

TRICS
Trip Rate Information Computer System

SAFEWAY

TRAFFIC & PARKING at FOOD RETAILING



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

Price:
£100.00

Preface

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

The co-operation of all contributions is warmly acknowledged.

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

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



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



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

Background

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

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

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

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

- (x) Pass-by Trips
 - Primary Trips
 - Non-Primary Trips
 - Pass-by Trips
 - Diverted Trips

- (xi) Impact of Store
 - Average Distances travelled by shoppers before and after store opening

- (xii) TRICS output
 - Friday Arrivals / Departures
 - Saturday Arrivals / Departures
 - Sunday Arrivals / Departures

STORE DAY TIME

① TRIP TO STORE

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

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

IF NO WHERE?

② TRIP FROM STORE

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

③ WHAT FACILITIES HAVE YOU USED WITHIN THE STORE

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

(SITE SPECIFIC LIST)

④ WHAT FACILITIES HAVE YOU USED LOCALLY

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

(AREA SPECIFIC LIST)

⑤ FOR NEW STORES (SITE SPECIFIC)

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

(SITE SPECIFIC LIST)

WHAT MODE DID YOU USE

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

Safeway / TRICS Research Project Site Report - Reigate

Introduction

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

Site Details

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

The store contains the following facilities:

- Post Office
- Cash Till
- Pharmacy
- Cafe
- Dry Cleaning

There is no petrol station on the site.

The opening hours are as set out below:

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

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

Survey Details

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

The number of interviews undertaken were as set out below:

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

Traffic Counts

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

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

(1) 1400 - 1500 hours

(2) 1500 - 1600 hours

(3) 1100 - 1200 hours

(4) 1600 - 1700 hours

(5) 1200 - 1300 hours

(6) 1200 - 1300 hours

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

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

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

Parking Demand

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

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

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

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

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

Travel Mode

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

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

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

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

Travel Purpose

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

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

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

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

Local Activities

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

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

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

Catchment areas

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

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

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

Note: Distances based on postcode sector centroids.

Pass-by Trips

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

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

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

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

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

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

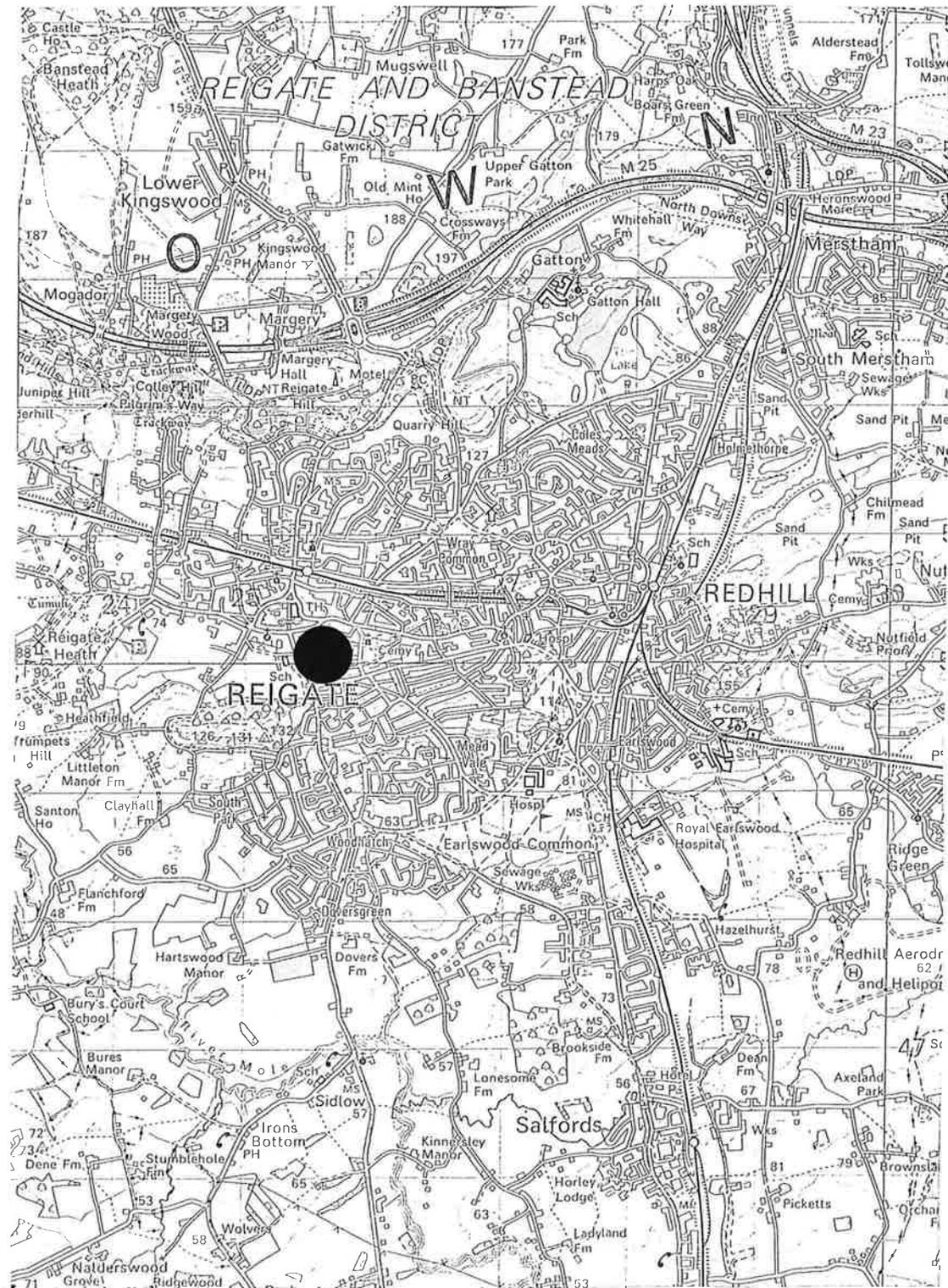
Impact of New Store

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

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

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

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



Store Location

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

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

Location: Town Centre Use Class: A1

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

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

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

Site Reference: SC A 04 Trade Name: SAFEWAYS SUPERSTORE

Site Area (h/a): -1.0
Gross Floor Area (100 sqm): 4782
Retail Floor Area (100 sqm): 2578

Open Since: 1980 Employees: 226 No. of Units: -1

OPENING TIMES (24 hour format):

Mon to Thurs	08:00 to 20:00	No. of Parking Spaces:	420
Friday	08:00 to 21:00	Surface Parking:	YES
Saturday	08:00 to 20:00	Parking Charges:	YES
Sunday	10:00 to 16:00	Filling Station:	NO

Distance to next Similar Site (km): 2

Comment:

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 10 Final: 10

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 19 Final: 29

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 38 Final: 159

Data Proportions - (Total = 0):

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

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

Safeway / TRICS Research Project Site Report - Southport

Introduction

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

Site Details

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

The store contains the following facilities:

- Dry Cleaning
- Cash Till
- Cafe

There is a petrol station on the site.

The opening hours are as set out below:

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

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

Survey Details

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

The number of interviews undertaken were as set out below:

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

Traffic Counts

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

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

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

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

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

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

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

* Data unavailable

Parking Demand

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

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

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

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

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

Travel Mode

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

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

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

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

Travel Purpose

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

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

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

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

Local Activities

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

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

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

Catchment areas

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

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

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

Note: Distances based on postcode sector centroids.

Pass-by Trips

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

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

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

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

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

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

Impact of New Store

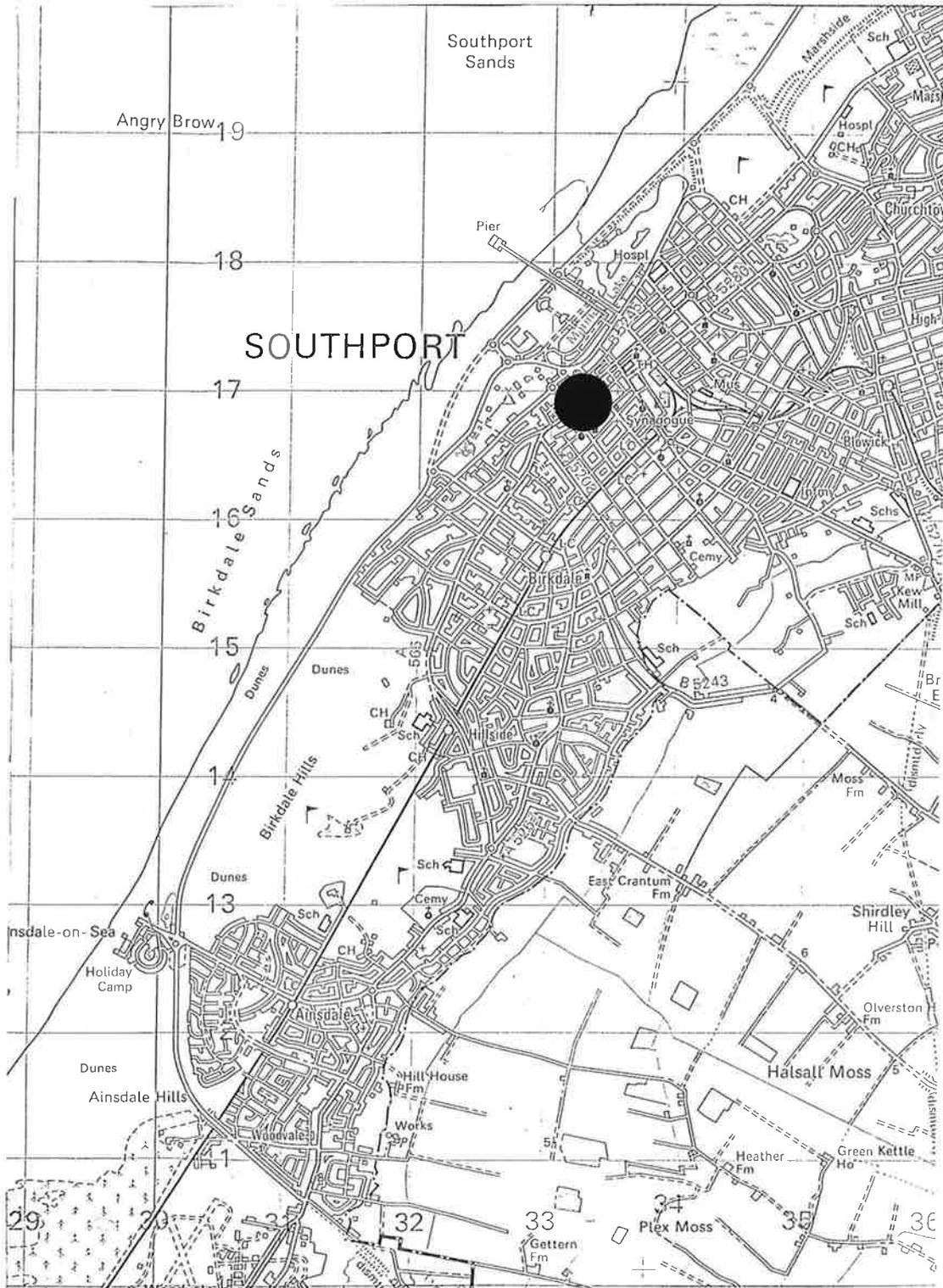
The table overleaf indicates that the new Town Centre Store in Southport has resulted in approximately a 2% increase in travel distance for its customers. Before the store opened the average customer travelled 4.3 kilometres to undertake a shopping trip, whereas now they travel an average 4.4 kilometres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

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

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

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

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



Store Location

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

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

Location: Town Centre Use Class: A1

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

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

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

Site Reference: MS A 01 Trade Name: SAFEWAYS SUPERSTORE

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

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

OPENING TIMES (24 hour format):

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

Distance to next Similar Site (km): 3

Comment:

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 14 Final: 27

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 27 Final: 22

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 16 Final: 107

Data Proportions - (Total = 0):

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

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

Safeway / TRICS Research Project Site Report - St Helens

Introduction

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

Site Details

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

The store contains the following facilities:

Cash Till
Cafe

There is a petrol station on the site.

The opening hours are as set out below:

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

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

Survey Details

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

The number of interviews undertaken were as set out below:

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

Traffic Counts

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

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

- (1) 1000 - 1100 hours
 (2) 1700 - 1800 hours
 (3) 1400 - 1500 hours
 (4) 1200 - 1300 hours
 (5) 1000 - 1100 hours
 (6) 1200 - 1300 hours.

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

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

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

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

* Unreliable data.

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

Parking Demand

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

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

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

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

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

Travel Mode

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

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

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

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

Travel Purpose

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

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

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

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

Local Activities

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

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

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

Catchment areas

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

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

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

Note: Distances based on postcode sector centroids.

Pass-by Trips

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

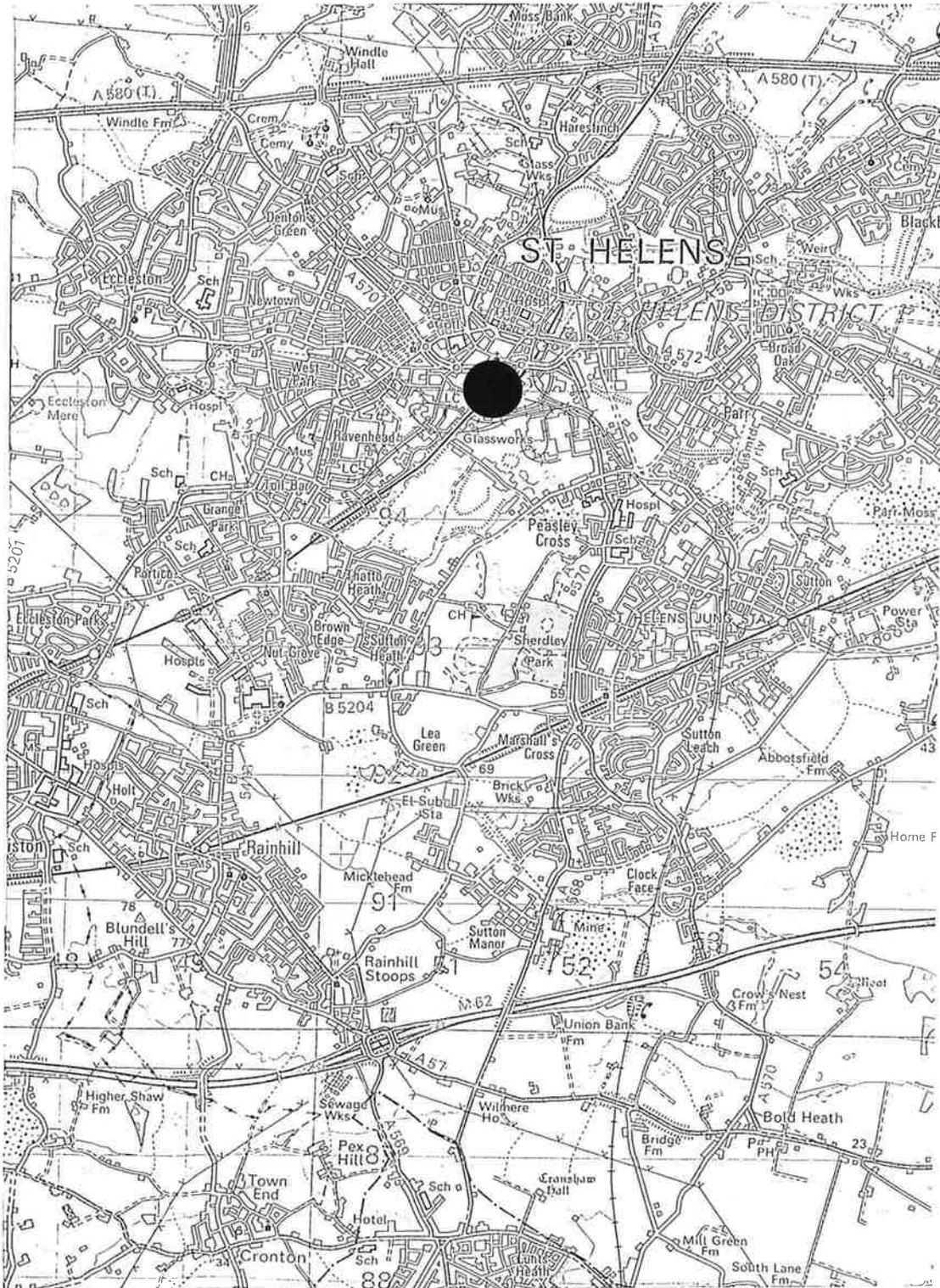
Trip Type	Friday	Friday - Peak	Saturday	Sunday
Primary ⁽¹⁾	78%	58%	89%	90%
Non-Primary ⁽²⁾	22%	42%	11%	10%
Pass-by ⁽³⁾	9%	23%	6%	3%
Diverted ⁽⁴⁾	13%	19%	5%	7%
Sample Size	343	142	304	200

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

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

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

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



Store Location

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

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

Location: Town Centre Use Class: A1

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

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

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

Site Reference: MS A 02 Trade Name: SAFEWAYS SUPERSTORES

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

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

OPENING TIMES (24 hour format):

Mon to Thurs	08:00 to 20:00	No. of Parking Spaces:	580
Friday	08:00 to 21:00	Surface Parking:	YES
Saturday	08:00 to 20:00	Parking Charges:	NO
Sunday	10:00 to 16:00	Filling Station:	YES

Distance to next Similar Site (km): 1

Comment:

FACILITIES AT STORE - CASH TILLS, CAFE.

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 22 Final: 51

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 18 Final: 19

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 14 Final: 35

Data Proportions - (Total = 0):

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

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

Safeway / TRICS Research Project Site Report - Harwood

Introduction

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

Site Details

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

The store contains the following facilities:

Cash Till
Cafe

There is a petrol station on the site.

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

The opening hours are as set out below:

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

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

Survey Details

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

The number of interviews undertaken were as set out below:

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

Traffic Counts

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

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

Note: This data contains some non-Safeway traffic.

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

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

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

Note: This data contains some non-Safeway traffic.

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

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

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

* No data available

Note: Counts include some non-Safeway traffic.

Parking Demand

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

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

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

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

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

Travel Mode

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

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

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

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

Travel Purpose

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

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

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

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

Local Activities

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

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

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

Catchment areas

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

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

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

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

Pass-by Trips

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

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

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

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

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

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

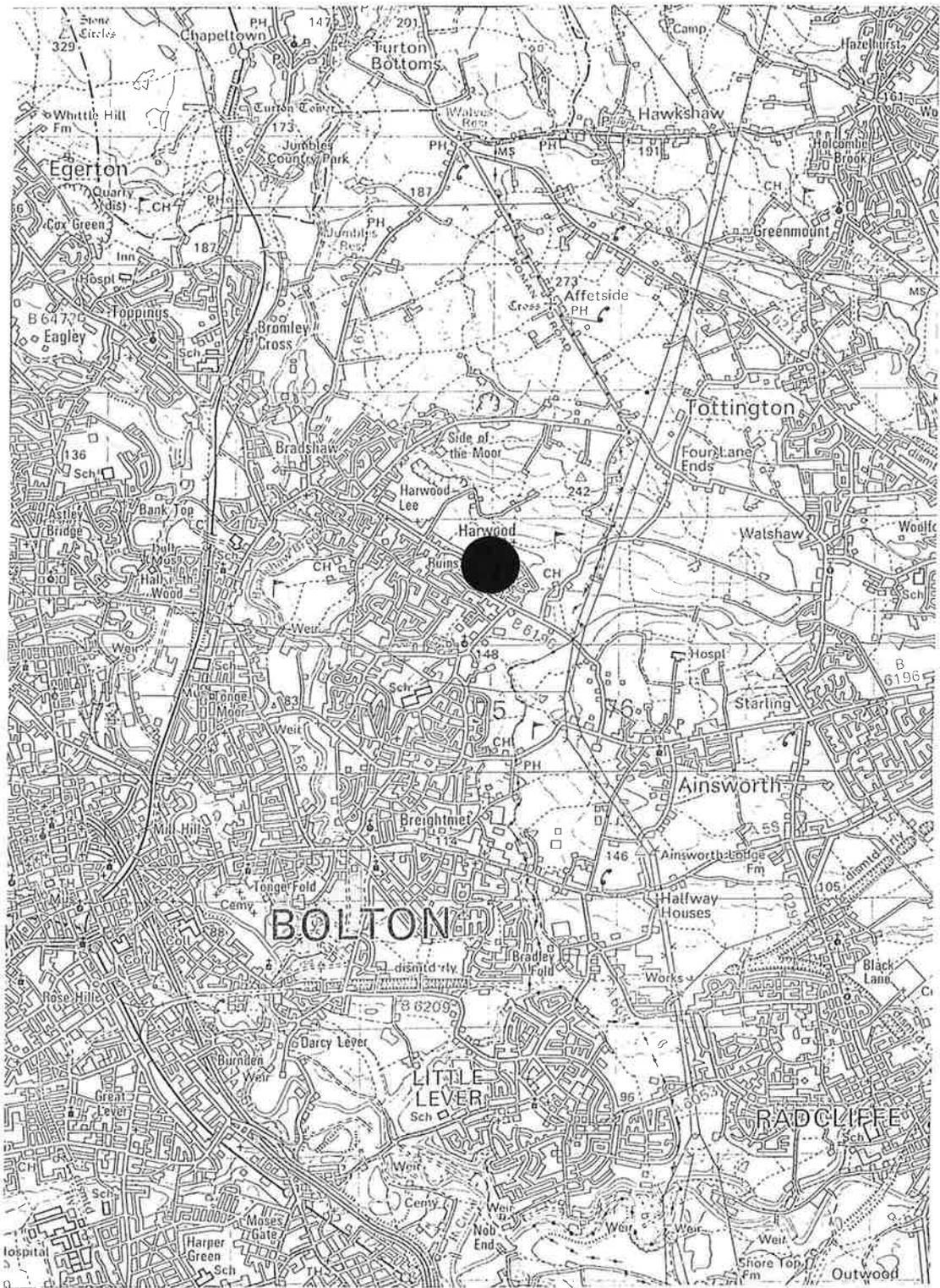
Impact of New Store

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

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

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

Postcode	No	Before		After		Change in Distance (Km's)	%Change
		Total Distance (Km's)	Average Distance (Km's)	Total Distance (Km's)	Average Distance (Km's)		
BL 24	253	904	3.6	126.5	0.5	-3.1	-86
BL 23	275	840	3.1	137.5	0.5	-2.6	-84
BL 25	47	93	2.0	94	2.0	0	0
BL 22	11	23	2.1	27.5	2.5	+0.4	+19
BL 18	6	10.5	1.8	15	2.5	+0.7	+39
BL 26	11	22	2.0	33	3.0	+1.0	+50
BL 17	9	25.5	2.8	27	3.0	+0.2	+7
BL 70	27	189.5	7.0	121.5	4.5	-2.5	-36
BL 83	1	6.5	6.5	3.5	3.5	-3.0	-46
BL 14	2	4	2.0	10	5.0	+3.0	+150
BL 31	2	10.5	5.3	10	5.0	-0.3	-6
BL 81	10	56.5	5.7	50	5.0	-0.7	-12
BL 82	23	124	5.4	103.5	4.5	-0.9	-17
BL 95	1	11	11.0	6.5	6.5	-4.5	-41
BL 83	23	91.5	4.0	80.5	3.5	-0.5	-13
BL 84	20	143.5	7.2	90	4.5	-2.7	-38
BL 33	4	11	2.8	26	6.5	+37	+132
BL 79	71	282	4.0	213	3.0	-1.0	-25
M 26	14	67.5	4.8	77	5.5	+0.7	+15
BL 32	2	14	7.0	10	5.0	-2.0	-29
BL 09	17	154	9.1	110.5	6.5	-2.6	-29
BL 35	2	2	1.0	11	5.5	+4.5	+450
BL 34	1	3	3.0	7	7.0	+4.0	+133
BL49	1	4	4.0	7	7.0	+3.0	+75
BB 44	1	11.5	11.5	10	10.0	-1.5	-13
Total	834	3104	3.7	1407.5	1.7	-2.0	-54



Store Location

Safeway / TRICS Research Project Site Report - Cheltenham

Introduction

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

Site Details

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

The store contains the following facilities:

- Cash Till
- Pharmacy
- Cafe
- Newsagent

There is a petrol station on the site.

The opening hours are as set out below:

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

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

Survey Details

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

The number of interviews undertaken were as set out below:

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

Traffic Counts

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

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

- (1) 1400 - 1500 hours
 (2) 1700 - 1800 hours
 (3) 1100 - 1200 hours
 (4) 1600 - 1700 hours
 (5) 1200 - 1300 hours
 (6) 1200 - 1300 hours.

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

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

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

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

Parking Demand

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

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

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

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

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

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

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

Travel Mode

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

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

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

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

Travel Purpose

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

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

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

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

Local Activities

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

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

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

Catchment areas

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

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

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

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

Pass-by Trips

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

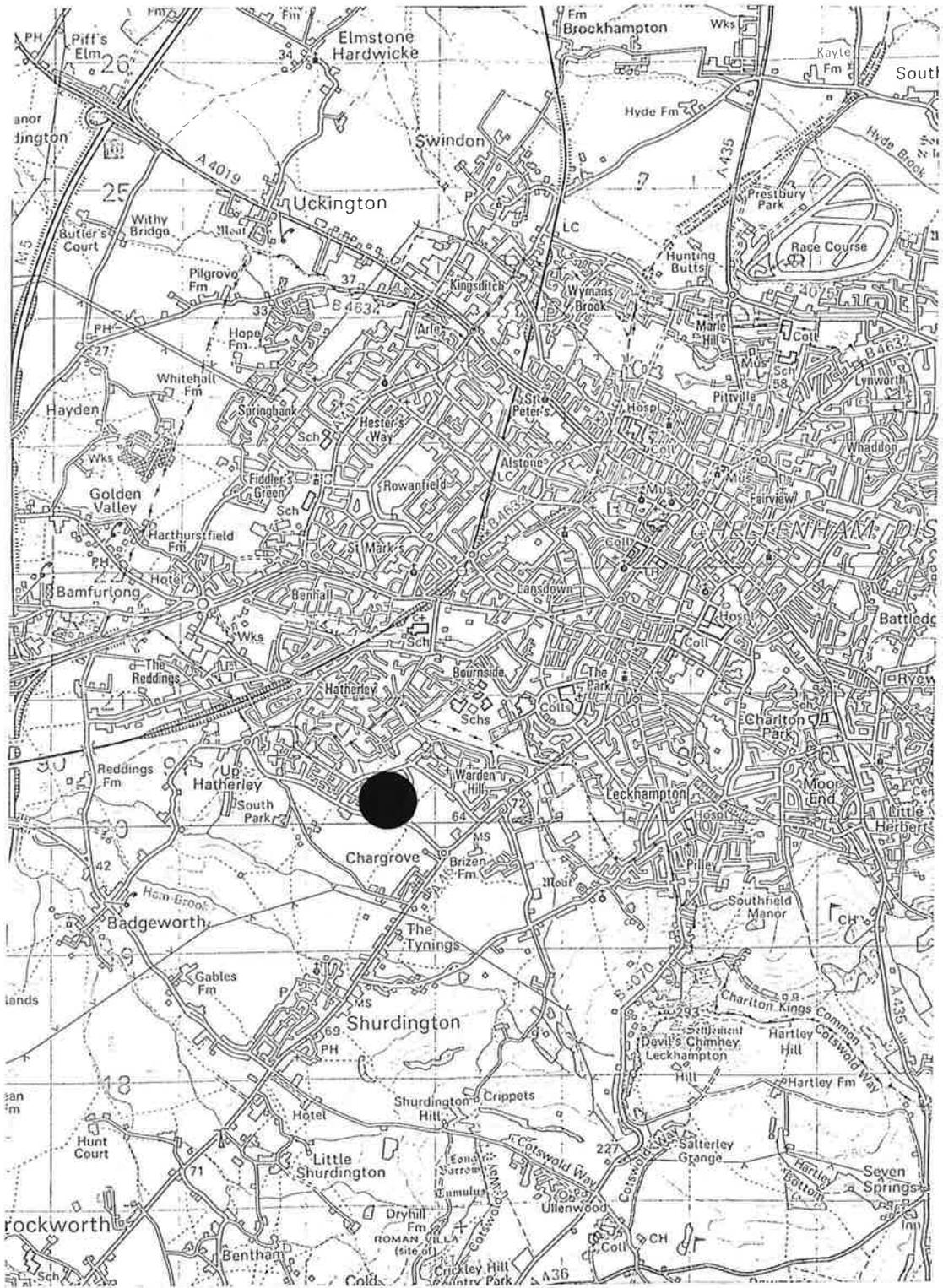
Trip Type	Friday	Friday - Peak	Saturday	Sunday
Primary ⁽¹⁾	71%	62%	79%	79%
Non-Primary ⁽²⁾	29%	38%	21%	21%
Pass-by ⁽³⁾	6%	10%	4%	4%
Diverted ⁽⁴⁾	23%	28%	17%	17%
Sample Size	314	166	342	192

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

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

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

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



Store Location

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

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

Location: Neighbourhood Centre Use Class: A1

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

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

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

Site Reference: GS A 01 Trade Name: SAFEWAY STORES

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

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

OPENING TIMES (24 hour format):

Mon to Thurs	08:00 to 20:00	No. of Parking Spaces:	520
Friday	08:30 to 21:00	Surface Parking:	YES
Saturday	08:30 to 20:00	Parking Charges:	NO
Sunday	10:00 to 16:00	Filling Station:	YES

Distance to next Similar Site (km): 2

Comment:

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 34 Final: 50

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 43 Final: 26

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 44 Final: 72

Data Proportions - (Total = 0):

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

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

Safeway / TRICS Research Project Site Report - Willerby

Introduction

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

Site Details

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

The store contained the following facilities:

- Cash Till
- Cafe
- Pharmacy

There is a petrol station on the site.

The opening hours are as set out below:

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

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

Survey Details

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

The number of interviews undertaken were as set out below:

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

Traffic Counts

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

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

Note: Figures contain non-Safeway traffic.

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

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

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

Note: Figures contain non-Safeway traffic.

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

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

Parking Demand

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

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

Note: Contains non-Safeway traffic.

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

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

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

Travel Mode

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

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

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

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

Travel Purpose

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

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

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

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

Local Activities

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

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

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

Catchment areas

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

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

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

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

Pass-by Trips

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

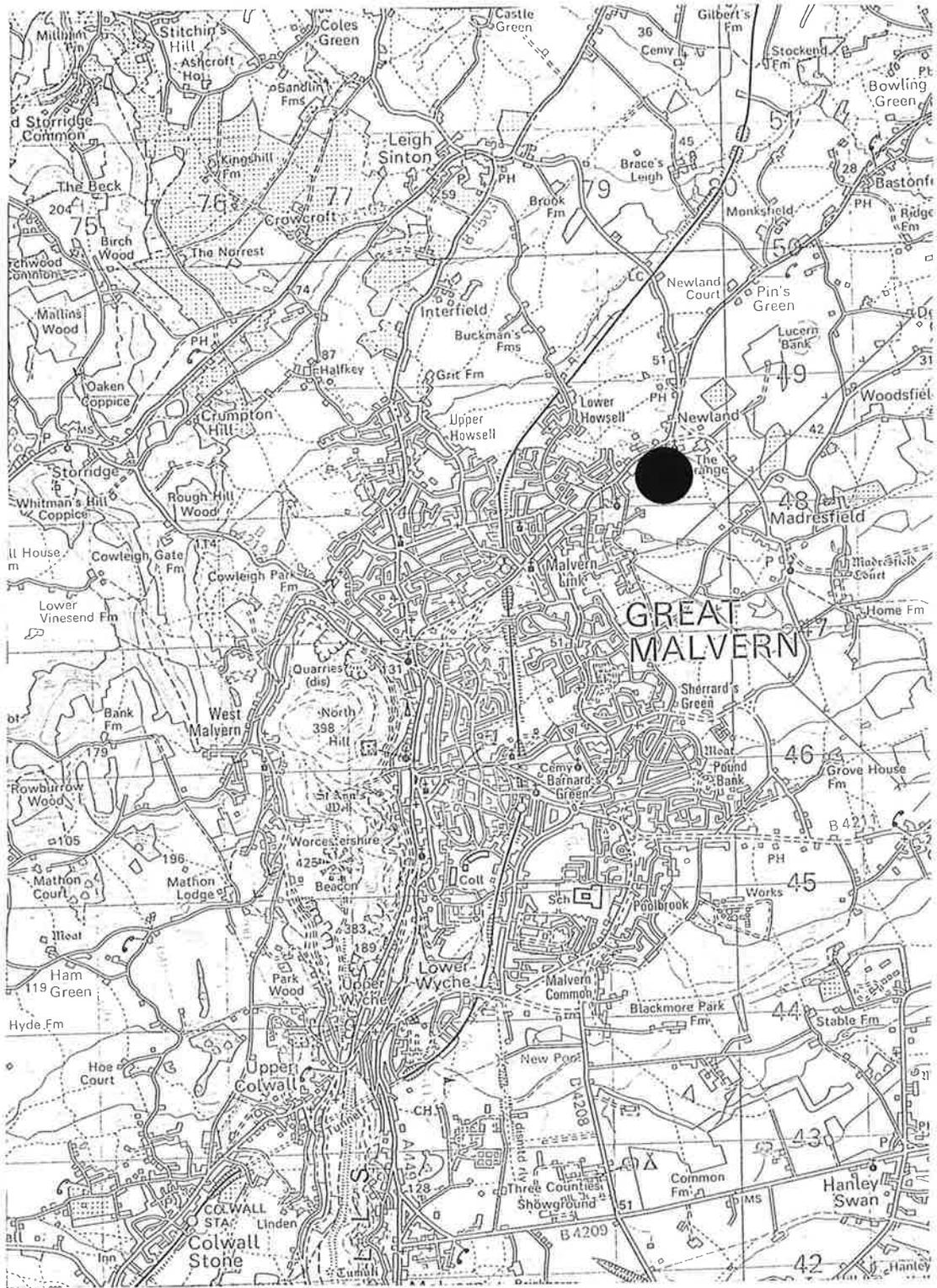
Trip Type	Friday	Friday - Peak	Saturday	Sunday
Primary ⁽¹⁾	72%	58%	71%	77%
Non-Primary ⁽²⁾	28%	42%	29%	23%
Pass-by ⁽³⁾	11%	11%	8%	5%
Diverted ⁽⁴⁾	17%	31%	21%	18%
Sample Size	438	137	212	138

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

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

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

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



Store Location

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

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

Location: Free Standing Use Class: A1

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

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

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

Site Reference: HW A 01 Trade Name: SAFEWAYS SUPERSTORE

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

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

OPENING TIMES (24 hour format):

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

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

Distance to next Similar Site (km): 9

Comment:

FACILITIES OFFERED AT STORE - CAFE, DRY CLEANER.

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 23 Final: 47

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 30 Final: 32

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 7 Final: 79

Data Proportions - (Total = 0):

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

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

Safeway / TRICS Research Project Site Report - Reading

Introduction

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

Site Details

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

The store contains the following facilities:

- Pharmacy
- Cafe
- Dry Cleaners
- Creche

There is a petrol station on the site.

The opening hours are as set out below:

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

The bus service past the site is poor.

Survey Details

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

The number of interviews undertaken were as set out below:

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

Traffic Counts

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

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

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

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

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

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

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

Note: * No Data Available.

Parking Demand

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

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

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

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

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

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

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

Travel Mode

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

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

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

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

Travel Purpose

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

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

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

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

Local Activities

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

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

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

Catchment areas

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

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

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

Note: Distances based on postcode sector centroids.

Pass-by Trips

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

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

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

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

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

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

Impact of New Store

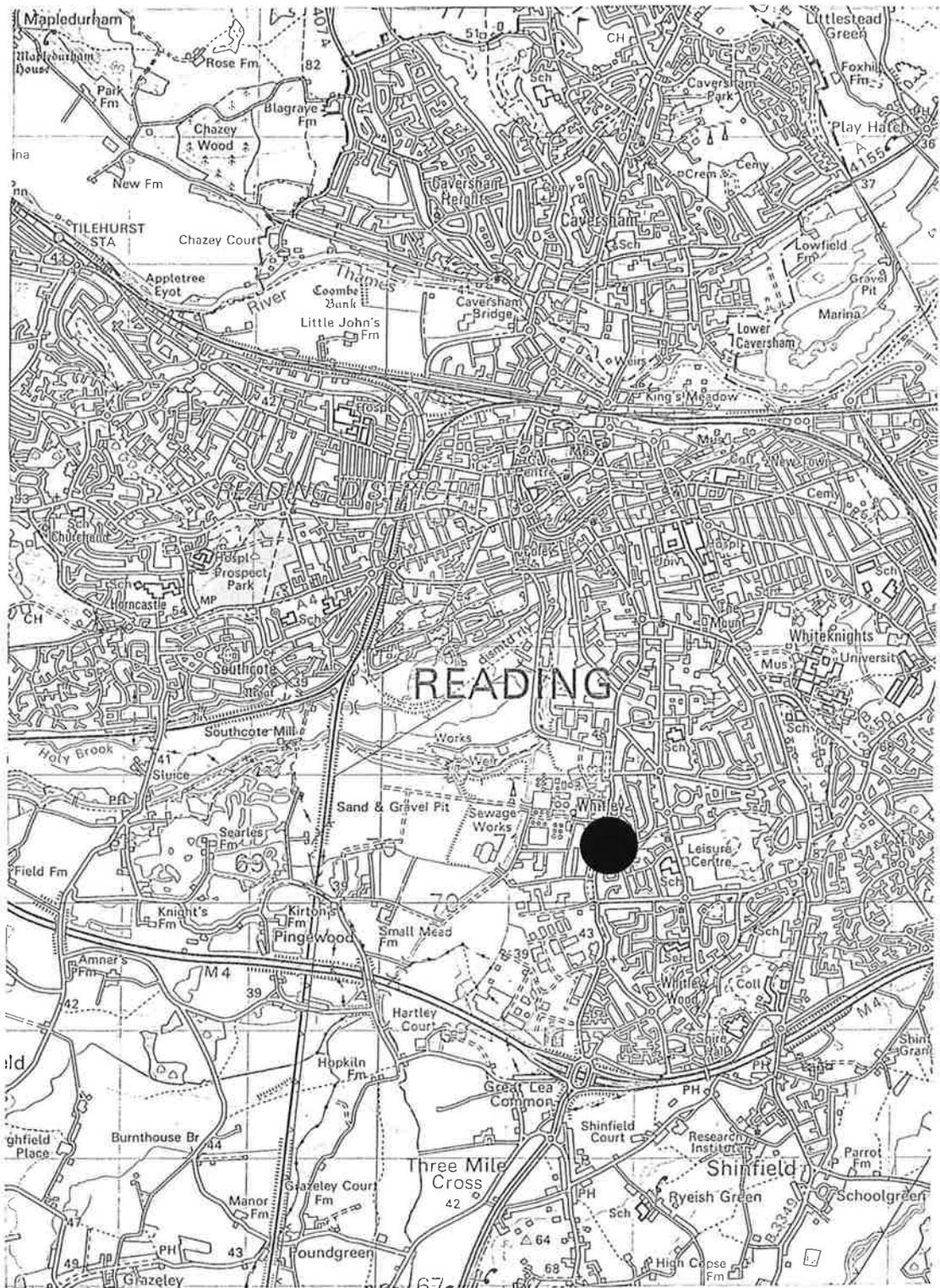
The table overleaf indicates that the new store at Reading has resulted in approximately a 33% saving in travel distance for its customers. Before the store opened the average customer travelled 3.6 kilometres to undertake a shopping trip, whereas now they travel an average 2.4 kilometres each.

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

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

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

JMP Consultants Limited
 CRE/5682/012/4th August, 1995.



Store Location

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

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

Location: Free Standing Use Class: A1

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

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

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

Site Reference: BC A 03 Trade Name: SAFEWAY SUPERSTORES

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

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

OPENING TIMES (24 hour format):

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

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

Distance to next Similar Site (km): 3

Comment:

FACILITIES AT STORE - CAFE, PHARMACY, DRY CLEANERS.

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 39 Final: 47

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 23 Final: 133

Data Proportions - (Total = 0):

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

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

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

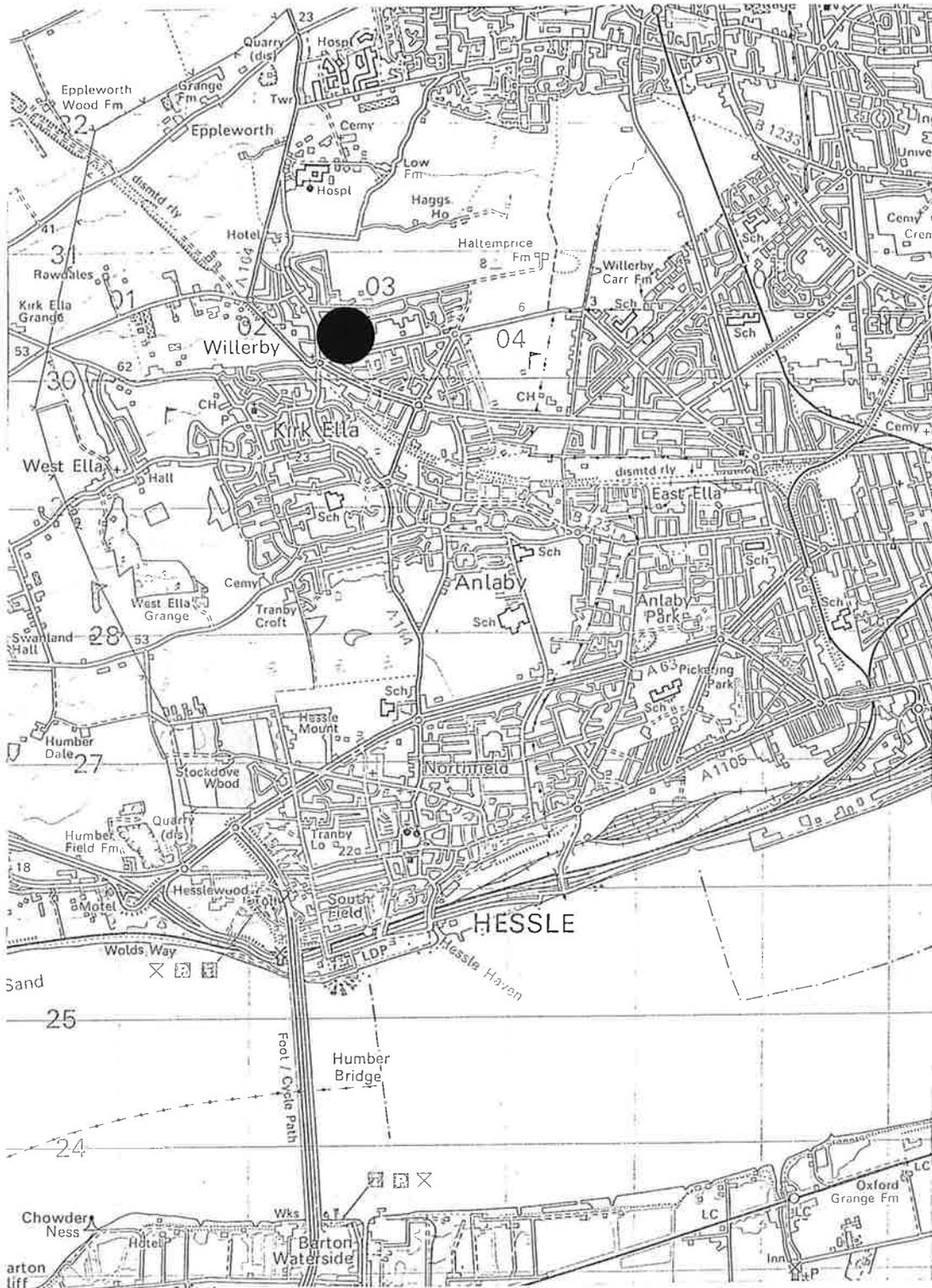
Survey Type: Manual Count

Car Park Occupancy - Initial: 36 Final: 141

Data Proportions - (Total = 0):

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

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



Store Location

Safeway / TRICS Research Project Site Report - Tewkesbury

Introduction

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

Site Details

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

The store contains the following facilities:

Cafe

There is a petrol station on the site.

The opening hours are as set out below:

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

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

Survey Details

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

The number of interviews undertaken were as set out below:

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

Traffic Counts

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

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

- (1) 1600 - 1700 hours
 (2) 1700 - 1800 hours
 (3) 1500 - 1600 hours
 (4) 1600 - 1700 hours
 (5) 1100 - 1200 hours
 (6) 1200 - 1300 hours.

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

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

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

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

Parking Demand

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

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

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

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

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

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

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

Travel Mode

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

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

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

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

Travel Purpose

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

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

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

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

Local Activities

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

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

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

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

Catchment areas

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

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

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

Note: Distances based on postcode sector centroids.

Pass-by Trips

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

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

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

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

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

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

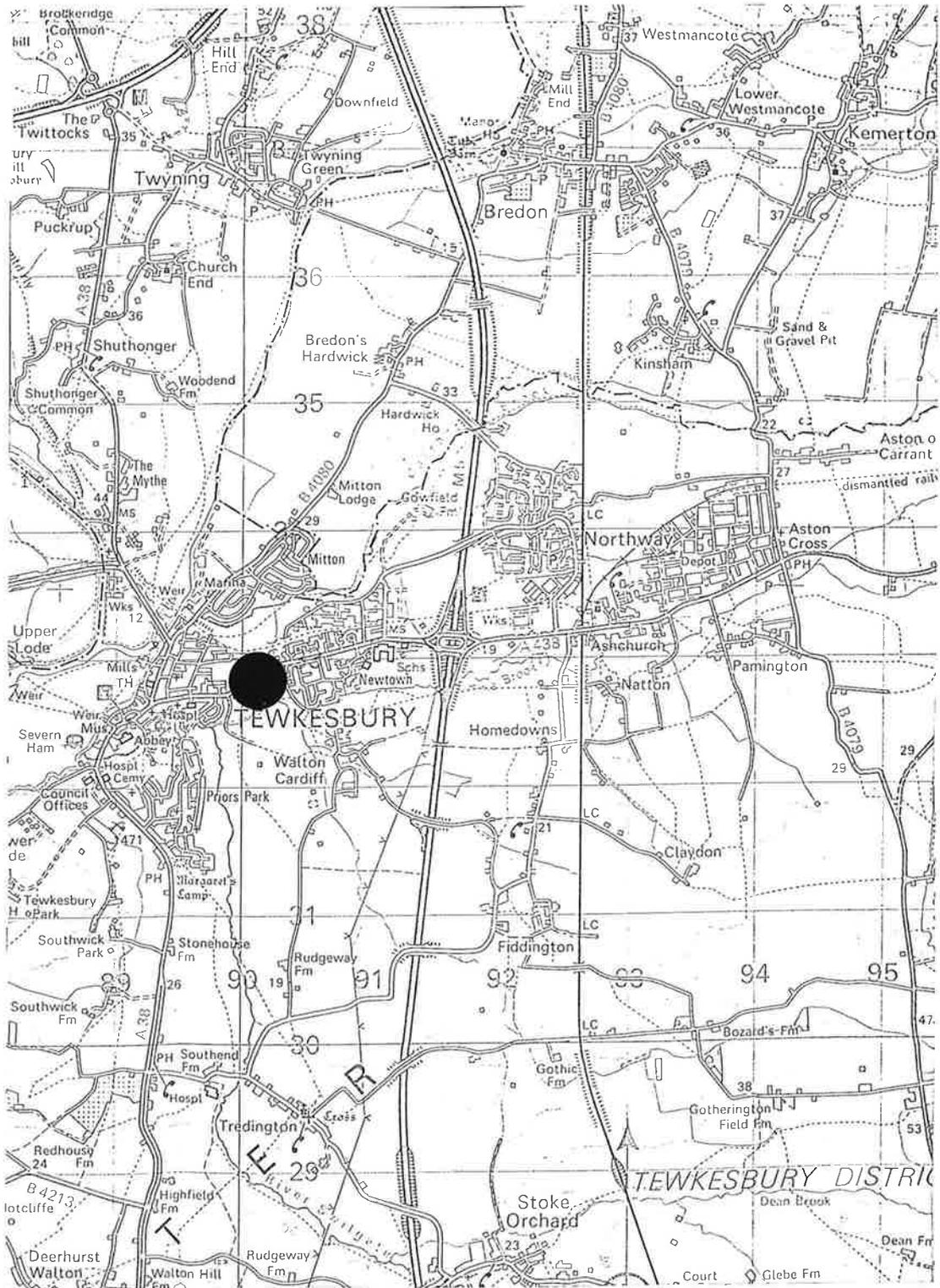
Impact of New Store

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

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

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

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



Store Location

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

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

Location: Free Standing Use Class: A1

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

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

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

Site Reference: GS A 02 Trade Name: SAFEWAYS SUPERSTORES

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

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

OPENING TIMES (24 hour format):

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

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

Distance to next Similar Site (km): 9

Comment:

FACILITIES AT STORE - CAFE.

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 21 Final: 15

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 25 Final: 18

Data Proportions - (Total = 0):

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

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

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

Survey Type: Manual Count

Car Park Occupancy - Initial: 11 Final: 28

Data Proportions - (Total = 0):

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

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

Safeway / TRICS Research Project Site Report - Malvern

Introduction

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

Site Details

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

The store contains the following facilities:

- Cafe
- Dry Cleaning
- Lottery
- Newsagents
- Toilets

There is a petrol station on the site.

The opening hours are as set out below:

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

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

Survey Details

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

The number of interviews undertaken were as set out below:

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

Traffic Counts

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

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

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

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

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

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

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

* *Note: No Data Available.*

Parking Demand

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

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

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

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

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

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

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

Travel Mode

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

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

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

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

Travel Purpose

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

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

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

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

Local Activities

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

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

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

Catchment areas

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

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

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

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

Pass-by Trips

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

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

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

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

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

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

Impact of New Store

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

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

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

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