Sands Library.
	Healthy Food	Does the centre provide opportunities to grow healthy food, either through allotments or edible landscaping?	No	-1	There are no allotments within the centre itself, though there is a large allotment to the west of the centre. However, there is currently a short waiting list for this, suggesting there is demand for more allotments in the area.
		Does the centre have easy access to a variety of food stores? Are there 'food deserts'?	Partially	0	The convenience offer in Woburn Sands consists of a Co-operative and a Tesco Express, though there is also a delicatessen, which offers fresh food options.
		Is there a limited number of hot-food takeaways? Have exclusion zones been introduced?	Partially	0	Only one takeaway was identified in Woburn Sands. However, the centre would likely be unaffected by any exclusion zones as proposed in Policy E8B of Plan:MK.
	Pollution	Does the centre have low levels of pollution (air, noise and light)?	Yes	1	Data from the 2020 Milton Keynes Annual Status Report suggests that air pollution levels in the centre are low. There is no publicly available information on noise and light pollution, although noise levels during the site visit were observed to be low.
		Does the centre mitigate pollution by providing good green infrastructure and minimising car use?	Partially	0	High level of trees for a centre of its size, but car use is not encouraged to be reduced.
Attractive	Distinctive	Does the centre benefit from heritage and distinctiveness and provide local uniqueness and pride?	Partially	0	The centre is characterful, but not particularly distinctive.
	Retail, leisure and services	Is the centre an attractive retail and leisure destination with a range of operators and services?	Yes	1	Woburn Sands is a small local centre, with a good offering for the local community.
	Employment and Training	Does the centre provide significant and varied employment space and opportunities?	Partially	0	Good offer of small retail and leisure units, although no medium-large sized ones. The centre is dominated by these with no ground floor office space.
	Green/blue spaces and infrastructure	Does the centre provide formal high quality spaces that provide amenity/recreation opportunities?	Partially	0	Some spaces, but they are all quite small and more could be done to encourage people to use them.
		Does the centre provide adequate children's play spaces?	No	-1	There are no children's play spaces within the centre itself.
		Does the centre benefit from existing natural assets?	Partially	0	Beyond the trees along the street, there are limited natural assets within the centre.
	Crime and Community Safety	Are public spaces well used, lit and overlooked?	Yes	1	Small central location that is overlooked and not closed off.
		Does the centre have low crime rates?	Yes	1	In February 2023, only 6 crimes were reported in Woburn Sands.
		Does the centre include traffic calming measures?	Partially	0	20mph hour speed limit, but no other calming measures.
		Does the centre have safe and convenient places to cross the street?	No	-1	Crossing points either side of the centre, but none alongside the retail units.

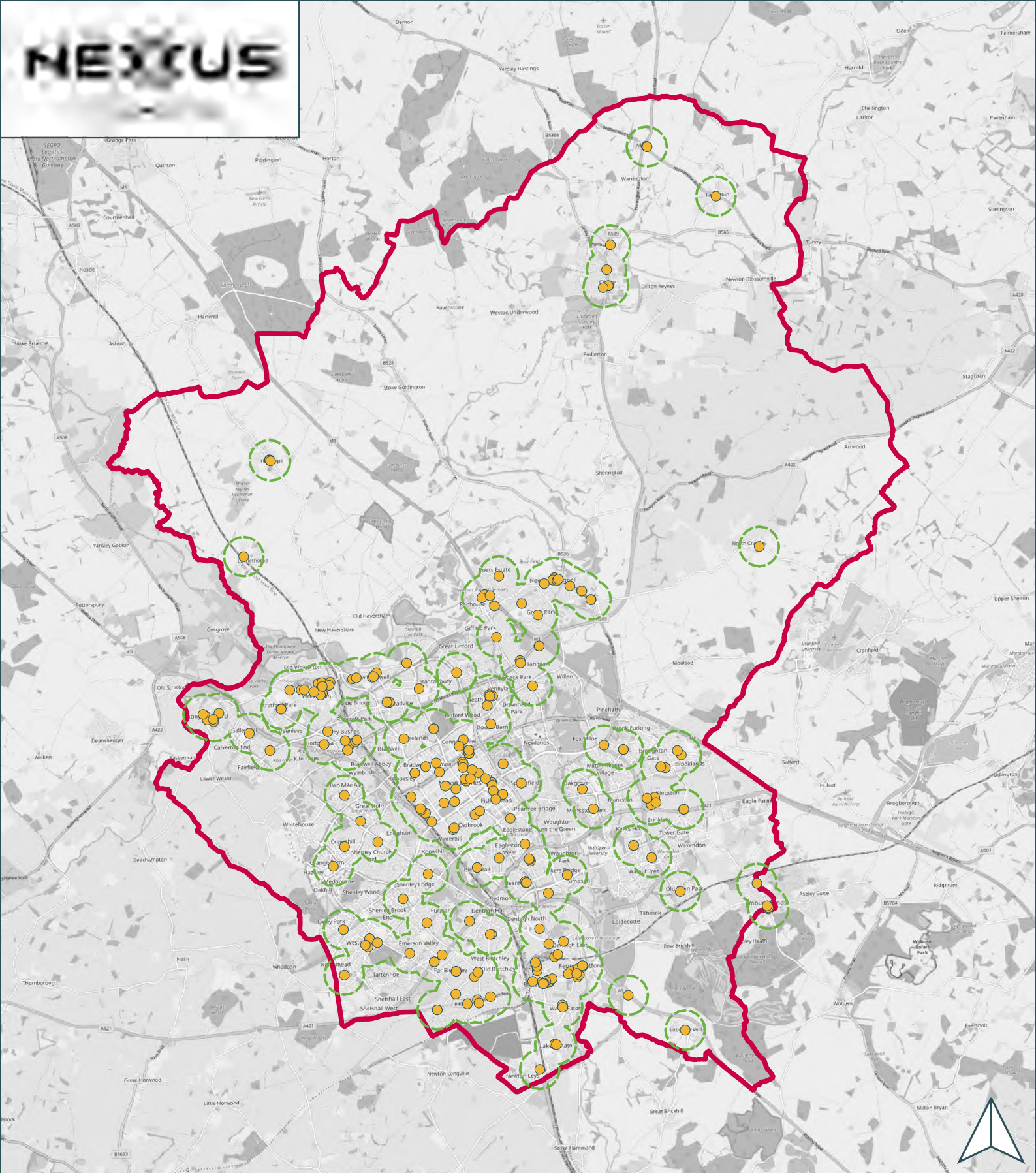


Woburn Sands

	Social and Community Infrastructure	Does the centre include public places/spaces that offer flexible community use?	Yes	1	Woburn Sands Methodist Church and Woburn Sands Library provide community spaces, offering a range of activities.
Accessible	Active Travel / Public Transport	Does the centre include segregated walking and cycling networks?	Partially	0	Segregated walking routes but not cycling.
		Does the centre provide footpaths and cycle lanes that are safe and accessible to users of all ages and abilities?	No	-1	Although there are footpaths, they are narrow outside the retail units and the curb is dropped / low.
		Does the centre provide clear and rationalised signage?	Partially	0	Limited signage, however given the linear nature of the centre this is not necessarily a significant problem.
		Does the centre provide cycle storage / parking?	Partially	0	Some observed, but low numbers and it was not in use at the time of out visit.
		Does the centre minimise car use by limiting the amount of parking available?	No	-1	There is parking along High Street which is well used.
	Compact Places	Does the centre provide key facilities in accordance with 20-min neighbourhood principles. e.g. food shops, schools, public transport and health-care facilities in a compact and accessible way?	Partially	0	Some needs of the 20 minute principles have been met, but the centre is small and currently does not or cannot accommodate the range.
		Is the centre built at an appropriately high density?	Yes	1	Yes given the size of the centre.
		Is the centre well connected by active travel and public transport routes?	Partially	0	Good walking connections, but other forms of active transport aren't necessarily evident / encouraged.
Adaptive (& Resilient)	Climate resilience and environmental quality	Does the centre satisfactorily mitigate existing localised environmental conditions associated with climate change e.g. temperature extremes, increased flood risk, higher winds?		-	No specific data or information on climate mitigation available.
		Does the centre provide green and blue infrastructure to help mitigate overheating/urban heat island effect?	Partially	0	There is no blue infrastructure present, though there is a fairly high level of green infrastructure.
For All	Inclusive design	Is the public realm designed for people with different needs e.g. age, ability, ethnicity, gender, or any other characteristic?	No	-1	The very narrow pavement outside the retail units likely discourages some visitors.
		Are public toilets available in the centre?	No	-1	No public toilets available.
		Is the centre dementia friendly?	Partially	0	The centre does not - in the main - incorporate the design principles of the Dementia Friendly Design Guidance SPD.

## Appendix I – Service Provision Maps

# NEXUS



## Location of Food Shops

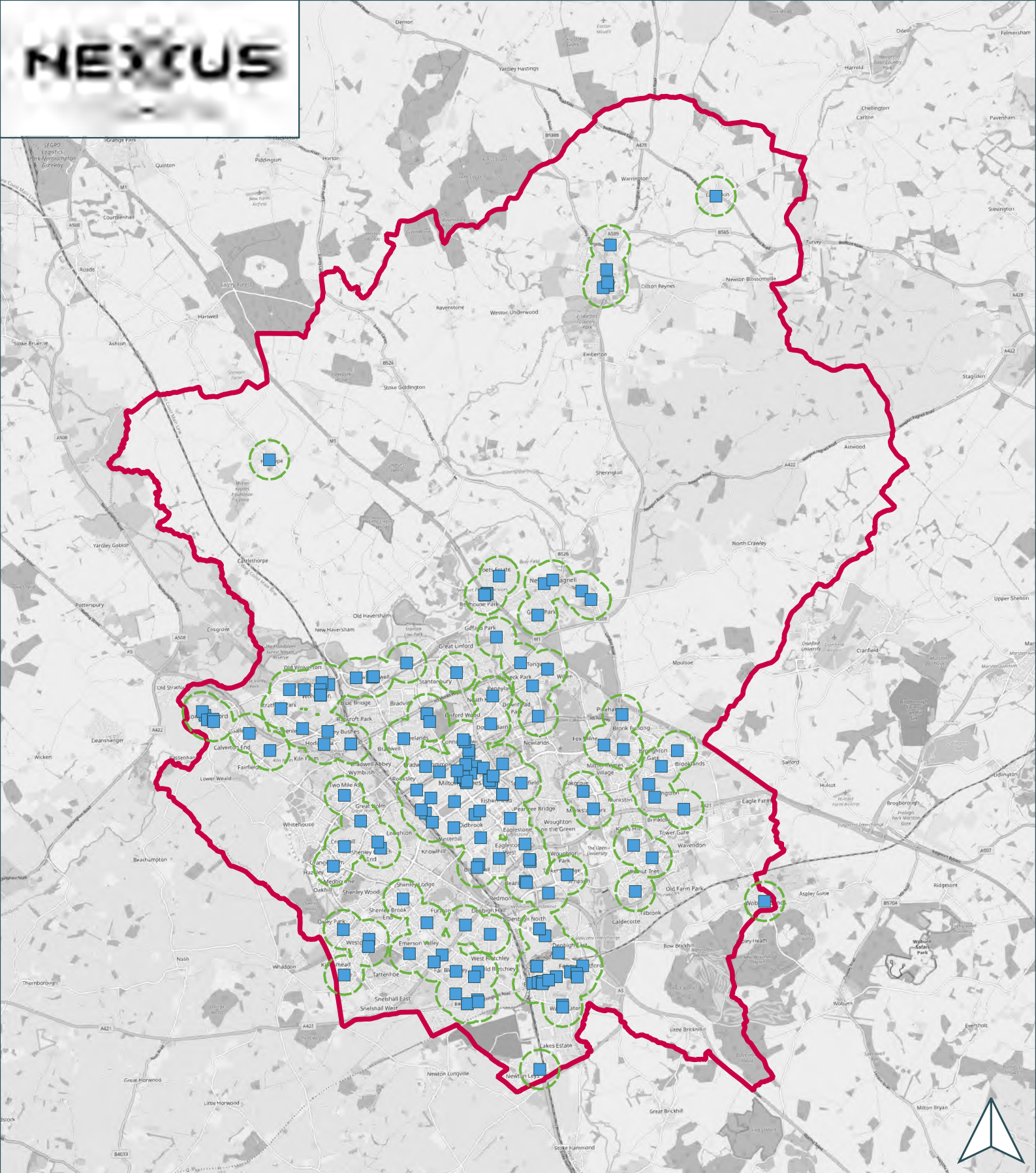
- Food shops
- 500m radius
- ▭ Milton Keynes LA

Scale: 1:125,000

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# NEXUS



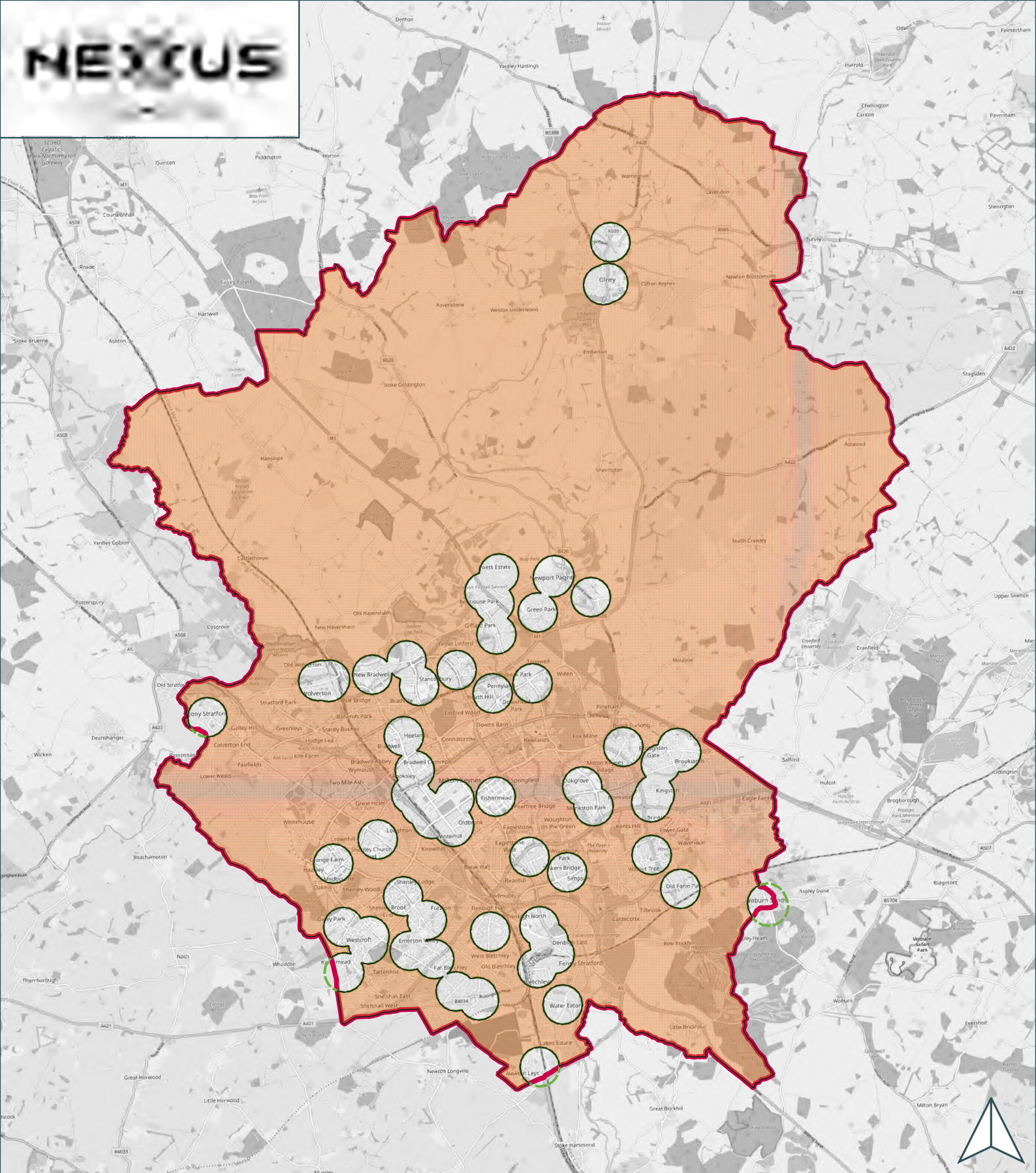
## Location of Cash Machines

- Cash machines
- 500m radius
- ▭ Milton Keynes LA

Scale: 1:125,000

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# NEXUS



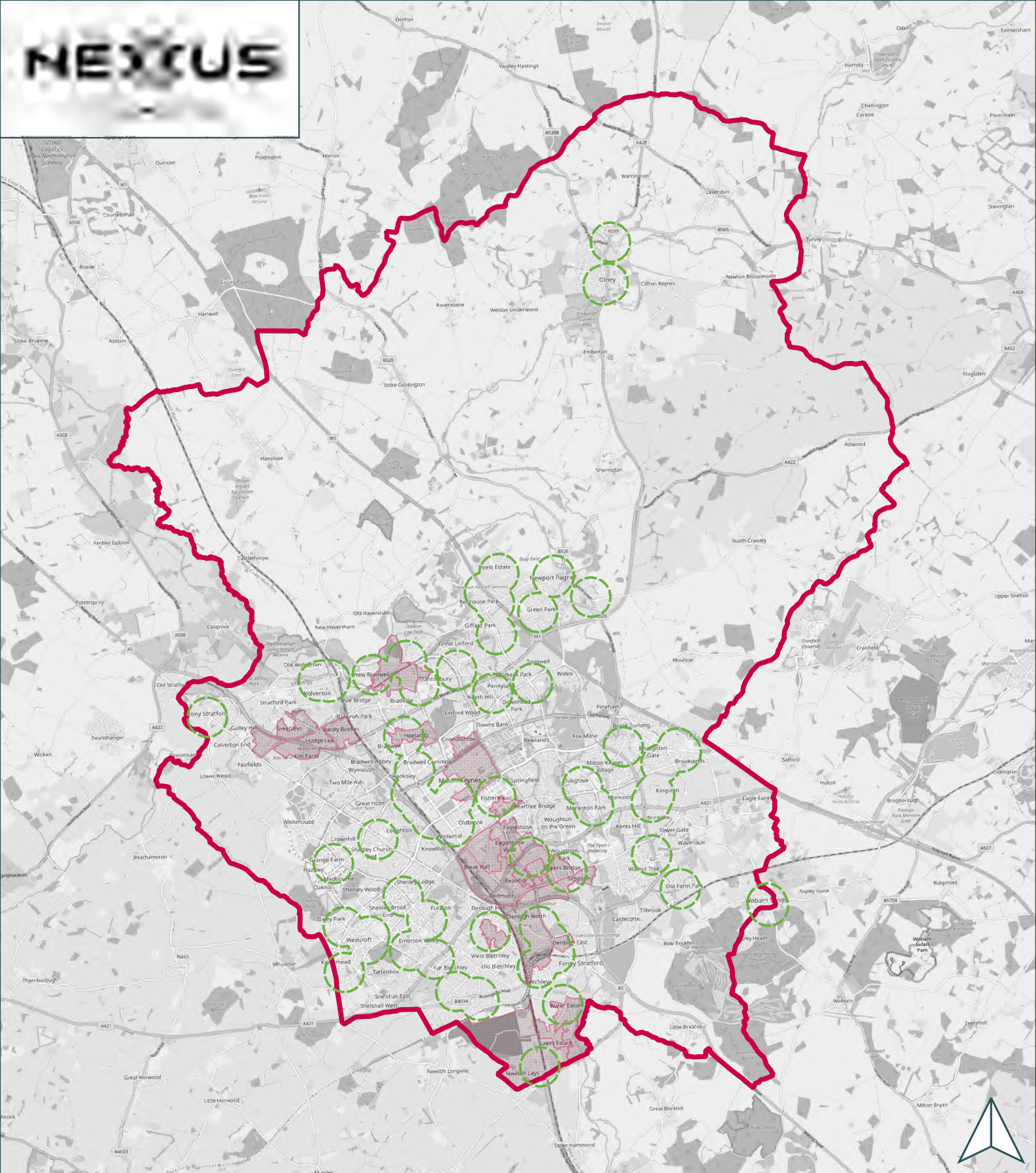
## Food Deserts

- Food deserts
- 500m radius
- Milton Keynes LA

Scale: 1:125,000

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# NEXUS



## Deprived Food Deserts

-  25% most deprived areas
-  500m radius
-  Milton Keynes LA

Scale: 1:125,000

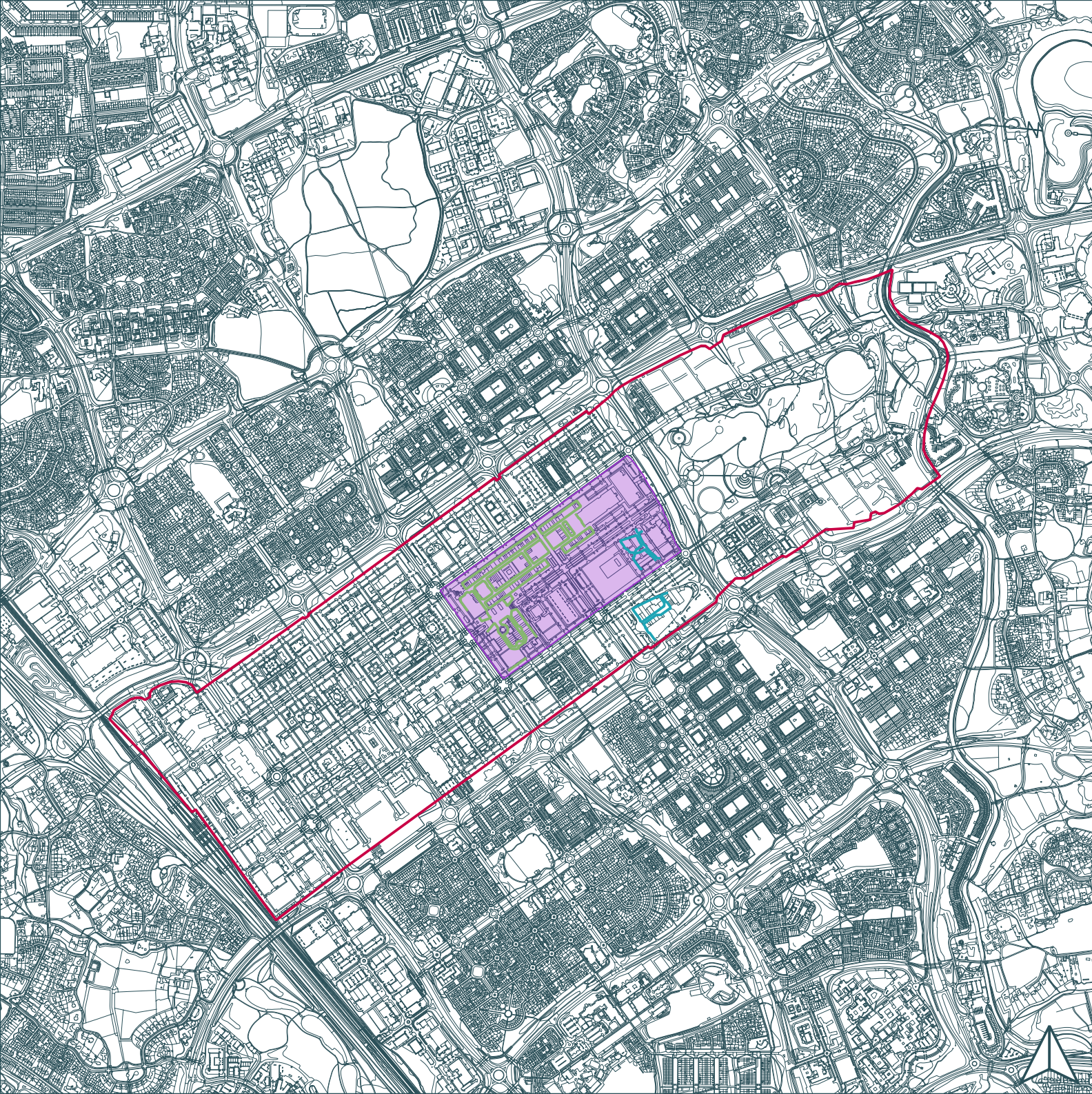
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## Appendix J – Boundary Maps





# Central Milton Keynes Keynes Recommended Boundaries




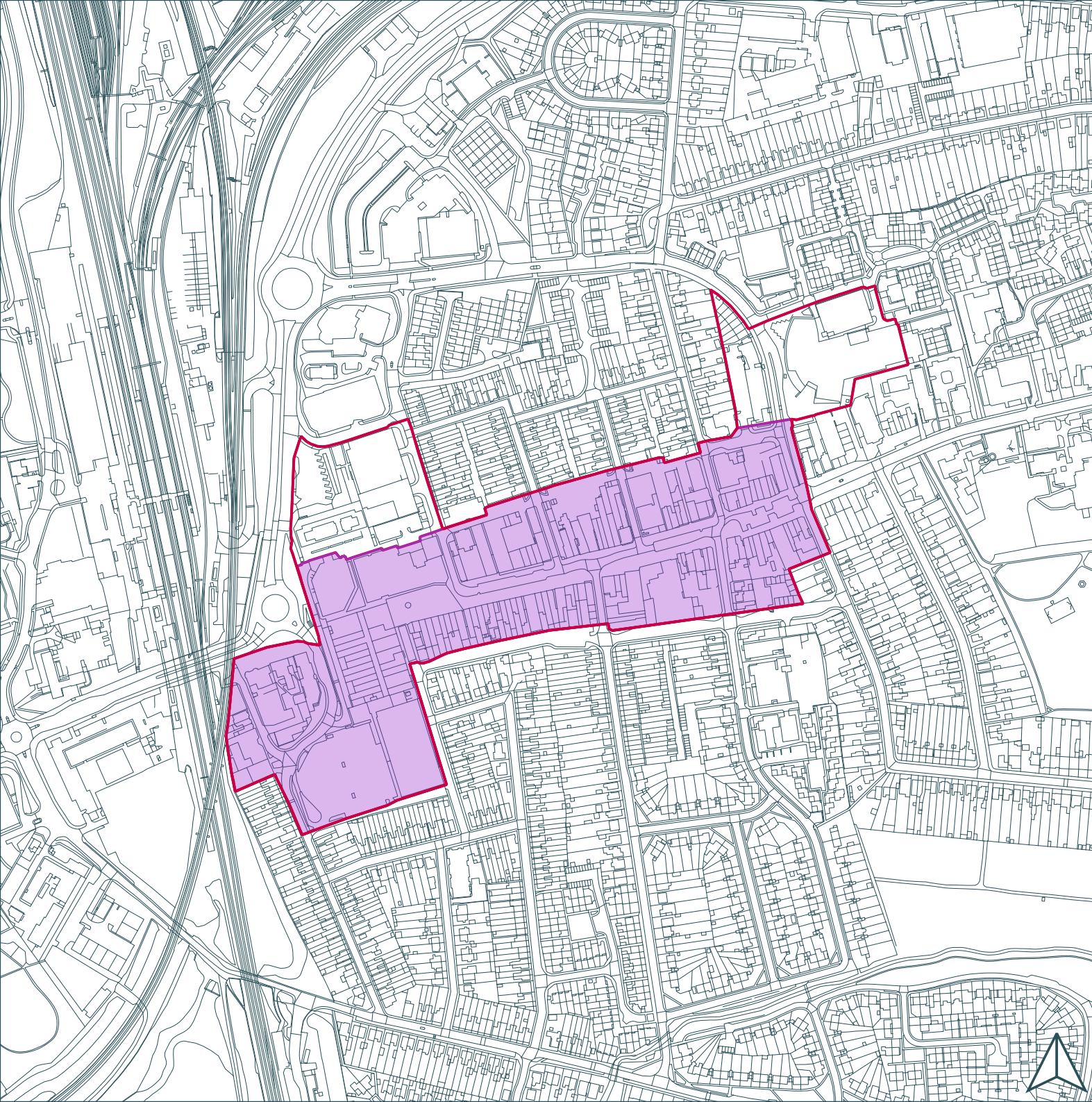
-  Recommended CMK Boundary
-  Recommended Primary Shopping Area
-  Recommended Primary Shopping Frontage
-  Recommended Secondary Shopping Frontage





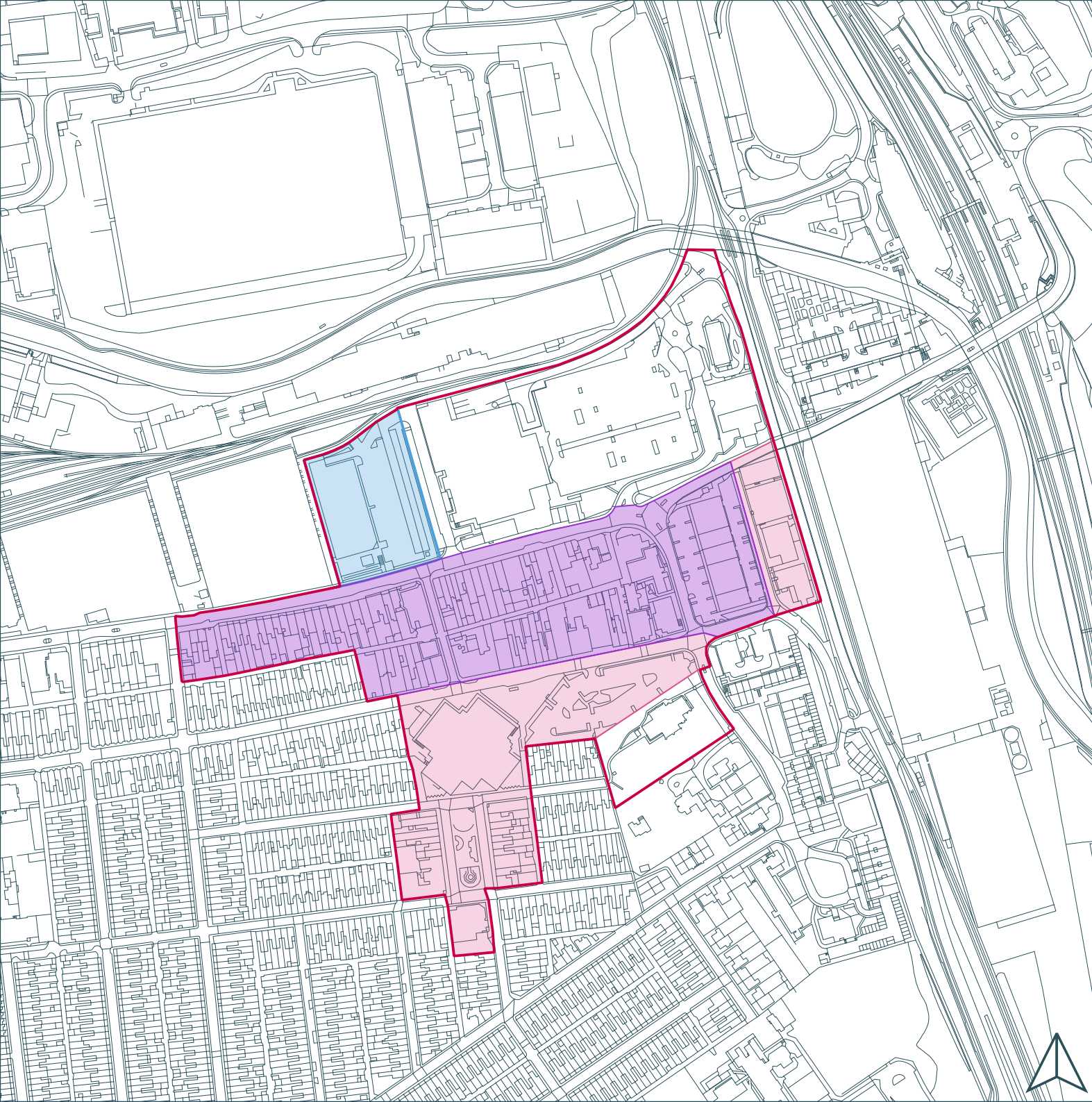
# Bletchley Recommended Boundaries

-  Recommended Town Centre Boundary
-  Recommended Primary Shopping Area





# Wolverton Recommended Boundaries

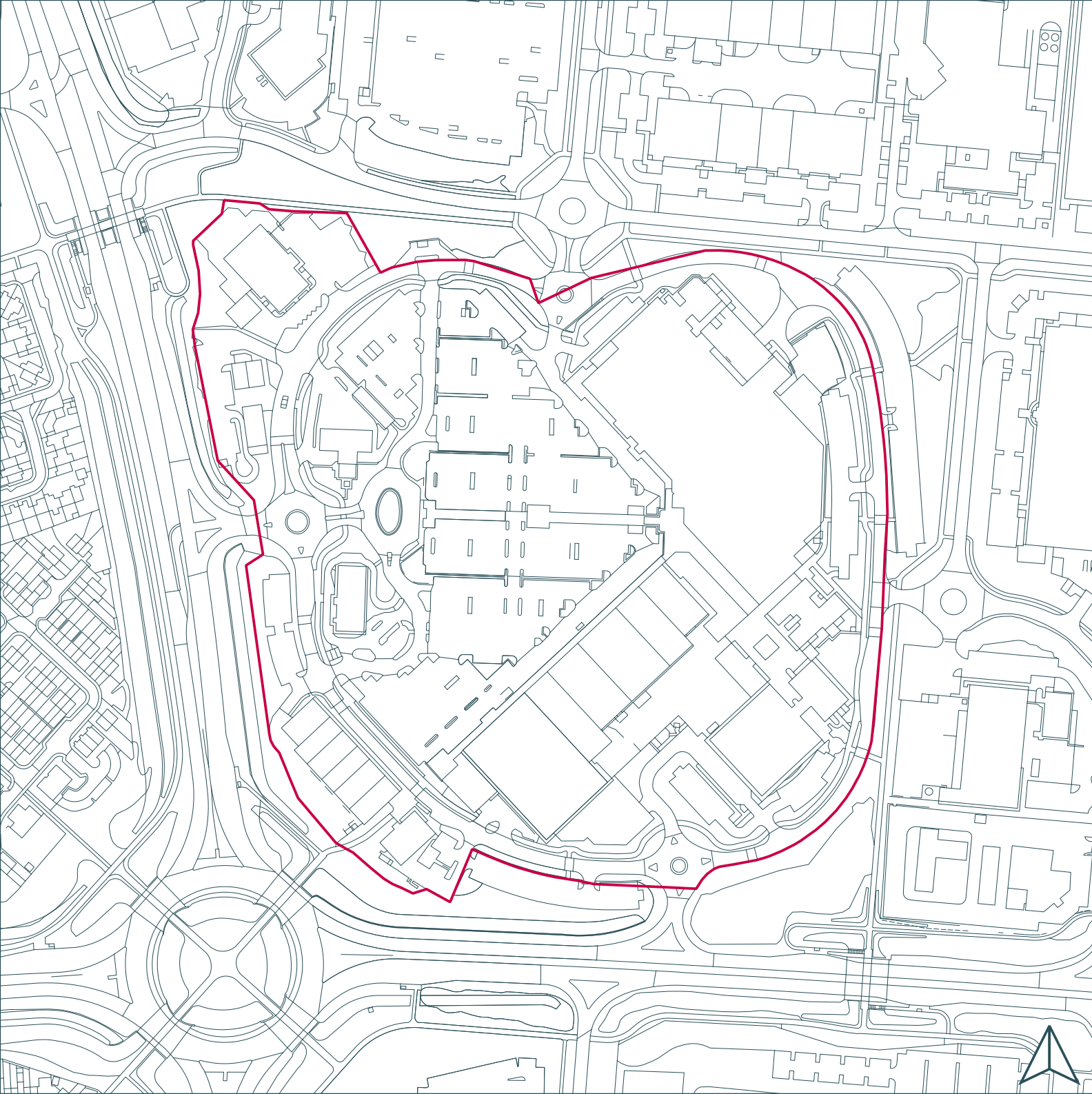


-  Recommended District Centre Boundary
-  Recommended Primary Shopping Area
-  Area Proposed to be Added to the Town Centre Boundary
-  Area Proposed to be Removed from the Primary Shopping Area



# Kingston Recommended Boundaries

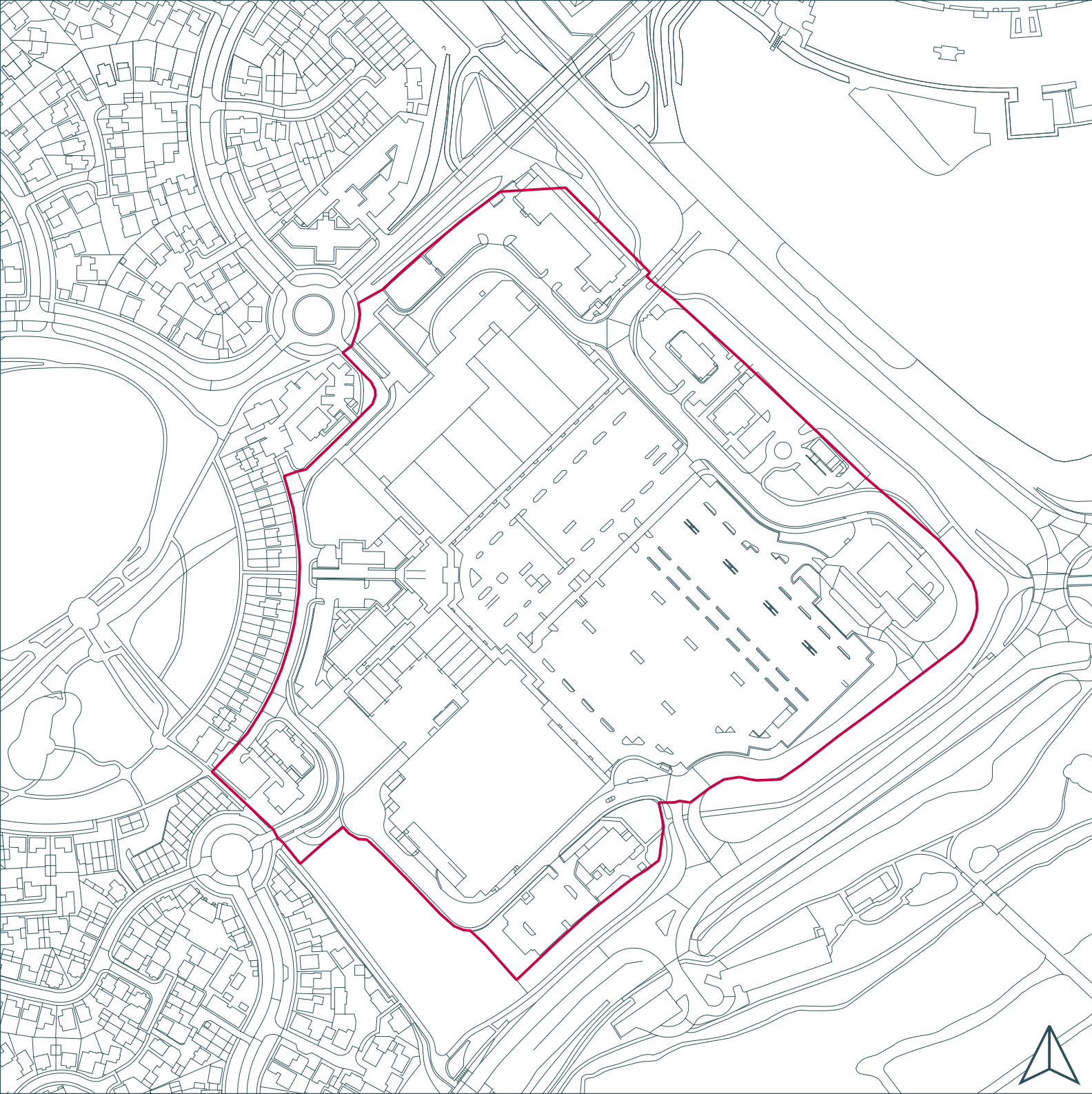
 Recommended Town  
Centre Boundary





# Westcroft Recommended Boundaries

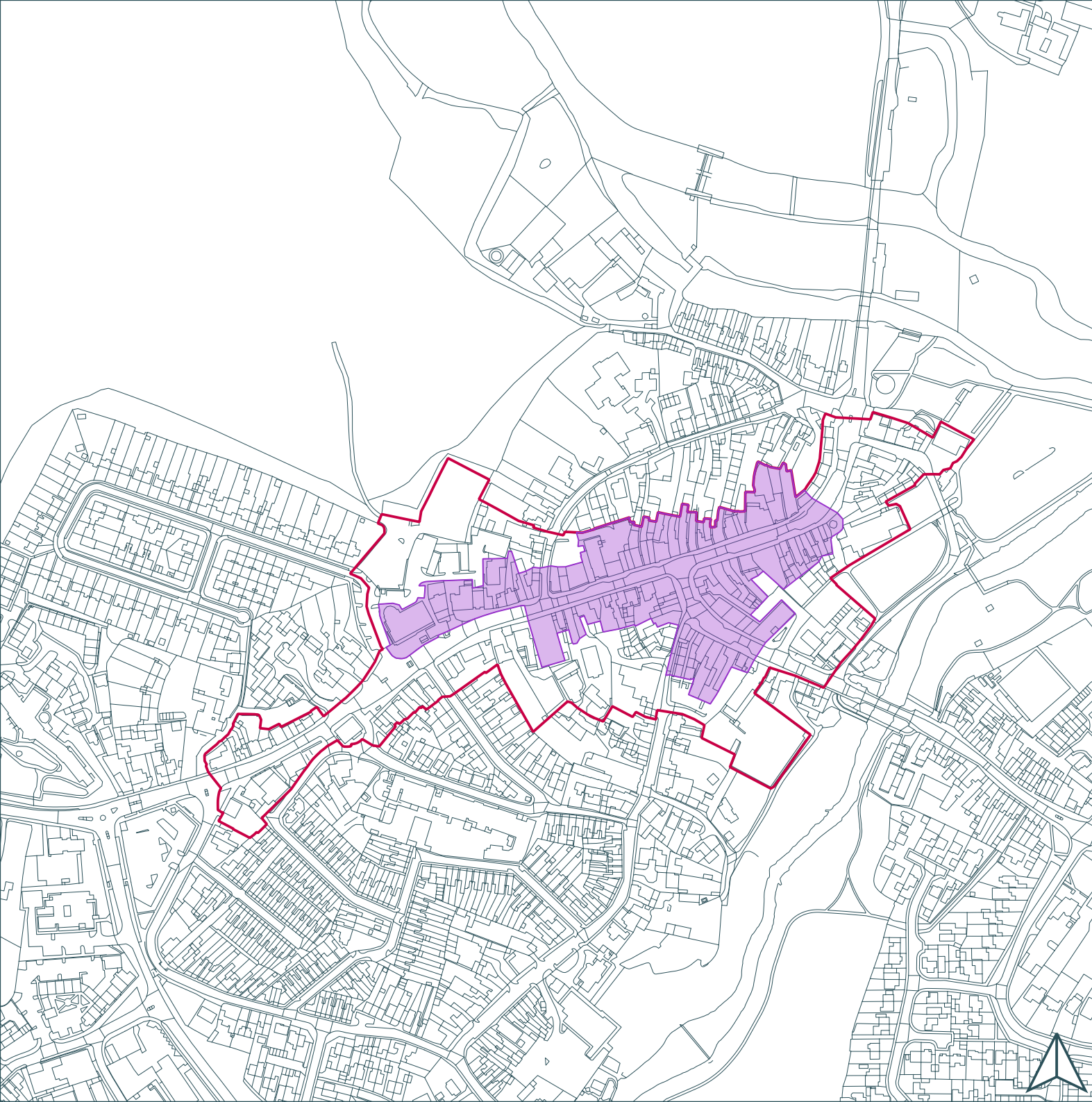
 Recommended Town  
Centre Boundary





# Newport Pagnell Recommended Boundaries

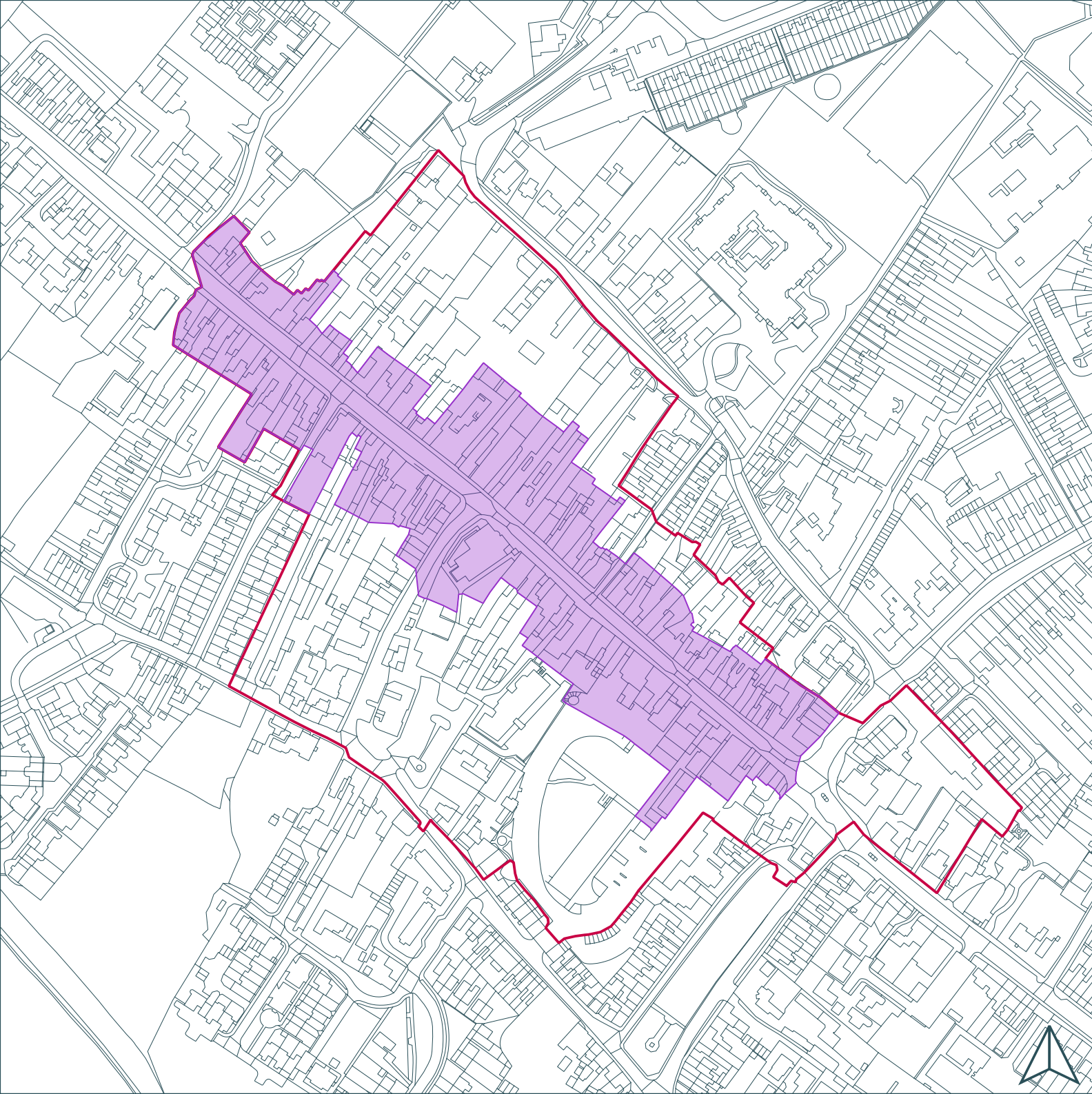
-  Recommended District Centre Boundary
-  Recommended Primary Shopping Area





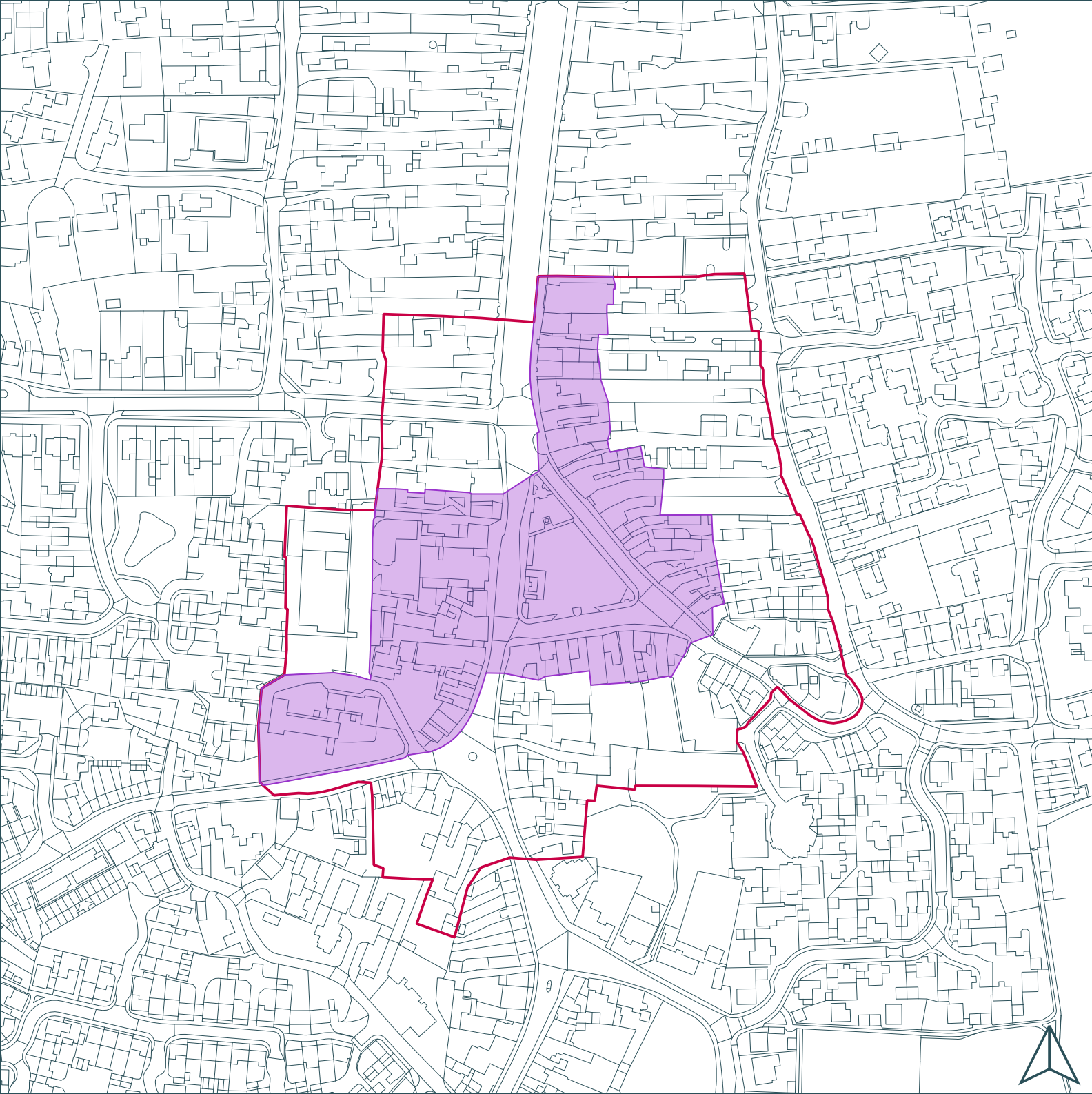
# Stony Stratford Recommended Boundaries

-  Recommended District Centre Boundary
-  Recommended Primary Shopping Area





# Olney Recommended Boundaries



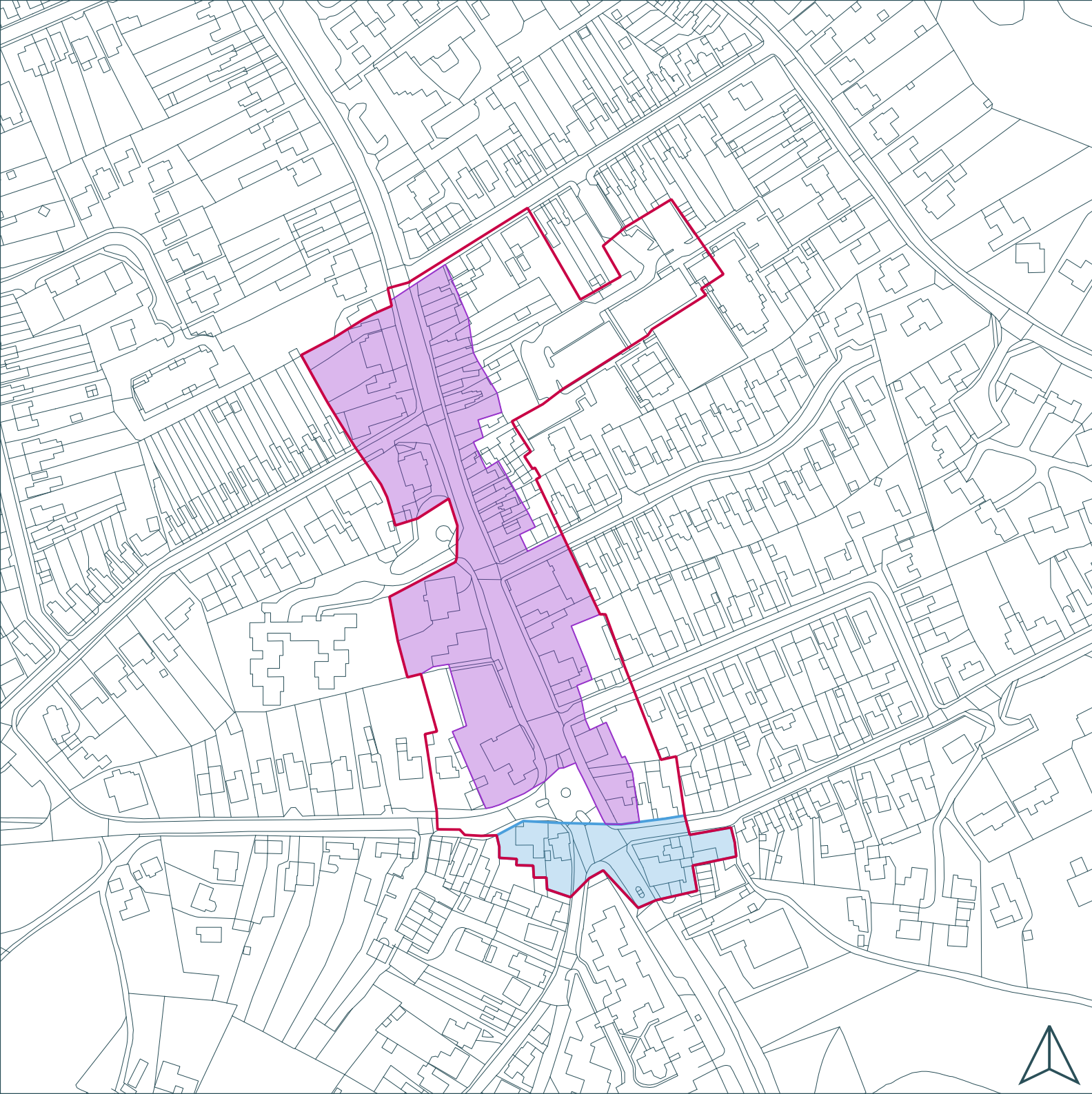
-  Recommended District Centre Boundary
-  Recommended Primary Shopping Area







# Woburn Sands Recommended Boundaries



-  Recommended District Centre Boundary
-  Area Proposed to be Added to the District Centre Boundary
-  Recommended Primary Shopping Areas



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