Purbeck District Council Core Strategy

EIP Representations Issue 7: Retail Response to NPPF Implications

EIP Representation Number: 4950

June 2012

planning.bristol@wyg.com

Contents Page

Appendix Contents

1.0 Introduction

1.1 Scope and Purpose

1.1.1 This Statement builds on our earlier submissions and the case made in person at the Examination in relation to the soundness of the draft Purbeck District Council Core Strategy (DPCS) retail strategy set out in draft Policy RFS. It considers specifically whether the DPCS deals adequately with the National Planning Policy Framework (NPPF).

1.1.2 In summary, our case is that the requirements of the NPPF are not met by the DPCS. The DPCS will not deliver sustainable development and it does not plan positively by seeking opportunities to meet the development needs of the area. The evidence base supports the provision of a new foodstore in Wareham to deliver sustainable development. Such an investment would address the current inadequate provision of main food shopping facilities locally and reduce the need to travel for main food shopping purposes, as supported by the Council's own evidence base.

1.1.3 Our report covers the following matters:

- Section 2: sets out the requirements for local planning policy in the NPPF.
- Section 3: sets out why the retail strategy in the DPCS is considered unsound in the context of the NPPF advice.
- Section 4: details our suggested amendment to the DPCS.
- Section 5: sets out a summary and conclusions.

2.0 National Planning Policy Framework

2.1 Achieving Sustainable Development

2.1.1 The NPPF establishes a presumption in favour of sustainable development as a golden thread running through both plan-making and decision-taking with immediate effect. Paragraph (#)14 of the NPPF is clear that what this means for plan-making; it states *inter alia* that Local Plans should plan positively to meet objectively assessed need unless any adverse impacts outweigh the benefits or it would be contrary to specific NPPF policies. Local plans should make it clear that sustainable development can be approved without delay, as a driver for growth and positive sustainable and economic development.

2.2 Plan Making

2.2.1 Paragraphs 150-185 set out NPPF guidance on plan making. The key considerations in examining local plans will be that they are prepared in accordance with the duty to co-operate, legal and procedural requirements and whether they are sound. In being 'sound', paragraph 182 of the NPPF requires a local plan to be:

- positively prepared;
- justified;
- effective; and
- consistent with national policy.

3.0 Test of Soundness: Core Strategy Retail Policy

3.1.1 In considering the NPPF's test of soundness, this Statement is only concerned with Matter 7: Retail (Policies RFS and RP) and draft Policy RFS in particular.

3.2 Evidence Base

3.2.1 The District Council's Core Strategy Background Paper Volume 7: Economic Context (CD33) sets out the background to retail issues addressed in the DPCS. The evidence base is comprised of a series of retail assessments, analysis and forecasts undertaken by Nathaniel Lichfield and Partners (NLP) (CD145, 145a, 147, 148 & 149).

NLP Findings and Recommendations

3.2.2 Pages 12-20 of CD33 usefully summarises the Council's position on retail capacity in Wareham with reference to the evidence base and the recommendations made by NLP.

3.2.3 The 2008 Joint Dorset Retail Assessment (CD145, CD145a) identified high levels of leakage from the district to Poole and Dorchester in 2007 based on market shares derived from the November 2007 household survey. Leakage from Wareham was particularly high, accounting for 45% of the total available convenience expenditure in the Wareham zone (#4.21 of DC145, see also #3.4 of CD145 regarding main food shopping patterns). Taking this into account, NLP found significant potential to claw back convenience expenditure to support a new foodstore in the district (#7.14 of CD145). Exploring their 2008 conclusions further in the Retail Impact Assessment (RIA) prepared in 2010 (CD147) NLP noted the opportunity on the grounds of:

- addressing the obvious deficiency in main and bulk food shopping in the district (and specific weakness in Wareham),
- remove the dependency of residents on facilities in Poole for this purpose,
- retain greater expenditure,
- lead to more sustainable travel patterns,
- reduce carbon emissions and have a positive impact on climate change, and
- local job creation (see #1.14, #4.53, #6.37, #6.40, #6.49 and #7.1 of CD147).

3.2.4 Whilst we have some concerns in relation to the now dated nature of the base household survey and statistical robustness of the sample sizes utilised, the overall results are considered to broadly reflect existing shopping patterns in the district. The approach adopted by NLP in building on this base and widely acknowledged market share approach looking at different development scenarios is considered robust.

3.2.5 Using this approach, the NLP findings and recommendations have remained broadly consistent, albeit they did change in their November 2011 statement where only a constant market share is considered, as sought by the Council to support the DPCS which did not then plan for a new foodstore despite the previous evidence of NLP. A change in base data in respect of NLP's 2011 work (CD 149) is relevant to highlight, in that new 2011 population projections were used; these new projections actually increased the overall population of the district by 7% at 2027, resulting in a corresponding increase in identified expenditure capacity to support new retail development. This would be true under all scenarios (i.e. increased market shares to deliver the identified qualitative benefits to residents), had they been tested by NLP. Even in this 2011 advice NLP confirmed their view that a new foodstore in Wareham would not give rise to significant adverse impact (Section 3 of CD149).

3.2.6 In summary, the NLP findings forming the evidence base relating to convenience retail capacity in the district to 2027 are:

- Under the baseline test and scenario aiming to maintain current market shares does not provide any real capacity to support new convenience in Wareham to 2027. Some capacity is identified to support modest (less than 1,000 sq m net) in Swanage.

- Under the increased retention test, not reworked in the 2011 advice (CD149), three scenarios were assessed (CD147) aiming to claw back leaked expenditure through new development:

    - S1 - capacity to support 1,500 sq m net new food retail space in Swanage, but insufficient to support 2,000 sq m net in the town until late in the plan period.
    - S2 – capacity to support 2,000 sq m net new food retail space in Wareham at 2014 (#4.47 of CD147).
    - S3 – insufficient capacity to support 2 new foodstores of 2,000 sq m net (1 in each main town) at 2016, albeit scope for 2 smaller stores of circa 1,500 sq m net each.

3.2.7 NLP went on to recommend that Wareham has the greatest potential to support a new 2,000 sq m net foodstore and that this option offers the greatest qualitative benefits to residents (#1.14 & #7.1 of CD147). The benefits remain as cited in the 2008 document, whereby such a strategy would deliver sustainable development with positive economic (expenditure retention), social (meeting need for local access to facilities and services, choice and competition, and job creation) and environmental (reducing the need to travel, emissions and climate change) benefits locally i.e. it would meet national policy requirements set out at #14 of NPPF.

3.2.8 Significantly, NLP found that these benefits could be realised alongside more modest development in Swanage, which would more than likely an extension to the town centre Co-op store in line with their interest expressed via agents GVA Grimley (#1.17 & #4.55 of CD147). The evidence demonstrates that, under the increased retention scenario, there would be capacity for a new store in Wareham in addition to a store extension to the Co-op in Swanage. This option would meet all quantitative need in the district over the medium term and would not lead to a significant adverse impact on either town centre. Thus, the evidence base finds that there will be no significant adverse impact arising from the provision of a new foodstore in Wareham (#152 of NPPF is relevant in this regard).

3.2.9 In terms of potential development sites in Wareham, the Worgret Road site was found to be the most sequentially preferable potentially available, suitable and viable site. The site was found to have significant potential for foodstore development (#1.19 of CD147).

3.3 Wareham Retail Strategy in the DPCS

3.3.1 Reflecting the evidence base and recommendation in favour of the increased retention scenario, the Preferred Option Consultation version of the DPCS (CD16) suggested provision for a new foodstore of 2,000 sq m net in size in Wareham and smaller scale retail development in Swanage. This evidence base has been disregarded entirely in the current version DPCS. The strategy is now based on maintaining current market share in Wareham over the plan period, which is at odds with the Council's consultant advice. It is at odds with the NPPF as it will not contribute to the achievement of sustainable development (#151 of NPPF). The Council's position on the NPPF that all its requirements can not be met is untenable and leaves the DPCS unsound.

3.3.2 The decision to not allocate a foodstore, despite the evidence base, was voted on by the Council at the Pre-Submission (December 2010) stage of document preparation (SD1). It followed a petition against retail development at the Worgret Road site in Wareham at the preferred option consultation stage (Summer 2010). In saying that, aggregating all responses at the Preferred Options stage (September – November 2009) showed that 54% of respondents in Wareham and the surrounding countryside supported the proposal for a new 2,000 sq m supermarket in the town (see CD17c, #1.4.3). On balance, it cannot therefore be said that the decision reflected all local feedback in Wareham.

3.3.3 Notwithstanding this, the negative element of local feedback and some political input unsupported by demonstrable evidence of likely retail impact has resulted in the Council moving away from a strategy in line with the evidence base aimed at meeting the objectively assessed retail needs identified by NLP as required by the NPPF. The strategy now proposed in Wareham aims to maintain the *status quo* and not influence local shopping patterns positively. As such, current unsustainable travel patterns associated with meeting main food shopping needs of the residents of Wareham will prevail and the DPCS will not deliver sustainable development by failing to provide for the retail development needs of the area. As such, it fails to meet the requirements of the NPPF.

3.4 Soundness and the NPPF

3.4.1 The evidence base and relative merits of the assessed options and capacity scenarios have remained consistent. NLP have remained consistent in their findings and recommendations under each scenario. It is the Council's selective use of the evidence that has changed and resulted in an unsound retail strategy in our view.

3.4.2 The strategy is unsound when assessed against three tests of paragraph 182 of the NPPF:

- Positively prepared – it does not seek to meet the objectively assessed development requirements identified in the evidence base.
- Justified – it cannot justifiably be considered the most appropriate or sustainable retail strategy capable of achieving the delivery of positive economic, social and environmental benefits without leading to any significant adverse impacts that outweigh such benefits.
- Consistent with national policy – it is not consistent with the underlying objectives of the NPPF, including the presumption in favour of sustainable development.

3.4.3 The Council's proposed strategy will not provide a means of delivering positive and sustainable economic development in Wareham and the surrounding area to 2027. It is likely to reinforce current unsustainable shopping patterns identified in the household survey, with 45% of convenience shopping trips in Wareham's 'home zone' being undertaken in stores outside Wareham, mainly in Poole and Dorchester(#4.21, CD145).

3.4.4 To put this in context, a journey to the Tesco Extra in Poole for a resident of Wareham (say living on West Street) is a 20 mile round trip; to the Tesco in Dorchester is a 35 mile round trip. A plan contained at **Appendix WYG/A** illustrates the current drive times from Wareham to large foodstores in Poole and Dorchester (Plan 3 of CD147 is also relevant, showing penetration into Purbeck of 15-min drivetimes from large foodstores in Poole and Dorchester).

3.4.5 For the Council to actually plan for nearly half of food shopping trips (and a higher proportion of main food shopping trips) of residents of Wareham to continue to be undertaken outside Wareham in the period to 2027 can not be considered sustainable development by anyone's definition. Moreover, the present reality of outflow of food shopping trips will only increase, particularly as competing facilities improve and new development occurs elsewhere. The town will be come less able to compete in meeting local need. No active strategy to combat this will gradually undermine the role and function of Wareham in the district and sub-regional retail hierarchy and increase the need to travel.

3.4.6 The argument presented by some parties at the Examination regarding the limited potential to recapture food shopping trips because '*most*' of the existing food shopping trips are linked to work trips to Poole and Dorchester and so would take place in any event was not supported by any evidence. WYG's experience gained over more than 20 years of dealing with foodstore development is that there is typically a very low correlation between food shopping trips and work trips.

3.4.7 In the current case, WYG commissioned NEMs to undertake a household shopper survey in September 2011. The extract contained at **Appendix WYG/B** demonstrates that within Wareham and its immediate hinterland, only 7.8% of respondents undertaking a main food shop combined this with a work trip, falling to 4.8% within Wareham's 'home zone' (zone 1). In contrast, 45.8% (56.5%) did not combine a main food shop with any activity i.e. it is single purpose trip, often by car.

3.4.8 A new foodstore in Wareham will clearly assist in reducing the number and length of these single purpose trips by car for food shopping purposes by Wareham residents. To not plan for one can not meet requirements in NPPF to deliver sustainable development.

3.4.9 In contrast, the preferred option strategy of planning for increased retention through new development is positive, justified and consistent with the NPPF. It is also the only strategy supported by the evidence base. Such a strategy would help deliver sustainable and positive economic development over the plan period, by:

- pro-actively improving the distribution of local retail services and facilities, to the benefit of consumers and the economy as a whole;
- meet objectively identified development needs, uplifting the low market share and contributing significantly towards addressing unsustainable shopping patterns through clawing back expenditure 'leakage' from key towns and therefore the district as a whole;
- introduce choice and competition in the local main food retail market, reducing the need to travel to competing facilities further afield for this purpose;
- support the role and function of Wareham as an important market town capable of meeting the needs of its resident and hinterland populations; and
- contribute to the local economy through the creation of new jobs.

3.4.10 Importantly, the evidence base demonstrates such a strategy would deliver these objectives without resulting in a significant adverse impact on the established town centres of Wareham and Swanage, and allowing a more modest development in Swanage. Adopting a planning strategy that helps deliver these eventualities is entirely consistent with the positive, plan-led approach advocated in the NPPF. Not doing so is at odds with the evidence base and conflicts with the NPPF and renders the DPCS unsound.

3.4.11 A pro-active strategy aimed at increasing market share for convenience shopping in the district and Wareham in particular through new development is the only strategy that can be pursued to align with the evidence base and deliver sustainable development, as required by the NPPF. The proposed site on land at Worgret Road provides the most sequentially preferable site on which to deliver this strategy (see conclusions of CD147 and Appendix 4). The objective assessment of the site by NLP in the evidence base forms a reasonable and robust analysis of the potential of the site relative to others identified in the town. Its inclusion in the DPCS as a means of implementing the increased retention scenario would therefore be sound when assessed against #182 of the NPPF.

4.0 Soundness: Proposed Policy Amendment

4.1.1 It is proposed that draft Policy RFS and its supporting text in the DPCS be made sound by making provision in line with the increased retention scenario, in accordance with the evidence base. The uplift scenario would result in sufficient quantitative capacity in the medium term (by 2014) to support a new store in Wareham and more modest development in Swanage (likely to be an extension to the town centre Co-op). This is clearly evidenced by NLP in the 2010 RIA (CD147).

4.1.2 Importantly, the 2010 RIA was prepared on the basis of population projections that can now be considered conservative. The now available 2011 Purbeck District Council projections increase population in the district by 7% at 2027 relative to the 2010 RIA baseline (see CD149). This leads to a £6m increase in overall capacity (under the baseline constant market share scenario) in the district at 2027 (CD149). Whilst noting this, NLP stopped short of carrying out a full assessment of the effect of the population increased on retail capacity under each scenario to 2027 on the instructions of the Council.

4.1.3 Whilst it is suggested that the Council and NLP should carry out this further assessment, it is considered that the 2010 RIA population base and increased retention scenario put forward remains a reasonable and conservative basis on which to proceed. The identified capacity to support a new 2,000 sq m net foodstore in Wareham and 1,500 sq m net new floorspace in Swanage is therefore at least what would be identified using the up to date, higher Council population projections.

4.2 Amended Policy RFS

4.2.1 In order for the DPCS to meet the requirements of the NPPF and to plan positively for the objectively identified development needs in the district, it is proposed that draft Policy RFS in the DPCS be amended to read as follows:

> *'Provision will be made for some 5,500 sq m (net) of retail floor space over the plan period 2006-2027 as follows:*
>
> - *2,000 sq m (net) of non food retail floor space; and*
> - *3,500 sq m (net) of food retail floor space:*
>   - *1,500 sq m in Swanage; and*
>   - *2,000 sq m in Wareham.*
>
> *The floorspace will be located in accordance with Policy LD: General Location of Development. The floorspace in Wareham is to be provided in the form of a new foodstore to be constructed on the site on land at Worgret Road to be identified in subsequent plan(s) as a strategic retail development allocation for this purpose'.*

4.2.2 Supporting text paragraphs 6.7.31 – 6.7.3.2 should be amended to explain the proposed strategy of proactively seeking to increase market share in the district through new development in order to deliver sustainable development. The suggested amendments should include new paragraphs reading along the following lines:

> *'The evidence base demonstrates that there is significant scope to claw back high existing levels of food retail expenditure leakage from the district by proactively planning for new development in the main towns of Swanage and Wareham. Provision of a new large foodstore at Wareham and an extension to the existing Co-operative store in Swanage would significantly improve the food retail offer of the district to the benefit of residents. The resulting increase in market share under this scenario would provide sufficient quantitative capacity to support the developments in the medium term. Pursuing such a strategy would reduce the necessity of trips to Poole or Dorchester to larger food stores,*

with associated economic, social and environmental benefits, which in turn has been shown would be achieved without significant adverse impact on the existing town centres. The higher retention of food retail expenditure in the district and the two main towns is likely to result in positive spin off benefits for existing town centre retailers through linked trips to and from such new development.'

'This is considered a robust policy aspiration based on the principles of sustainable development that will deliver significant positive benefits to the economy of the district and the two main towns and its residents through an improved food retail offer to meet identified need and generating local choice and competition. Provision for an extended Co-operative store in Swanage will support and strengthen the town centre offer. In Wareham, provision is made for at least a new 2,000 sq m net foodstore on land at Worgret Road as the most sequentially preferable potentially available, suitable and viable site in the town for this form of development'.

4.2.3 The suggested amendments would ensure the plan is positively prepared to meet objectively identified needs, reflects the evidence base and be consistent with the NPPF.

5.0 Summary and Conclusions

5.1.1 It has been demonstrated that the Council's retail strategy set out in draft Policy RFS in the DPCS is unsound when assessed against the tests set out in paragraph 182 of the NPPF: it is not positively planned, justified or consistent with the NPPF.

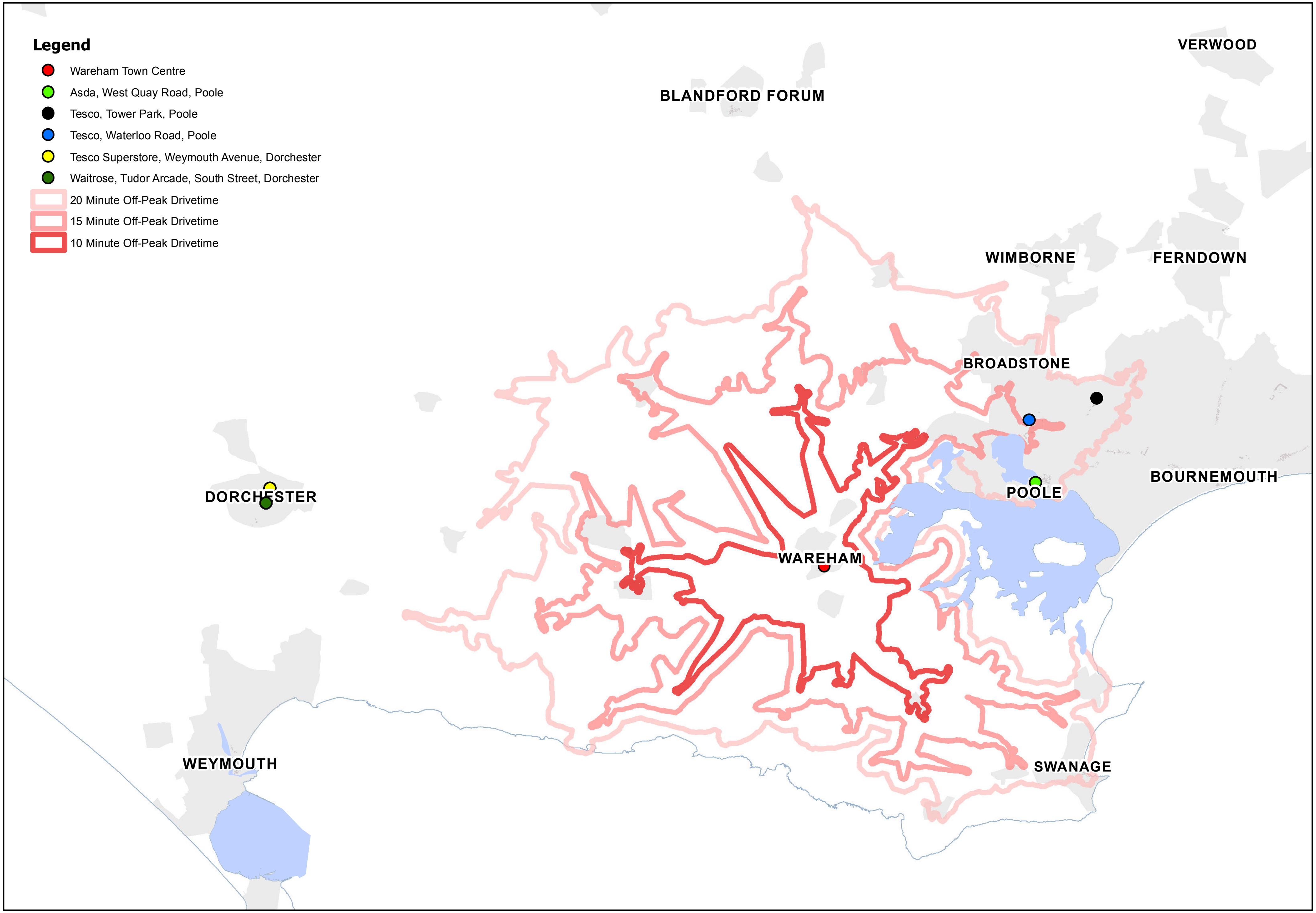
5.1.2 The strategy being pursued by the Council goes against the clear and objective evidence base on the grounds of unsubstantiated local concern in relation to perceived retail impact on established town centres. Local concern which is not even representative of all consultation responses from residents in Wareham and surrounding countryside. It aims to maintain the *status quo* and, in doing so, is only likely to reinforce current inadequate distribution of food shopping facilities in Wareham and the resulting unsustainable shopping patterns.

5.1.3 The evidence base presents a robust data on which to pursue an alternative, positive and proactive strategy aimed at addressing current unsustainable shopping patterns through beneficial new development. It is only this strategy that is justified and consistent with the NPPF. Actively seeking to increase retention through new retail development located in line with the sequential approach in Wareham and Swanage will deliver positive economic, social and environmental benefits, without leading to significant adverse impact on the established town centres.

5.1.4 The suggested policy amendments are proposed on the basis that they are consistent with the evidence base and sound when tested against #182 of the NPPF.

Appendices

Appendix A - Plan showing relationship of Large Foodstores to Wareham



Legend
Wareham Town Centre
Asda, West Quay Road, Poole
Tesco, Tower Park, Poole
Tesco, Waterloo Road, Poole
Tesco Superstore, Weymouth Avenue, Dorchester
Waitrose, Tudor Arcade, South Street, Dorchester
20 Minute Off-Peak Drivetime
15 Minute Off-Peak Drivetime
10 Minute Off-Peak Drivetime
VERWOOD
BLANDFORD FORUM
WIMBORNE
FERNDOWN
BROADSTONE
BOURNEMOUTH
POOLE
DORCHESTER
WAREHAM
WEYMOUTH
SWANAGE

Appendix B - Extract of NEMS Wareham Household Survey, September 2011

Q05 How do you normally travel when you undertake you main food shopping trip at (STORE MENTIONED AT Q01)?
Not those who said Internet at Q01

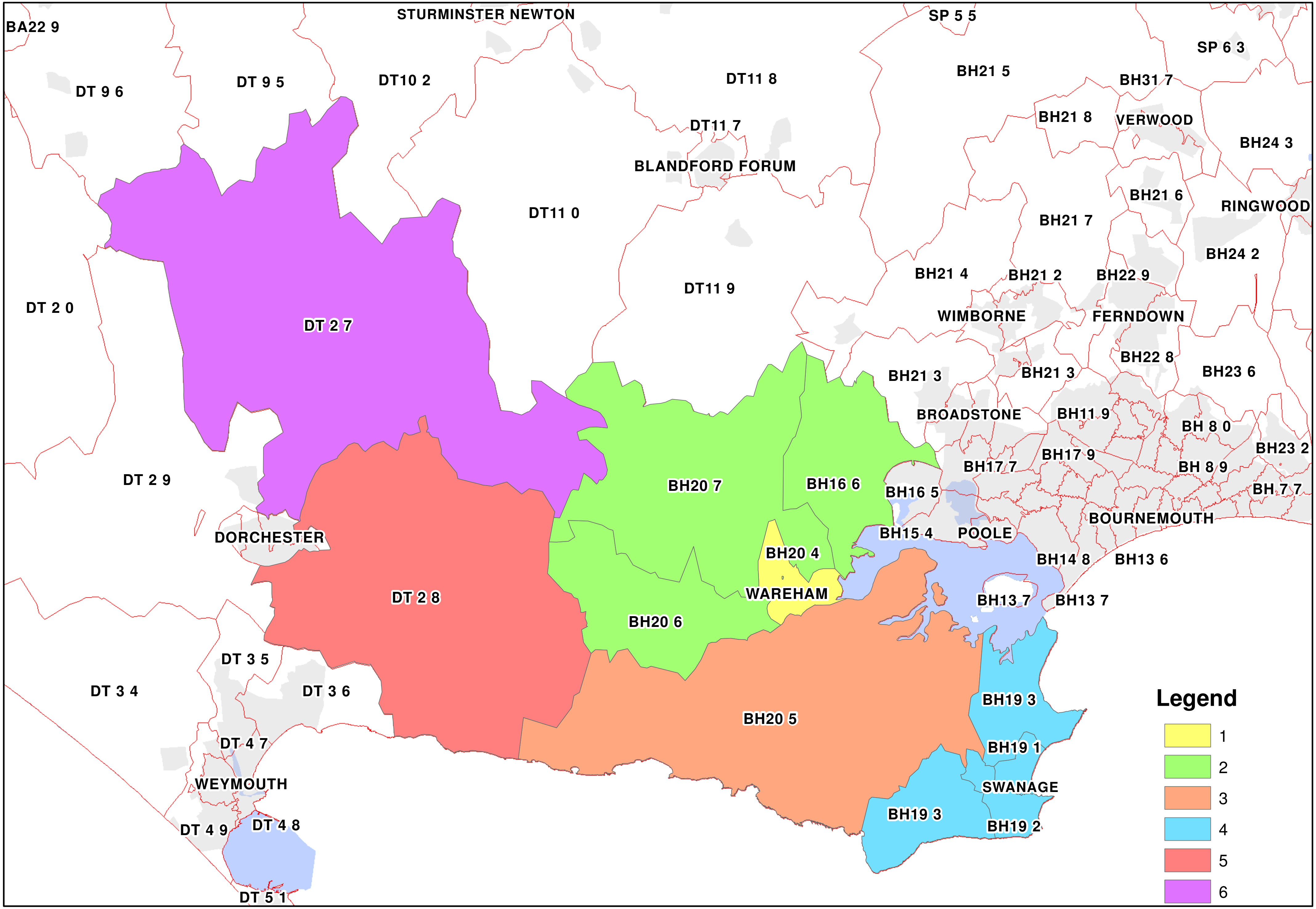
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Car/van (as driver)	73.8%	552	59.2%	54	83.5%	178	83.9%	56	58.3%	106	79.3%	89	83.9%	69
Car/van (as passenger)	11.2%	84	16.3%	15	12.3%	26	8.6%	6	7.8%	14	14.1%	16	8.6%	7
Motorbike / scooter	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Bus	2.8%	21	2.7%	3	1.9%	4	2.2%	1	3.5%	6	3.3%	4	3.2%	3
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.8%	6	0.0%	0	0.5%	1	1.1%	1	1.7%	3	0.0%	0	1.1%	1
Bicycle	0.5%	4	0.0%	0	0.5%	1	0.0%	0	0.9%	2	1.1%	1	0.0%	0
Disabled vehicle	0.3%	2	0.0%	0	0.0%	0	1.1%	1	0.9%	2	0.0%	0	0.0%	0
Walk	9.4%	70	21.1%	19	0.9%	2	2.2%	1	26.1%	47	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don't travel - goods delivered)	0.7%	5	0.0%	0	0.5%	1	1.1%	1	0.9%	2	0.0%	0	2.2%	2
Weighted base:		748		92		214		67		182		112		82
Sample:		752		147		212		93		115		92		93

Q06 When you make your main food shopping trip, do you usually combine it with any other activity?
Not those who said Internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Journey to / from work	7.8%	59	4.8%	4	9.9%	21	5.4%	4	7.0%	13	12.0%	13	4.3%	4
School run	1.8%	14	1.4%	1	1.4%	3	2.2%	1	2.6%	5	2.2%	2	1.1%	1
Shopping trip to a retail park / town centre	2.2%	16	1.4%	1	2.4%	5	2.2%	1	0.0%	0	4.3%	5	4.3%	4
Other	2.6%	19	1.4%	1	1.9%	4	3.2%	2	3.5%	6	3.3%	4	2.2%	2
Shopping trip to Dorchester	6.7%	50	0.7%	1	1.9%	4	1.1%	1	0.9%	2	26.1%	29	17.2%	14
Shopping trip to Poole	8.6%	65	8.8%	8	15.6%	33	6.5%	4	10.4%	19	0.0%	0	0.0%	0
Shopping trip to Swanage	3.4%	25	0.0%	0	0.0%	0	2.2%	1	13.0%	24	0.0%	0	0.0%	0
Shopping trip to Wareham	3.8%	28	10.2%	9	3.3%	7	12.9%	9	1.7%	3	0.0%	0	0.0%	0
Shopping trip to Wessex Gate Retail Park, Poole	0.6%	5	1.4%	1	0.9%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Shopping for non food items - unspecified location	1.2%	9	2.7%	3	0.9%	2	4.3%	3	0.0%	0	1.1%	1	0.0%	0
Visiting family / friends	4.4%	33	3.4%	3	3.3%	7	5.4%	4	7.0%	13	3.3%	4	3.2%	3
Using a financial service (e.g. bank / building society)	4.0%	30	3.4%	3	5.2%	11	3.2%	2	1.7%	3	5.4%	6	5.4%	4
Getting petrol	0.9%	7	2.7%	3	1.4%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Using a leisure / entertainment facility	3.8%	28	0.7%	1	3.8%	8	7.5%	5	5.2%	9	2.2%	2	3.2%	3
Going to a restaurant / café	2.5%	19	2.0%	2	2.4%	5	3.2%	2	4.3%	8	0.0%	0	2.2%	2
Using a health service (e.g. doctors / dentist / optician)	1.9%	14	0.0%	0	1.4%	3	1.1%	1	3.5%	6	2.2%	2	2.2%	2
Walking the dog	1.0%	7	0.0%	0	0.5%	1	0.0%	0	3.5%	6	0.0%	0	0.0%	0
Visiting hairdressers	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Going to library	1.2%	9	1.4%	1	0.5%	1	2.2%	1	1.7%	3	1.1%	1	1.1%	1
Don't combine main food trip with another activity	45.8%	342	56.5%	52	47.6%	102	35.5%	24	41.7%	76	43.5%	49	49.5%	40
(Don't know)	1.4%	10	0.7%	1	1.9%	4	3.2%	2	0.9%	2	1.1%	1	1.1%	1
Weighted base:		748		92		214		67		182		112		82
Sample:		752		147		212		93		115		92		93

Q07 Roughly what percentage of your household's total expenditure on food and groceries (including milk, newspapers, tobacco, etc) is spent at (STORE MENTIONED AT Q01)?
Not those who said Internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
0-10%	2.4%	18	2.7%	3	4.2%	9	3.2%	2	0.9%	2	1.1%	1	2.2%	2
11-20%	3.2%	24	2.7%	3	3.8%	8	3.2%	2	2.6%	5	3.3%	4	3.2%	3
21-30%	5.1%	38	6.8%	6	3.8%	8	4.3%	3	4.3%	8	5.4%	6	8.6%	7
31-40%	3.6%	27	4.1%	4	5.2%	11	4.3%	3	1.7%	3	4.3%	5	1.1%	1
41-50%	8.5%	64	8.8%	8	8.0%	17	6.5%	4	10.4%	19	9.8%	11	5.4%	4
51-60%	5.1%	38	2.7%	3	7.1%	15	3.2%	2	4.3%	8	4.3%	5	6.5%	5
61-70%	7.9%	59	6.1%	6	7.1%	15	10.8%	7	9.6%	17	6.5%	7	7.5%	6
71-80%	22.4%	167	17.7%	16	22.2%	47	22.6%	15	20.9%	38	27.2%	30	24.7%	20
81-90%	11.8%	88	15.0%	14	12.7%	27	15.1%	10	7.8%	14	12.0%	13	11.8%	10
91-100%	15.9%	119	12.2%	11	17.9%	38	7.5%	5	20.0%	36	15.2%	17	12.9%	11
(Don't know / varies)	14.2%	106	21.1%	19	8.0%	17	19.4%	13	17.4%	32	10.9%	12	16.1%	13
Mean:		*66.6*		*64.8*		*65.8*		*64.7*		*69.2*		*67.2*		*65.9*
Weighted base:		748		92		214		67		182		112		82
Sample:		752		147		212		93		115		92		93


STURMINSTER NEWTON
BA22 9
SP 5 5
SP 6 3
DT 9 6
DT 9 5
DT10 2
DT11 8
BH21 5
BH31 7
BH21 8
VERWOOD
DT11 7
BH24 3
BLANDFORD FORUM
BH21 6
RINGWOOD
DT11 0
BH21 7
BH24 2
DT11 9
BH21 4
BH21 2
BH22 9
DT 2 0
DT 2 7
WIMBORNE
FERNDOWN
BH22 8
BH21 3
BH21 3
BH23 6
BROADSTONE
BH11 9
BH 8 0
BH23 2
BH17 7
BH17 9
BH 8 9
DT 2 9
BH20 7
BH16 6
BH16 5
BH 7 7
BOURNEMOUTH
DORCHESTER
BH15 4
POOLE
BH20 4
BH14 8
BH13 6
DT 2 8
WAREHAM
BH13 7
BH13 7
BH20 6
DT 3 5
DT 3 4
DT 3 6
BH19 3
BH20 5
Legend
1
2
3
4
5
6
DT 4 7
BH19 1
WEYMOUTH
SWANAGE
BH19 3
DT 4 8
BH19 2
DT 4 9
DT 5 1