

## Local Development Framework

# Equalities Impact Assessment of the Core Strategy and North Kensington Plan

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THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

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## **Executive Summary**

Consideration of equality groups should be at the heart of the Council policy.

An Equality Impact Assessment is a model which allows a systematic approach to reviewing policies which will have a bearing on an equality groups and the six equality strands.

The Council will be able to identify a number of areas of the policy which will require improvement to the service the Council provides to the borough.

Due to the ever changing needs of the diverse community in Kensington and Chelsea this monitoring and review process will be vital to ensuring that the Council provides a beneficial service to the public.

The following report provides an in-depth look at the equality groups and issues facing the Borough's diverse communities. The Equalities Impact Assessment will provide recommendations and appraisals to formulate the planning policies set out in the Core Strategy and Local Development Framework (LDF) and ensure they address the issue of equality these subject areas.

The assessment has highlighted the following aspects which the planning policies will need to take in to consideration:

- Accessibility
- Crime

These two areas of equality impact on the day- to- day lives of residents, workers and visitors to the borough, and therefore the planning policies for the Core Strategy will have to embody a reference to each of these topics.

Through a systematic implementation, monitoring and review process the Equality Impact Assessment will be responsible for an appraisal to pin point areas in the planning policy which may not be working effectively for equality groups in the Borough

## **1. Introduction**

- 1.1 The aim of an Equality Impact Assessment (EqIA) is to improve the work of the Council by making sure it does not discriminate in the way it provides services and employment and that, where possible, it does all it can to promote equality and good relations between different groups.
- 1.2 An EqIA will help to:
- Determine how the Council's policies and practices, or new proposals, will impact on or affect different communities, especially those groups or communities who experience inequality, discrimination, social exclusion or disadvantage;
  - Measure whether policies or proposals will have a negative or positive effect on different communities;
  - Make decisions about current and future services and practice with a greater understanding of the possible outcomes for different communities or customer groups; and
  - Develop ways of monitoring and reviewing the effects of new or changing policies or proposals if they are introduced.
- 1.3 Local authorities have a legal responsibility to assess their policies and functions and to set out how they will monitor any possible negative impact on equality issues, focusing on outcomes and tangible improvements. It will identify what is working well, as well as what needs to be improved.
- 1.4 This EqIA examines the emerging Royal Borough of Kensington and Chelsea Local Development Framework (LDF). Although the LDF consist of several Development Plan Documents the EqIA will focus upon the Core Strategy and North Kensington Plan as it provides the vision and strategy for the borough and the core policies needed for that vision to be achieved.
- 1.5 The Council has made a commitment<sup>1</sup> to achieve the 'Equality Mark' awarded to local authorities that are externally assessed as having attained Level 5 of the Equality Standard for Local Government (ESLG). The ESLG contains a requirement to carry out Equality Impacts Assessments which deal with the impact of a Council service, function or policy on a range of groups which are known to suffer special forms of disadvantage and/or discrimination.

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<sup>1</sup> RBKC (2006) *Towards an Inclusive Kensington and Chelsea: The Royal Borough of Kensington and Chelsea's Equality Scheme*

## **2. Equalities Impact Assessment (EqIA) Methodology**

2.1 There is no fixed way to conduct an Equalities Impact Assessment (EqIA). The methods of this report have been collated from the following documents:

- Equality Impact Assessment-Discrimination Law Review: consultations proposals for a Single Equality Bill
- Diversity and Equality in Planning -A good practice guide
- The Royal Borough of Kensington and Chelsea- Equality Impact Assessment questionnaire.

2.2 The documents above provide a structure framework to construct an equalities impact assessment.

2.3 **Stage 1 Scoping-** Scoping is about the initial planning to make sure that the basic requirements are in place to carry out a robust and meaningful assessment which can improve the way services are delivered. Scoping comprises of:

- Agreeing who will lead and carry out the assessment
- Developing an initial view of the key issues for your service in terms of race equality
- Feedback and advice -subjecting this view to external scrutiny/challenge
- Agreeing what you are going to assess, how this will be done and developing a realistic timetable

2.4 **Stage 2 Assessment of Impacts-** The aim of this assessment is to identify whether the service or policy have an adverse impact upon any particular ethnic community in the borough. The assessment should ultimately produce solutions which help remove any barriers which are identified. Stage 2 comprises two parts:

- 1) Concentrates on the aims of the policy/service
- 2) Focuses on the practical delivery of the policy/service

2.5 **Stage 3. Decisions and Recommendations- Identifying the Way Forward-**This sets out what will be needed to do to deal with any adverse impact, or identified lack of positive impact.

2.6 **Stage 4. Implementation, Monitoring and Review-**The action plan in this section should be integrated into the appropriate service or business plan.

### **3. Background Data**

3.1 There are six equalities strands which were identified in the Royal Borough of Kensington and Chelsea's Guidelines and Further Information<sup>2</sup> for carrying out an EqIA:

- Age;
- Disability;
- Faith or religious belief;
- Gender;
- Race; and
- Sexual orientation.

3.2 These correlate with the legislation governing discrimination including the Races Relations Act 1976, the Disability Discrimination Act 2005 and the Equality Act 2006.

#### **3.3 Age**

3.4 Under the Employment Equality (Age) Regulations 2006, discrimination in employment, training and education on the grounds of age was outlawed from October 2006.

#### **3.5 Disability**

3.6 The Disability Discrimination Act 2005 places a general duty on public bodies, including the Council, to promote equality of opportunity for disabled people through all of their relevant functions. Under the new duty public bodies are required to have due regard to the need to:

- Promote equality of opportunity between disabled people and other people;
- Eliminate discrimination that is unlawful under the Disability Discrimination Act;
- Eliminate harassment of disabled people in public life;
- Encourage participation by disabled people in public life; and
- Take steps to meet disabled people's needs, even if this requires more favourable treatment.

3.7 The Act defines a disabled person as someone with a physical or mental impairment which has substantial and long term<sup>3</sup> adverse effect on his/her ability to carry out day-to-day activities<sup>4</sup>.

3.8 The revised definition [from October 2004] includes people who are diagnosed with cancer, multiple sclerosis or who are HIV+, from the point of diagnosis. This includes those who may not yet suffer from an adverse effect so long as it can be shown that the condition is likely to result in having such impairment.

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<sup>2</sup><http://teamareas/corporateservices/ppu/Service%20Improvement/equality%20impact%20Assessment%20guidelines.doc>

<sup>3</sup> A long term effect is one which has lasted or is likely to last for at least 12 months

<sup>4</sup> Day-to-day activities are defined as mobility, physical co-ordination, ability to lift carry or otherwise move everyday objects, perception of the risk of physical danger, manual dexterity, continence, speech, hearing or eyesight, memory or ability to concentrate, learn or understand.

**3.9 Faith or religious belief**

3.10 Part 2 of the Equality Act 2006 prohibits discrimination on the grounds of religion or belief in provision of goods, facilities and services, the management and disposal of premises, the exercising of public functions and in education. These provisions came into force on 30 April 2007.

3.11 As a result, it is unlawful to discriminate against an individual on the grounds of the religion or belief (or lack of it), of that person or of someone with whom they are associated.

**3.12 Gender**

3.13 The Gender Equality Duty is a legal obligation which came into force in April 2007. It was introduced by the Equality Act 2006, which in turn amended the Sex Discrimination Act 1975. The GED requires public authorities to promote gender equality and eliminate sex discrimination.

3.14 Rather than individuals making complaints about sex discrimination, the duty places the legal responsibility on public authorities to demonstrate that they treat men and women fairly. The duty will affect policy making, public services, and employment practices.

**3.15 Race**

3.16 The Race Relations Act 1976 makes it unlawful to discriminate (directly or indirectly) on the grounds of colour, race, and nationality, ethnic or national origins. It provides protection from race discrimination in the field of employment, education, training, housing, and the provision of goods, facilities and services.

3.17 The Race Relations (Amendment) Act 2000 puts a greater onus on the council to be pro-active and positive. There is now a statutory duty to promote race equality which requires Council's to have regard to the need to eliminate unlawful discrimination; promote equality of opportunity and good relations between persons of different racial groups.

3.18 Gypsies and Travellers who are ethnic or national in origin, such as Romany Gypsies and Irish Travellers, are recognised as racial groups<sup>5</sup>.

**3.19 Sexual orientation**

3.20 The Equality Act 2006 makes it unlawful to discriminate in the provision of goods, facilities and services on grounds of sexual orientation, and came into force on 30 April 2007.

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<sup>5</sup> ODPM (2005) *Diversity and Equality in Planning: A good practice guide*

## 4. Defining the policy/project

- 4.1 The very principal of a plan led system of development is important to equality groups. The policies included in the Local Development Framework (LDF) help prevent arbitrary decision making. They focus decision makers' attention on the merits of a proposal rather than the race, gender or some other characteristic of the proponent. The policies provide a starting point for the fair and equal treatment of all.
- 4.2 New planning rules brought in by the Planning and Compulsory Purchase Act of 2004 has changed the ways Council's are required to put together plans for their areas. The Act requires that the Unitary Development Plan is replaced by a collection of documents known as a Local Development Framework.
- 4.3 The Local Development Framework (LDF) will bring together various Local Development Documents in which the Council will set out the overall strategy for the Borough. In particular these documents detail the spatial approach to Planning that we are now taking, encompassing the community's economic, environmental and social aims. These documents together with the London Plan form the Development Plan for the Borough.
- 4.4 Local Development Documents will be made up of a number of 'top level' Development Plan Documents (DPDs) together with Supplementary Planning Documents which provide specific guidance on policies within a Development Plan Document.
- 4.5 Development Plan Documents deal with how land in the Borough should be used as well as the vision for the Borough for the next ten years and beyond.

<b>Core Strategy</b>	Sets out the Council's vision and spatial strategy for the Borough and the core policies it believes are needed for that vision to be achieved
<b>Site Allocations</b>	Sets out how the Council believes individual development sites should be developed and used.
<b>General Development Management Policies</b>	Policies which set out the 'rules' the Council believes must be followed so that development within the borough matches the vision
<b>Area Action Plans</b>	Documents which set out a planning framework for specific areas where significant change or conservation is planned.

- 4.6 The LDF deals with spatial planning. Traditional land use planning deals with the physical location of various land uses (in light of the overall community interest) and the design of buildings. Spatial planning also does this, but it goes further in two important respects:
- It articulates an overall vision for the Borough;
  - It attempts to integrate the plans and actions of a range of government service providers and community groups in pursuit of this common vision.

- 4.7 While spatial planning has a wider remit than traditional land use planning, it is still fundamentally about delivering concrete results – jobs, homes, transport, public service, parks etc in the most appropriate locations.
- 4.8 These deliverables have real and direct effects disadvantaged groups. However, spatial planning cannot directly affect all aspects that have no impact on equalities, particularly with regard to people’s attitudes and behaviours towards each other. Measures such as effective citizenship education, anti-discrimination laws and the efforts of families and communities to discuss discrimination and redress inequality are largely beyond the influence of spatial planning.
- 4.9 The Core Strategy contains a large number of distinct policies and proposals. However, the policies and site allocations of the Core Strategy are consistent with the strategic policies of the Core Strategy. To assess each in turn would lead to unnecessary duplication. In addition, some policies have no significant implications for equality issues and need not be assessed in detail, and it is the effect of the policies taken as a whole which determines their equality impacts.
- 4.10 The Core Strategy has seven Strategic Objectives within the Core Strategy:
- Keeping Life Local;
  - Fostering Vitality;
  - Better Travel Choices;
  - An Engaging Public Realm;
  - Renewing the Legacy;
  - Diversity of Housing; and
  - Respecting Environmental Limits.
- 4.11 Individual policies are mentioned where it may be pertinent to the discussion or where recommendations for improvement are made.

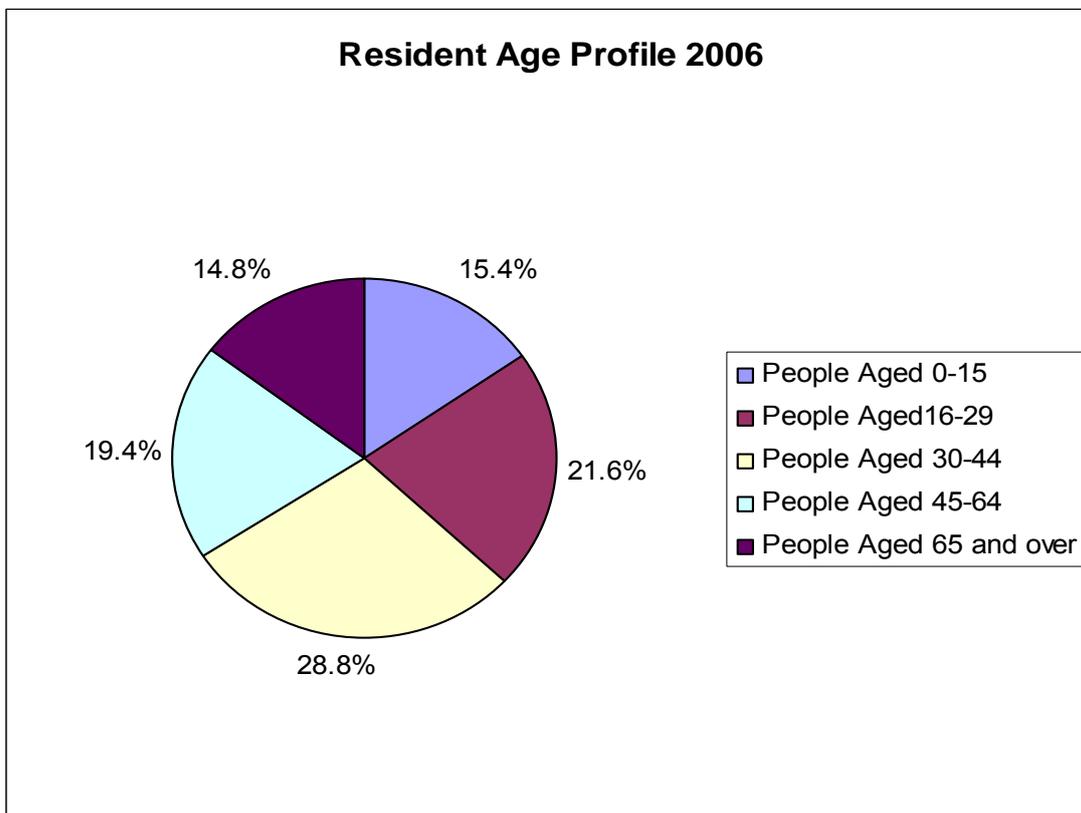
**5. Current Position**

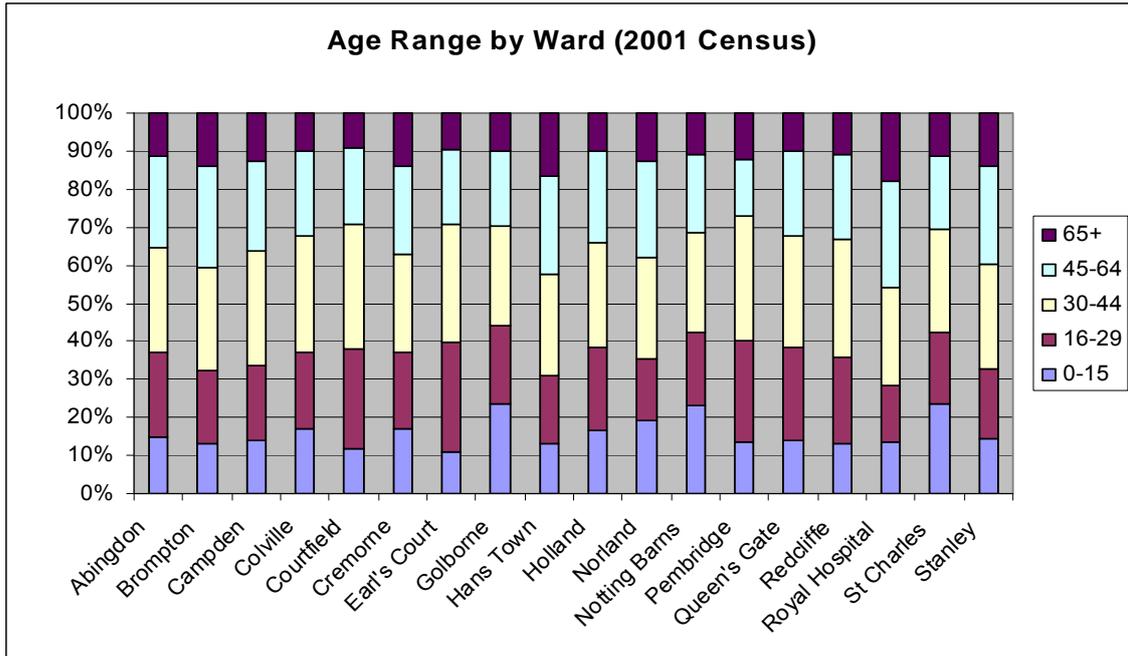
5.1 The outcomes of the policies within the LDF will affect the community as a whole and may or may not have a detrimental impact on the lives of people from different equalities groups. The impact of the policies may also not be immediately visible and may only be seen in the ten or twenty years and beyond.

5.2 Kensington and Chelsea is one of the most diverse Boroughs of London. Some of the key characteristics of the local population are outlined below. This is followed by an exploration of the spatial distribution of the groups.

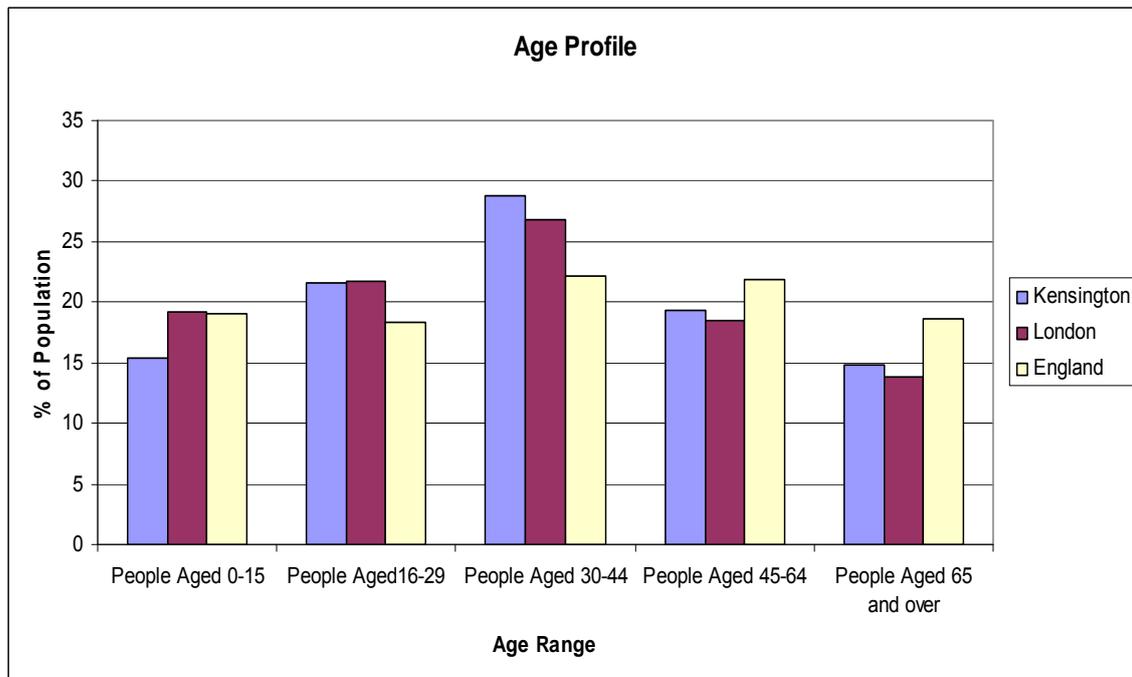
**5.3 Age**

5.4 The Resident age profile 2006 indicates that the 30-44 age range is the most common within the borough, and according to 2001 census data the average age of a person living in Kensington and Chelsea is 37 years.





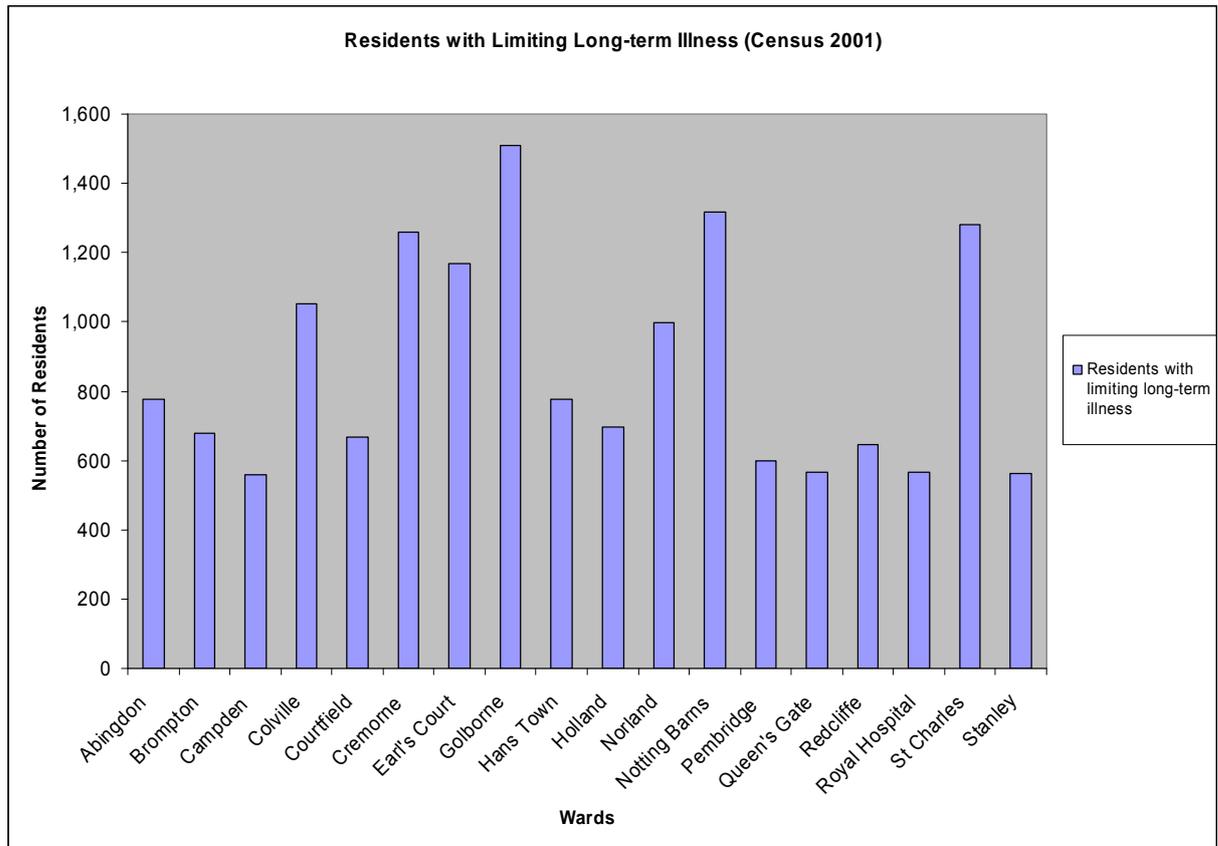
5.5 The census data is analysed at ward level. The resident population of 0-15 year olds is most prevalent in the Golborne and Notting Barns wards making up around 25% of their respective populations. As indicated in the borough's overall population, all wards except for Royal Hospital have a higher percentage of 30-44 year olds than any other age group. In the Royal Hospital ward, the largest percentage is the 45-64 year olds age range.



5.6 **Disability**

5.7 An analysis of the number of disabled people who live in the Borough is difficult to determine due to the lack of consensus regarding the definition of disability. However, if we work using the definition within the Disability Discrimination Act (page 4) we can attempt to piece together an assessment of this group. According to the 2001 Census data 13.6%<sup>6</sup> of people within Kensington and Chelsea have a limiting long term illness, which is below the London average of 15.5% and the national average of 17.9%.

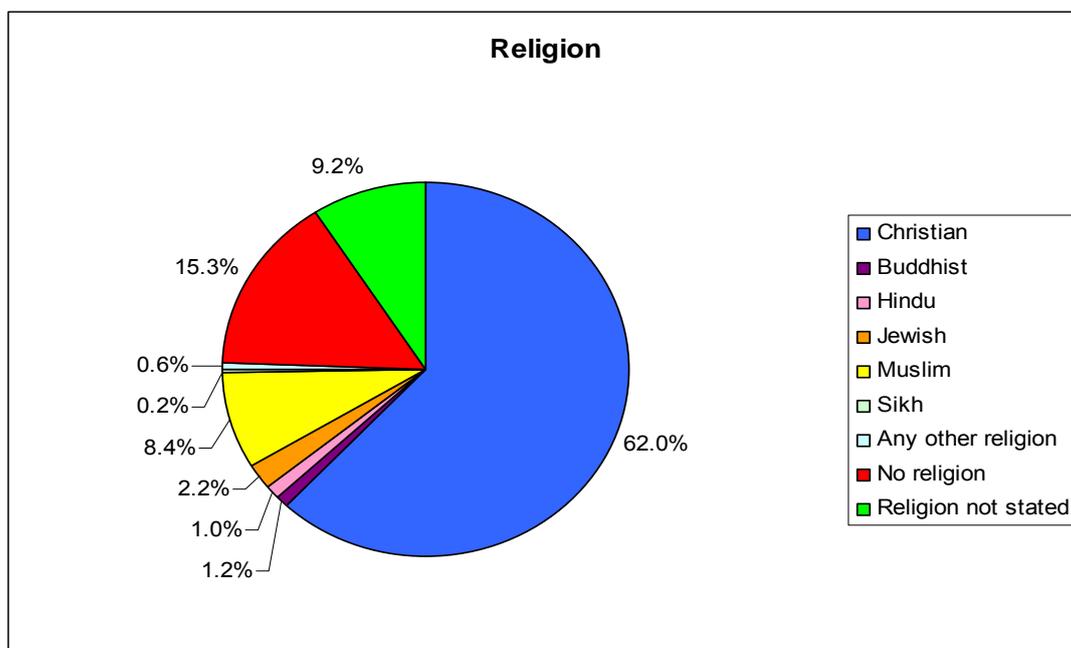
5.8 An analysis of the 2001 census establishes that the number of residents living with long term illness in the south of the Borough.



<sup>6</sup> 21,625 individuals

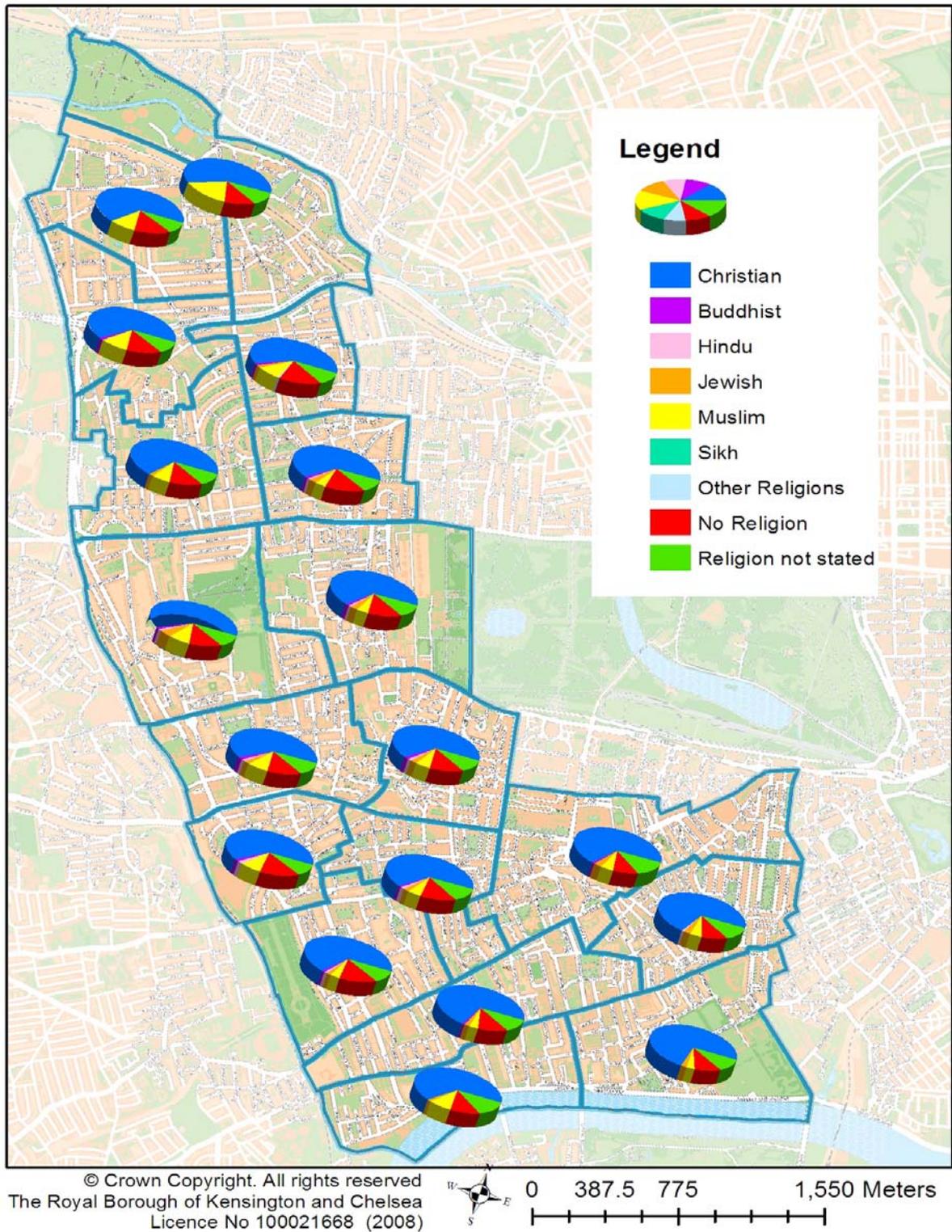
5.9 Faith or religious belief

5.10 In the 2001, census around 45% of residents stated some form of religious affiliation. After Christianity, Islam has the largest proportion of followers in the Borough. Kensington and Chelsea are also ranked third out of all local authorities in England and Wales for the proportion of the population that determine themselves as Buddhist (1.3%).



Religion (UV15)				Kensington and Chelsea	London
				London Borough	Region
All People	Count	Persons	Apr-01	158919	7172091
Christian	Count	Persons	Apr-01	98466	4176175
Buddhist	Count	Persons	Apr-01	1849	54297
Hindu	Count	Persons	Apr-01	1594	291977
Jewish	Count	Persons	Apr-01	3550	149789
Muslim	Count	Persons	Apr-01	13364	607083
Sikh	Count	Persons	Apr-01	325	104230
Any other religion	Count	Persons	Apr-01	904	36558
No religion	Count	Persons	Apr-01	24240	1130616
Religion not stated	Count	Persons	Apr-01	14627	621366

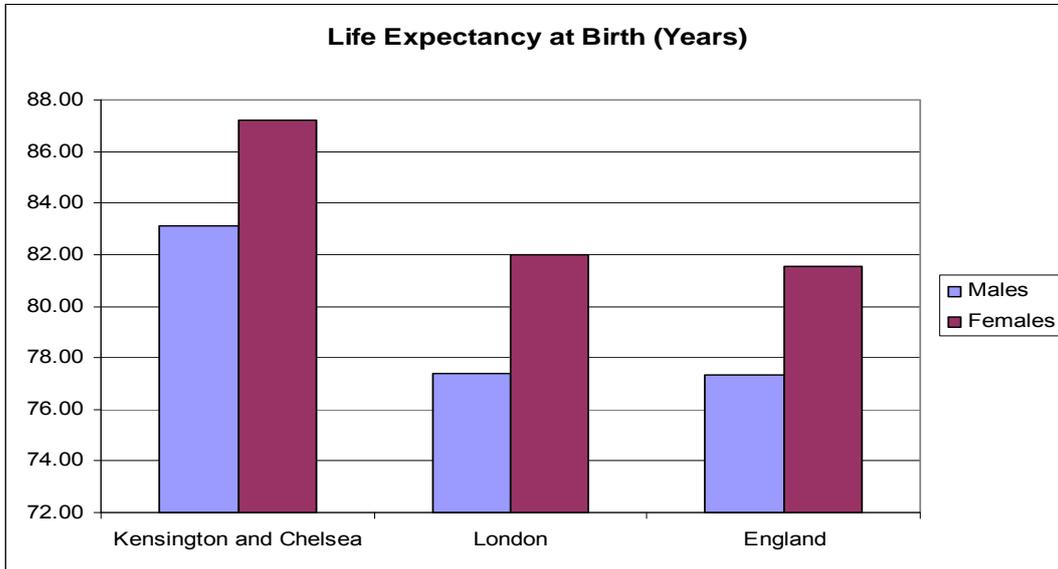
Data Source: National Census Data, 2001



5.11 As the figure above indicates, Colville ward had a lower proportion of Christians than any other ward in the Borough, the highest number can be found in Stanley ward. Royal Hospital and Stanley wards also have fewer residents of other faiths. Golborne ward has the highest Muslim population than any other ward in the borough.

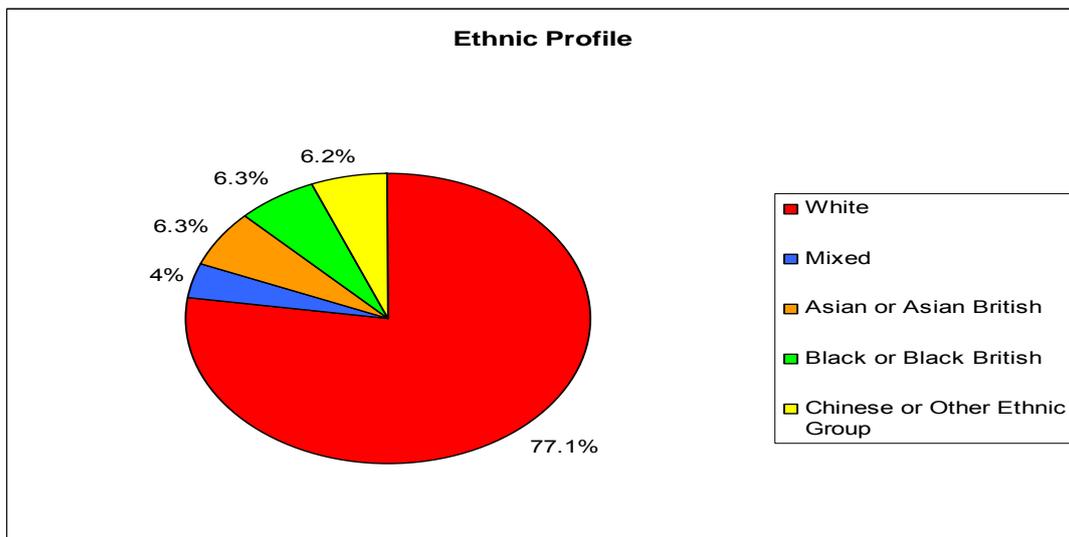
**5.12 Gender**

5.13 Men and women living in Kensington and Chelsea experience different outcomes in some aspects of life, including employment and health. According to the 2001 census data, on average women are likely to live five years longer than men.



5.14 Women are less likely to be employed in senior positions than men - in 2001; the proportion of women aged 16-74 and in employments who were working in higher grade occupations was 10% lower than for men<sup>7</sup>.

**Race**



Simple Ethnic Profile, 2001 Census

5.15 Over 22% of residents belong to a Black and Minority Ethnic (BME) group. While the pie chart above suggests that over 77% of the population are from a White ethnic group this statistic masks a great deal of diversity.

<sup>7</sup> Those in higher grade occupations are working as managers and senior officials, or in professional occupations and associate professional and technical occupations.

	Kensington and Chelse
White: British	79,594
White: Irish	5,183
White: Other White	40,147
Mixed: White and Black Caribbean	1,290
Mixed: White and Black African	1,057
Mixed: White and Asian	1,863
Mixed: Other Mixed	2,295
Asian or Asian British: Indian	3,226
Asian or Asian British: Pakistani	1,203
Asian or Asian British: Bangladeshi	1,148
Asian or Asian British: Other Asian	2,160
Black or Black British: Caribbean	4,101
Black or Black British: African	6,013
Black or Black British: Other Black	967
Chinese or other ethnic group: Chinese	2,592
Chinese or other ethnic group: Other ethnic	6,080

**Data Source:** Detailed breakdown of Ethnic Profile, 2001 Census

- 5.16 The table above provides a much detailed breakdown which shows that 50% of residents are White British, and a further 28% are from other White ethnic groups (of European, American and Middle Eastern descent).
- 5.17 National data shows that compared with residents from White ethnic groups, residents from BME groups are:
- More likely to have no qualifications<sup>8</sup>
  - More likely to be claiming Job Seekers Allowance<sup>9</sup>
  - More likely to report poor health<sup>10</sup>
- 5.18 An interesting feature regarding race in the borough is its geographical distribution, as is depicted in Figure 3. BME groups seem to be concentrated in the north of the borough and we find a great disparity between the Golborne and Royal Hospital with 56% of Golborne residents describing themselves as 'White' in the 2001 census, compared to 89.7% in Royal Hospital.

<sup>8</sup> 17.3 % of BME residents have no qualifications, compared with 11.9% of White residents, Census 2001

<sup>9</sup> According to Job Seekers Allowance data from the period October 2006 to September 2007 0.83% of White RBKC residents were claiming Job Seeker's Allowance compared to 3.04% of residents from BME groups

<sup>10</sup> 2001 Census

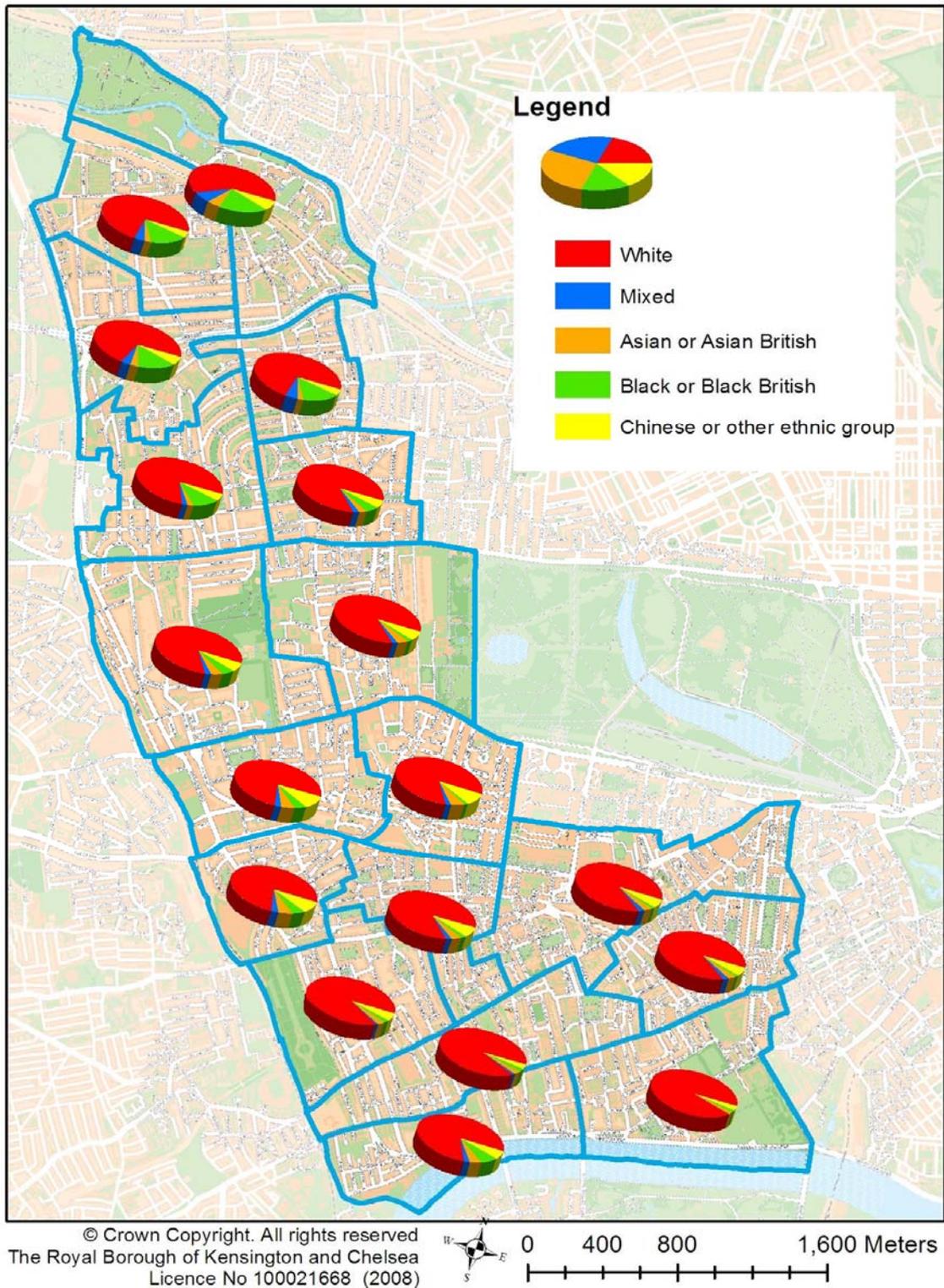


Figure 3: Spatial distribution of ethnic groups, 2001 census data

5.20 **Sexual orientation**

5.21 It is difficult to find reliable statistics regarding the numbers of lesbian, gay, bisexual and transgender residents of the Borough. However the 2001 census recorded that there were 522 people living in a same sex couple in Kensington and Chelsea.

## **6. Consultation process**

- 6.1 There have been a number of consultation exercises undertaken during the production of the Local Development Framework to date. Adequate consultation is a requirement by Government for each stage of production of a Development Plan Document to allow statutory and non-statutory agencies, local organisations and residents the opportunity to comment on emerging policies and to be part of an iterative process of policy formation.
- 6.2 The Statement of Community Involvement of the Local Development Framework sets out how the Council will ensure that adequate consultation is carried out.
- 6.3 This document is crucial to the planning process to the Council formulating development planning documents (DPD), as the involvement of the community is vital as these DPD's shape the areas in which the communities of the borough live and work.

## **7. Analysis of Existing Data**

- 7.1 Due to this being the first Equalities Impact Assessment (EqIA) constructed to assess the Core Strategy policies for the Local Development Framework, there is no existing data to analyse.
- 7.2 Additionally because this is the first EqIA, there is no implementation, monitoring and review process in place to assist in identifying the areas of the planning policies which are working positively, negatively or not at all in relation to equality groups within the Borough. This process is addressed in more detail in stage 4: Implementation, Monitoring & Review.

**8. Workshops/Other documents to help understand and improve equality within the Borough**

- 8.1 The Council carried out a number of workshops and public meetings to understand the local issues affecting the residents in the Borough.
- 8.2 From these workshops and public meetings, in conjunction with the Community Strategy, the planning policy team were able to begin implementing the key points into the Core Strategy.
- 8.3 The equalities impact assessment will review the feedback from these workshops in order to take into account the comments voiced by residents, to aid in the formulation of new recommendations. These recommendations will assist in improving the planning policies and to ensure they have no negative bearing on equality groups within the borough.
- 8.4 In addition to workshop feedback and public meetings, there have been a number of documents produced to help combat the issues that equality groups face within the Borough, such being;
- The Future of Our Community- Community Strategy 2005- 2015;
  - Crime and Community Safety Plan 2009-2012;
  - The Statement of Community Involvement.
- 8.5 The above documents promote equality within the Borough and address issues relating to the safety of the community, the current need status of the community and the involvement of the public within the planning process.
- 8.6 Along with the Equalities Impact Assessment (EqIA) and Health Impact Assessment (HIA), the Council's planning policies, which affect the day- to - day lives of the residents, workers and visitors, will have a deeper understanding of the needs of the Borough. Additionally they will provide a service which forms a balance between the requirements for the various communities and the built environment of the Royal Borough.

## **9. Stage 1: Scoping**

9.1 The Local Development Framework (LDF) and Core Strategy comprises of a number of policies that encompass a wide range of spatial planning issues, which will affect every member of the community in the Royal Borough of Kensington and Chelsea. Some of the policies have no impact on equality issues, for example, The Strategic policy on climate change, affects the whole community and not just one equality group.

9.2 In order to gauge a wide assessment of the Core Strategy policies, the seven spatial planning themes have been identified in order to provide a detailed evaluation.

9.3 Assessing all the seven themes from the Core Strategy will allow for a thorough equality impact assessment that touches on all policies plus identifying the impacts that they have upon equality groups.

### **9.4 Keeping Life Local:**

By identifying Social and Community uses is significant to carrying out equalities impact assessment, due to a number of equality groups rely on the services provided by these social and community facilities.

### **9.5 Fostering Vitality:**

Employment is vital to people's ability to provide for their needs and material needs of their families. By recognising places which require vitality, the Council will be bale to work towards delivering better economic prospects.

### **9.6 Better Travel Choices:**

Increasing the use of public transport, to areas of the borough where the service is below standard and hinders travel patterns. Furthermore, to reduce car journeys and promote sustainable modes of transport i.e. cycling and walking.

### **9.7 An Engaging Public Realm:**

Creating a strong sense of local place through high quality design across the borough is paramount to an engaging public realm.

### **9.8 Renewing the Legacy:**

Through taking great care of the superb environment inherited and aid in the preservation of it, for our successors.

**9.9 Diversity of Housing:**

Providing shelter is fundamental to quality of life. By providing through affordable and mixed tenure housing it ensures access to housing for all equality groups

**9.10 Respecting Environmental Limits:**

Achieving a sustainable environment through design and using the latest technology, which respects the natural environment.

## 10. Findings

10.1 Through a review of the strategic policies relating to the Core Strategy, a number of improvements become evident, for example;

### 10.2 **Fostering Vitality.**

10.3 The strategic policies need to make note of the different age groups within the Borough and offer mix job opportunities for the young and old residents.

### 10.4 **Recommendation**

10.5 The Implementation through Corporate and Partnerships Working identifies various areas in which the Council will promote job opportunities for all ages.

“Create links between Connexions, the Education Business Partnership and other agencies dealing with school pupils and leavers and local and sub-regional.”

“Implement the Councils Restart Programme offers job opportunities to unemployed people aged over 50”

**Data Source:** 3.4 Implementation through Corporate and Partnership Working 8&10.

### 10.6 **Better Travel Choices**

10.7 This spatial theme should address equalities groups for gender and age, as the issue of anti-social behaviour<sup>11</sup> and safety on public transport arises, when female passengers travel at night and in additionally with elderly passengers.

### 10.8 **Recommendation**

10.9 The planning policy cannot address safety on public transport; however it can provide a safer and well designed infrastructure for public transport to operate within. The spatial planning theme “An Engaging Public Realm” deals with the issues of anti social behaviour around public transport service points

10.10 With reference to the other seven spatial themes, “Fostering Vitality” and “Better Travel Choices” highlighted the most issues relating to equalities groups, as the following matrix illustrates.

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<sup>11</sup> Crime and anti-social behavior on public transport

This is the second fact sheet in a series of nine, produced by the Department for Transport. It presents findings from research conducted during 2002/03 into people's experiences and perceptions of crime on public transport.

Equality Group	Spatial Planning Themes						
Strategic Policy	Keeping Life Local	Fostering Vitality	Better Travel Choices	An Engaging Public Realm	Renewing the Legacy	Diversity of Housing	Respecting Environmental Limits
	<p><b>Policy CK 1: Social and Community Uses:</b> The Council will require social and community uses to be protected and enhance within the Borough.</p>	<p><b>Policy CF 1: Successful Town Centres:</b> The Council will secure the success and vitality of our town centres by protecting and promoting shops and ensuring the centres contain a diverse and varied mix of uses.</p>	<p><b>Policy CT 1: Improving alternative to car use:</b> The Council will require improvements to the alternatives to car use and restrict parking in order to increase the proportion of journeys in the Borough that are undertaken on public transport or by walking or cycling.</p>	<p><b>Policy CR 1: Street Network:</b> The Council will require a well connected and legible network of streets to be maintained and enhanced. In areas of regeneration and large scale redevelopment established, they should be inspired by the Borough's historic street pattern.</p>	<p><b>Policy CL 1: Context and Character:</b> The Council will require development to respect existing context and character, taking all opportunities available to improve the character and quality of the area and the way it functions, including being accessible for all.</p>	<p><b>Housing Targets</b></p>	<p><b>Policy CE 1: Climate Change:</b> The Council recognises DEFRA's targets to reduce carbon dioxide emissions by 26% against 1990 levels by 2020 and will require development to make significant contributions the need to reduce carbon dioxide emissions by 26% against 1990 levels by 2020(49), and will take an ambitious, yet pragmatic, approach to achieving the highest standards of environmental, sustainability.</p>
		<p><b>Policy CF 2: Retail Development within Town Centres:</b> The Council will require the scale and nature of development within a town centre to reflect the position of the centre within the hierarchy and to assist in the implementation of the vision for that centre as set out within the <i>Places</i> section.</p>		<p><b>Policy CR 2: Street Form:</b> The Council will require that where new streets are proposed, or where developments could make a significant change to the form of the existing streets the resultant street form and character must draw from the traditional qualities and form of our existing high quality streets.</p>		<p><b>Policy CH 1: Housing Targets:</b> The Council will make provision for a minimum of 3,500 net additional housing units to be provided between 2007/8 and 2016/7 (350 units per year). This target will be rolled forward to 2026, until its is replaced.</p>	<p><b>Policy CE 2: Flooding:</b> The Council will require development to adapt to fluvial flooding and to mitigate the effects of and adapt to surface water and sewer flooding.</p>
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		not support the creation of new large scale offices within the Employment Zones.					
	<b>Policy CK 3: Walkable Neighbourhoods and Neighbourhood Facilities:</b> The Council will seek to maintain the current percentage of access to neighbourhood facilities and work towards increasing these where appropriate opportunities arise. These percentages are: <b>a)</b> General Practitioners- 85% of the borough within an 800m/875 yard walk. <b>b)</b> Primary Schools- 95% of the borough within an 800m/875 yard walk	<b>Policy CF 7: Creative and Cultural Businesses:</b> The Council will promote and protect the work-spaces needed to support the creative and cultural industry across the Borough <b>Policy CF 8: Arts and Culture Uses:</b> The Council supports the Boroughs role in world class culture, will welcome new cultural institutions in appropriate locations across the borough and nurture and encourage those which already exist. In particular the council will support proposals which enhance the cultural draw of the South Kensington Museums' complex, the King's Road/ Sloane Square area, the Notting hill Gate and Portobello Road area and Kensington High Street. <b>Policy CF 9: The South Kensington Strategic Cultural Area:</b> The Council will protect and enhance arts and cultural uses in the South Kensington Strategic Cultural Area.		<b>Policy CR 7: Servicing:</b> The Council will require servicing facilities to be well-designed, built to accommodate the demands of new development and sensitively integrated into the development and the surrounding townscape. In particular servicing activities should not give rise to traffic congestion, conflict with pedestrians or be detrimental to residential amenity.	<b>Policy CL 5: Historic Assets:</b> The Council will permit proposals that preserve or enhance the special architectural or historic interest of listed buildings or scheduled ancient monument and their settings and will conserve and protect sites of archaeology interest and their settings.	<b>Policy CH 4: Estate Renewal:</b> The Council will require that the full redevelopment of estates built for social rented housing will only be permitted where there is a compelling case that the long term benefits outweigh the considerable uncertainty and disruption such projects will cause.	<b>Policy CE 6: Noise:</b> The Council will carefully control the impact of noise generating sources likely to affect residential amenity. The Council will also require new noise sensitive developments to mitigate and protect occupiers against existing ambient noise or any existing specific sources of noise.
<b>Race</b>	The Core Strategy recognises the distinct ethnic character of the borough particularly North Kensington and will protect, provide and enhance the development of social community uses, in order to create a supportive environment for community groups	Through these policies it will provide further job opportunities for ethnic minorities who are concentrated predominantly in the north of the borough in relation to two of the three Employment Zones, these being Freston/Latimer Road and Kensal and also through the introduction and creation of new town centres in the Latimer and Kensal areas.	No Impact Identified	No Impact Identified	No Impact Identified	Through these policies it will allow for an increase in housing stock and mix tenure housing. This will allow disadvantaged groups to have access to a mix of affordable housing, and an improved residential amenity.	No Impact Identified
<b>Sexual Orientation</b>	No Impact Identified	No Impact Identified			No Impact Identified	No Impact Identified	
<b>Gender</b>	No Impact Identified	Policy CF 3: <b>New Town Centres and Employment Zones,</b> these will provide more job opportunities and assist women's employment needs, due to child care responsibilities- more flexible employment.	The Core Strategy will needs to recognise that a proportion of women have concerns about safety on public transport and may avoid it (especially at night).				
<b>Disability</b>	Policy CK 1: Social and Community Uses, and the Walkable neighbourhoods policy, will provide greater access for disable people to the facilities that they require.		The Core Strategy need to make a reference to the physical access to better public transport and not just the service aspect.	Policy CR 1: Street Network- Through the removing of barriers to create movement this will allow further access for disabled people. (Especially wheelchair user) Policy CR 5: Parks, Gardens and Open Space viii) through the improvements to access to the waterways, will allow disabled people to be granted access to the leisure activities on the waterways.	Policy CL 1: Context and Character acknowledges the need for higher quality design developments that will provide access for all	Policy CH 2: Housing Mix: New housing developments should include mixture of tenures, types and sizes. 10% of new builds should be wheelchair accessible.	
<b>Faith</b>	Policy CK 1: Social and Community Uses recognises the importance of having places of worship for the diverse religions in the borough.	Faith is firmly related with race and ethnicity and the same comments apply for Keeping Life Local.	No Impact Identified	No Impact Identified	No Impact Identified	Through these policies it will allow for an increase in housing stock and mix tenure housing. This will allow disadvantaged groups to have access to a mix of affordable housing, and an improved residential amenity.	

Age	The Core Strategy supports the need for social and community uses and that all ages within the borough rely on community support, being health and education services to nursing home accommodation or youth facilities.	Should provide a mix of job opportunities for the young and old residents of the borough.	The Core Strategy will need approach the issue of safety on public transport, it affects women and also elderly people.	Policy CR 5: Parks, Gardens and Open Space- touches on all new developments must allow for a range of activities in outside spaces for residents of all ages.		The Core Strategy, emphasis on affordable housing, housing diversity, residential amenity and Lifetime Homes.	
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Matrix 1: Equalities Impact Assessment Table, with highlighted changes

## 11. Stage 2 & 3: Assessments of Impacts/ Decisions and Recommendations

11.1 Overall the policies put forward in the Core Strategy are supported by the Equalities Impact Assessment (EqIA) as the policies cover a vast majority of the needs of all the equality groups.

11.2 However, among the strategic policies there have been two main issues which have not been addressed in several strategic policies:

- Accessibility.
- Crime.

11.3 These issues cannot be ignored, as they are vital to the people who live, work and visit the Borough on a daily basis.

## 12. Significant Findings/ Accessibility

### 12.1 Accessibility

12.2 Accessibility should be paramount to all the strategic policies as it encompasses the use of everyday life in the Borough. With regard to elderly and disabled people and especially wheelchair users<sup>12</sup>, access is additionally important, as it determines patterns of movement in day to day life. If access cannot be gained to particular services then equality will not be promoted in the Borough and hinder quality of life.

12.3 Accessibility will have to be referred to in all seven spatial planning themes, as it is a cross cutting issue.



**Figure: 5:** *Accessibility is a cross cutting issue*

<sup>12</sup> Evidence presented by the Disability Rights Commission (DRC) [4] indicates that disabled people experience considerable disadvantage in terms of transport and travel (DRC, 2003a).

**12.4 Keeping Life Local**

12.5 The strategic policies within “Keeping Life Local”; “Local shopping facilities” and “Walkable Neighbourhoods and Neighbourhood Facilities”, will have to refer to the issue of accessibility as they both have a relation to movement and social facilities in which people use everyday and with relation to disabled people and especially wheelchairs users this hinders their independence and quality of life if they cannot attain the goods and services which they require,.

**12.6 Recommendations**

12.7 The policies can be adapted to include the issues of accessibility by having recommendations which will request for shop frontages to have step free access where feasible and viable.

**12.8 Fostering Vitality**

12.9 In view of the strategic policies for “Fostering Vitality”, the policy should take into account, that in order to have successful town centres accessibility should be for all who use the centre, especially the elderly, disabled groups and wheelchairs users.

**12.10 Recommendation**

12.11 For strategic policy concerning “Successful Town Centres”, there will have to be provisions to improve shop frontages to require step free access shop frontages and wider entrances in order to provide adequate space for wheelchairs. However this has now been incorporated into the “Renewing the Legacy Chapter”

**12.12 Better Travel Choices**

12.13 Through the implementation through Corporate Partnership 1: “The Council will work with Transport for London, to identify and improve the facilities which ensure better accessibility for all commuters”

**12.14 Recommendation**

12.15 No Recommendation is required as the partnership with The Council and Transport for London, will identify and provide viable solutions to improving public transport services with relation to accessibility.

12.16 However a clear definition of accessibility needs to be outlined in order to present a clear understanding, when discussing the spatial planning theme “Better Travel Choices.”

12.17 Physical Access: being able to access the train stations or buses, through providing hand rails, ramps and other means of physical access.

12.18 Service Access: creating and improving new links to areas in which public transport does not provide the adequate service. This is the critical issue for the Core Strategy.

**12.19 An Engaging Public Realm**

12.20 The policies provide good support to the issue of accessibility which provides a number of policies which improve accessibility, through the removing of unnecessary street furniture, widening of pavements, better connection of street networks and the removal of barriers that restrict movement. These policies will increase the street flow and provide a better mobility for all.

12.21 **Recommendation**

12.22 No recommendation to improve the policy to accommodate the issue of accessibility as it is already identified in the strategic policies.

**12.23 Renewing the Legacy**

12.24 Strategic policy, New Building i) functional- "fit for purpose and legible, including accessible to all. Will increase the quantity of accessible areas for disabled people." This policy promotes accessibility for all.

12.25 **Recommendation**

12.26 No recommendation is required as the policy provide clear provisions for accessibility

**12.27 Diversity of Housing**

12.28 The strategic policies related to diversity of housing covers all aspects of need for able and disabled residents through policy on new housing.

12.28.1 "New housing developments will include a mix of types, tenures and sizes for homes to reflect the varying needs in the borough, including; housing for families and for older people. The homes should be built to life time homes standards and at least 10% will be wheelchair accessible."

12.29 This policy provides clear and concise understanding of the provision being made to incorporate accessibility in housing for all.

12.30 **Recommendation**

12.31 No recommendations have been identified as the policy covers every aspect of accessibility for elderly, disabled and wheelchair users.

**12.32 Respecting Environmental Limits**

12.33 There are no policies which refer to and affect accessibility within Respecting Environmental Limits.

12.34 **Recommendation**

12.35 No recommendation is required to alter the policies as they have no bearing on accessibility but on health, which will be addressed thoroughly in the Health Impact Assessment.

## 13. Crime

13.1 Crime is an issue that needs to be addressed within all the strategic policies; however there is a Supplementary Planning Document "Designing out Crime". That aids to prevent crime, through the implementation of measures within new planning schemes and partnerships with the Metropolitan Police Crime Prevention Design Advisers.

### 13.2 Keeping Life Local

13.3 The strategic policies regarding Keeping Life Local will need to identify the issue of crime.

13.4 Corporate Partnership: this partnership strategy provides a good base to help understand what the Councils step will be to combat crime.

*"Work with metropolitan police to improve service to the public and help reduce crime."*

13.5 Data Source: "Keeping Life Local"- Implementation through corporate and partnership working 4- Spatial Planning Themes- RBKC

13.6 This partnership will act to decrease crime within the borough and provide a safer area to live, visit and work.

### 13.7 Recommendation

13.8 Strategic policy: **Social and Community Uses** will need to refer to the maintenance of the premises, as without it deprivation will arise and this will lead to vandalism and a hot spot for anti- social behaviour and criminal activity.

13.9 Strategic policy: **Walkable Neighbourhoods and Walkable Neighbourhood Facilities**, the policy will have to include a reference to improving the safety of the neighbourhoods. This will then provide better support for a Walkable neighbourhood policy as it will provide security as well as closer services/ and facilities.

### 13.10 Fostering Vitality

13.11 The policy on "Successful town centres" and "New town centres" and "Art, Culture and Entertainment Uses", will need to identify that through the creation of such areas they will encourage loitering and anti social behaviour from younger members of the community.

### 13.12 Recommendation

13.13 The spatial planning theme "An engaging public realm" deals with the issues of loitering and anti social behaviour within town centres.

**13.14 Better Travel Choices**

13.15 Planning policy cannot address anti-social and criminal behaviour on public transport; however it can provide measures, to develop a secure infrastructure for public transport to operate a safer service for all its commuters. This will be addressed further in the strategic policy relating to a quality public realm.

**13.16 Recommendation**

13.17 The spatial planning theme “An Engaging Public Realm” deals with the issues of anti social behaviour around public transport service points.

**13.18 An Engaging Public Realm**

13.19 The Councils policy on Street Networks iii) and Street Form iv) promotes safer streets and works to improve existing street networks.

13.19.1 *“Adopt all new streets constructed in the borough to ensure they compliment the existing street network and are safe and attractive”*

13.20 Data Source: “An Engaging Public Realm”- Tactical Policy: Street Network iii) Spatial Planning Themes- RBKC

13.20.1 *“Provide a frequency and rhythm of building entrances that support active street frontages and windows that increase the opportunity for overlooking the street and informal surveillance.”*

13.21 Data Source: “An Engaging Public Realm- Tactical Policy: Street Form – Spatial Planning Themes- RBKC

**13.22 Recommendation**

13.23 No recommendation as the policy contains initiatives to prevent crime, and promote safer street network areas in the borough.

**13.24 Diversity of Housing**

13.25 Through Estate Renewal strategic policy, the Council will need to recognise that through new design and redevelopment of estates it is possible to aid in designing out crime, in estates which had a high volume of criminal activity.

13.26 In addition the Implementation of Corporate and Partnership Workings will integrate a partnership with local police to help combat anti-social behaviour within estates. For example “Policing Problem Housing Estates”

**13.27 Recommendation**

13.28 The Council will have to implement additional policies, to integrate the issues of “crime” when addressing “Diversity of Housing” as in order to promote mix size and tenure housing, the surrounding neighbourhood will need to exhibit a level of safety, which will then attract new residents to the area.

**13.29 Respecting Environmental Limits**

13.30 The Council recognises that respecting the environment is significantly important to conserving the natural beauty of the borough. By preventing illegal dumping of waste, rubbish and air pollution, through requiring the applicants to submit a Waste Management Plan and Air Quality Management Plan along with their major planning application

13.30.1 *"Applicants for major development should prepare and implement Site 1 Waste Management Plans for the demolition and construction waste"*

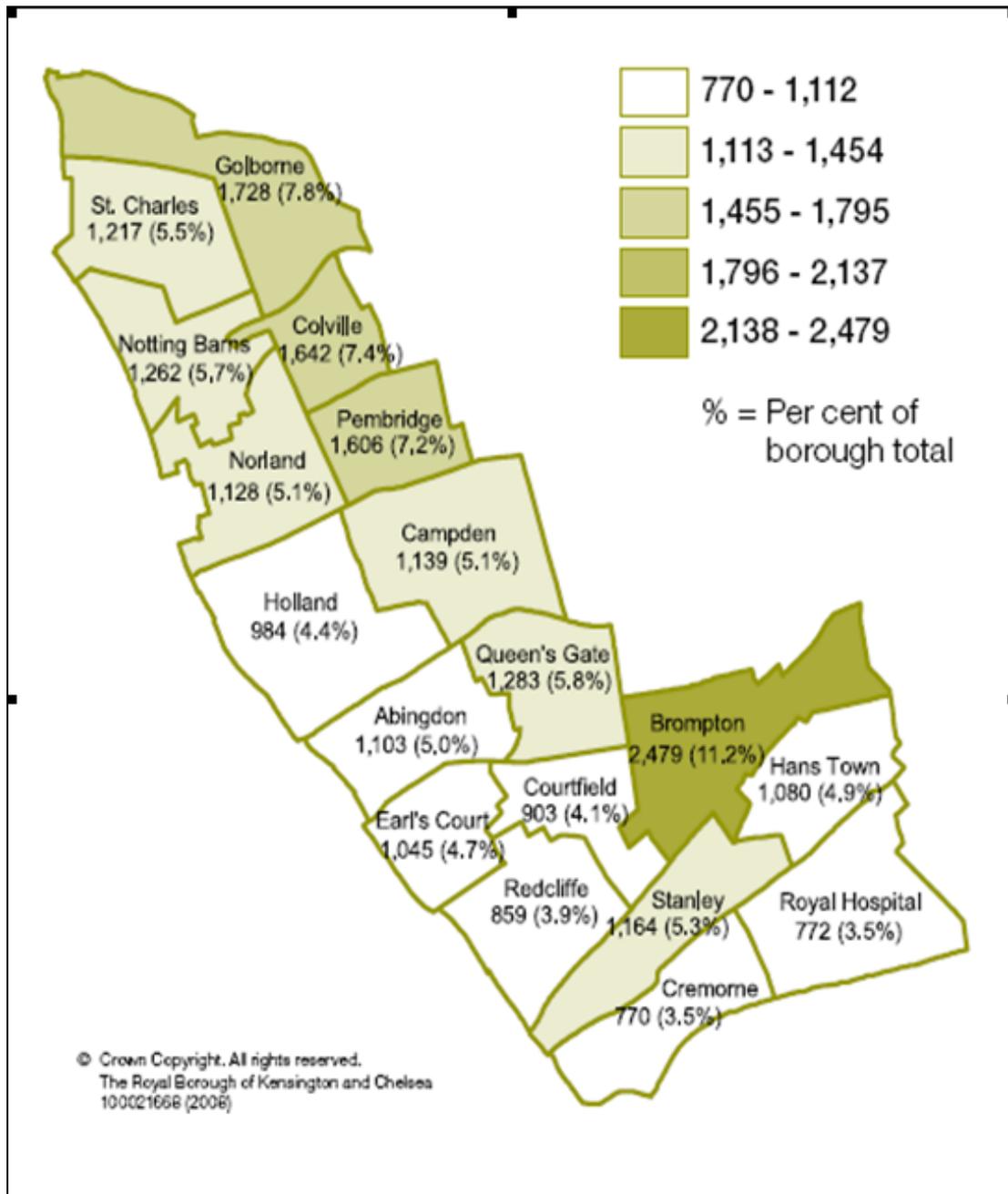
13.31 Data Source: "Respecting Environmental Limits"- Tactical Policy: Waste iv) Spatial Planning Themes- RBKC

13.31.1 *"Where appropriate, to require development proposals to implement the Air Quality Management Plan"*

13.32 Data Source: "Respecting Environmental Limits"- Tactical Policy: Air Quality iv) Spatial Planning Themes- RBKC

**13.33 Recommendations**

13.34 No recommendations are required as the policy prevents illegal dumping of waste and inappropriate polluting of the air, through Waste and Air Management Plans.



<sup>13</sup> Data Source: Kensington and Chelsea Metropolitan Police Service Directorate of Information.

Equality Group	Spatial Planning Themes							
	Keeping Life Local	Fostering Vitality	Better Travel Choices	An Engaging Public Realm	Renewing the Legacy	Diversity of Housing	Respecting Environmental Limits	
Strategic Policy	<p><b>Policy CK 1: Social and Community Uses:</b> The Council will require social and community uses to be protected and enhance within the Borough.</p>	<p><b>Policy CF 1: Successful Town Centres:</b> The Council will secure the success and vitality of our town centres by protecting and promoting shops and ensuring the centres contain a diverse and varied mix of uses.</p>	<p><b>Policy CT 1: Improving alternative to car use:</b> The Council will require improvements to the alternatives to car use and restrict parking in order to increase the proportion of journeys in the Borough that are undertaken on public transport or by walking or cycling.</p>	<p><b>Policy CR 1: Street Network:</b> The Council will require a well connected and legible network of streets to be maintained and enhanced. In areas of regeneration and large scale redevelopment established, they should be inspired by the Borough's historic street pattern.</p>	<p><b>Policy CL 1: Context and Character:</b> The Council will require development to respect existing context and character, taking all opportunities available to improve the character and quality of the area and the way it functions, including being accessible for all.</p>	<p><b>Housing Targets</b></p>	<p><b>Policy CE 1: Climate Change:</b> The Council recognises DEFRA's targets to reduce carbon dioxide emissions by 26% against 1990 levels by 2020 and will require development to make significant contributions the need to reduce carbon dioxide emissions by 26% against 1990 levels by 2020(49), and will take an ambitious, yet pragmatic, approach to achieving the highest standards of environmental, sustainability.</p>	
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		<p><b>Policy CF 7: Creative and Cultural Businesses:</b> The Council will promote and protect the work-spaces needed to support the creative and cultural industry across the Borough</p>		<p><b>Policy CF 8: Arts and Culture Uses:</b> The Council supports the Boroughs role in world class culture, will welcome new cultural institutions in appropriate locations across the borough and nurture and encourage those which already exist. In particular the council will support proposals which enhance the cultural draw of the South Kensington Museums' complex, the King's Road/ Sloane Square area, the Notting hill Gate and Portobello Road area and Kensington High Street.</p>			<p><b>Policy CT 2: New and enhanced rail infrastructure:</b> The Council will require improved access to the existing and planned new rail infrastructure in the borough.</p>	<p><b>Policy CR 7: Servicing:</b> The Council will require servicing facilities to be well-designed, built to accommodate the demands of new development and sensitively integrated into the development and the surrounding townscape. In particular servicing activities should not give rise to traffic congestion, conflict with pedestrians or be detrimental to residential amenity.</p>

		Policy CF 9: The South Kensington Strategic Cultural Area: The Council will protect and enhance arts and cultural uses in the South Kensington Strategic Cultural Area.					
Service Access & Physical Access	Strategic policy: Social and Community Uses should contain step free access points for all.	Strategic policy: Successful Town Centres should contain step free access points for all.	Implementation through Corporate Partnership: 1, Working with Transport for London to identify the need for an deliver new public transport facilities including improvements to the boroughs bus services ad improving accessibility within the boroughs rail stations.	Strategic policy: Street Network, i) will improve access and day-to-day mobility through the removal of barriers that restrict movement	Strategic policy: New buildings, i) Functional- fit for purpose and legible, include accessible to all. Will increase the quantity of accessible areas for disabled people.	Strategic policy: i) Housing Mix: New housing developments will include a mix of types, tenures and sizes of homes to reflect the varying needs in the borough, including: housing for families and for older people. The homes should be built to lifetime homes standards and at least 10% will be 'wheelchair accessible'. This promotes accessibility for disabled people.	
	Strategic policy: Local Shopping Facilities needs to refer to shop frontages and the need for step free access.			Cont: ii) With areas of large redevelopments, new street networks should optimise connectivity, and accessibility			
	Strategic policy: Walkable Neighbourhood and Neighbourhood Facilities will improve access as it improves movement within areas to increase physical accessibility.			Strategic policy: Street From, i) establishing appropriate street width with regard to the legibility of the street hierarchy. This will provide enough walkable space for all.			
				Strategic policy: Parks, Gardens and open spaces, viii) Take opportunities to improve public access to, and along waterways, and promote its use for leisure activities. This will allow for disabled people to gain access to the leisure opportunities available on the waterways			
Crime	Strategic policy: Social and Community Uses, need to address maintenance, as this will lead to deprivation and vandalism of social and community uses	Strategic policy: Successful Town Centre/ New Town centres and Arts, Culture and Entertainment Uses, will need to address the issue of loitering and anti- social behaviour within these new town centres. (this issue is dealt with in the spatial planning theme An Engaging Public Realm)	Planning policy cannot prevent crime and anti-social behaviour on public transport, however can improve the surrounding infrastructure to make the journey to public transport services safer. (this is covered in the spatial planning theme relating to An Engaging Public Realm)	Strategic policy: Street Network iii) *The Council will Adopt all new streets constructed in the borough to ensure they compliment the existing street network and are safe and attractive.	Strategic policy: New Buildings will need to consider designs that can counter terrorism.	Strategic policy: Estate Renewal will provide high quality redevelopment in order to aid in designing out crime and prevent anti-social behaviour and avoid creating crime hotspots within estates, in order to promote community safety.	No Impact Identified
	Strategic policy: Walkable Neighbourhood and Walkable Facilities will need to make a reference to improving the safety of the neighbourhoods, which will then promote the policy of walkable neighbourhoods as the areas will be safe.					Implementation through Corporate and Partnership working: will incorporate a partnership with local police to help combat anti-social behaviour within estates. For example "Policing problem Housing Estates"	

	Corporate Partnerships, makes reference to crime. "work with metropolitan police to improve services to the public and help reduce crime"				
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**Matrix 2:** Access and Crime Table

## 14. Additional Equality Impact Indicators

14.1 The Equalities Impact Assessment covers the six main factors which have been illustrated above in the figure 1; however there are two further requirements which will benefit the Council when exploring the subject of equality groups and council policy.

- **Social inclusion and socially excluded communities:** - people who are excluded because of education or skill levels, unemployed or reliance on state benefits, residential location or family background;
- **Community cohesion:** - the aim of work on community cohesion is to deal with fractures which have been emerging in Britain and encourage good relations or cohesions between and within different communities, by averting disputes, violence or disengagement by any groups of people from mainstream society or by their own communities.

14.2 Through assessing these two factors the Council will be able to address all inequality factors within its policy relating to the Core Strategy.

### 14.3 Findings

#### 14.4 Social inclusion and socially excluded communities

14.5 The Councils policies address all the main problems relating to social inclusion and socially excluded communities, through the spatial planning them "Keeping Life Local". It delivers the facilities such as new schools and libraries to improve education and skills which will then lead onto better job opportunities and combat unemployment and reliance on state benefits.

14.6 The Core Strategy policy will need to identify that a partnership will need to be formed with the local community organisations to promote social inclusion, as the Borough has a wide variety of ethnic backgrounds living in close proximity of each other.

14.7 "Fostering Vitality" helps to prevent unemployment and reliance on state benefits through Employment Zones and New Town centre policies, which generate new job opportunities. The two spatial planning themes ("Keeping Life Local and "Fostering Vitality") work together by one delivering the facilities to improve education and skill levels, with the other providing an environment to use the skills.

14.8 The Core Strategy policy also addresses the matter of residential location through the spatial themes "An Engaging Public Realm", "Renewing the Legacy" and "Diversity of Housing". By improving the surrounding area through high quality design, new buildings and new affordable quality housing the view of exclusion through residential location will be removed.

**14.9 Community Cohesion**

- 14.10 The Core Strategy policy will need to address community cohesion within its spatial planning themes. The borough has diverse ethnic groups, who live in close proximity to each other. This requires initiatives to celebrate and promote the different cultures, in turn to enhanced community life.
- 14.11 According to The *Royal Borough of Kensington and Chelsea and Kensington Partnerships, Community Strategy 2005- 2015, the Future of Our Community*, provides information relating to all aspects of community life.
- 14.12 This document helps to address the issue of community cohesion, and provides statistics to help illustrate the state of cohesion within the borough as a whole.
- 14.12.1 *"The Kensington and Chelsea Partnership believes that people of different backgrounds and affiliations need to be able to coexist in the same local area without sacrificing their identity or individuality and preferably to have strong and positive relationships with one another in work, schools and neighbourhoods"*
- 14.12.2 *"To do this people need to share some common principles, including at least tolerating but preferably valuing the difference of others, and recognising people's rights to receive public services."*
- 14.13 Data Source: The Royal Borough of Kensington and Chelsea and Kensington Partnerships, *Community Strategy 2005- 2015, the Future of Our Community- Community, Equality and Inclusivity*.
- 14.14 The Core Strategy policy will require a reference to community cohesion within the Implementation through Corporate Partnership Workings section, to form a partnership with the local community agents and organisations to enlist their expertise to promote diverse cultural events, to encourage community cohesion.

## **Conclusion**

The Equalities Impact Assessment has highlighted issues that affect the equality groups within the Borough. This has provided the planning policy team with an in depth analysis of the Core Strategy planning policies, and how they impact on various equality groups, and allowed for improvements to the policies in order to solve the inequalities.

From reviewing the data and research carried out in this Equalities Impact Assessment the significant findings show that Accessibility and Crime are the main factors that the Core Strategy planning policies will need to address within all the seven spatial themes.

Along with Accessibility and Crime, two other indicators of equality were identified these being, Social inclusion and socially excluded communities and Community cohesion. These additional factors assist the equalities impact assessment by providing a further emphasis beyond the six equality strands.

To conclude, the Core Strategy planning policies have taken into account a great number of equality issues, which affect the population of the Borough, through this Equalities Impact Assessment, the Core Strategy policies will be reviewed through annual monitoring to ensure that the policies have no negative affect upon equality groups, and provide a flexible framework to adapt to the changing needs of the Royal Borough.

**Social inclusion and socially excluded communities & Community cohesion**

Places	Spatial Planning Themes							
Strategic Policy	Keeping Life Local	Fostering Vitality	Better Travel Choices	An Engaging Public Realm	Renewing the Legacy	Diversity of Housing	Respecting Environmental Limits	
	<p><b>Social and Community Uses:</b> Protect and enhance social and community uses within the borough.</p>	<p><b>Successful Town Centres:</b> Secure the success and vitality of our town centres by protecting and promoting shops and ensuring the centres contain a diverse and varied mix of uses.</p>	<p><b>Improving alternative to car use:</b> Improve the alternatives to car use and restrict parking in order to increase the proportion of journeys in the borough that are undertaken on public transport or by walking or cycling.</p>	<p><b>Street Network:</b> Maintain, enhance, and in areas of regeneration and large scale redevelopment established a well connected and legible network of streets, inspired by the borough's historic street pattern.</p>	<p><b>Content and Character:</b> Continue to improve our existing high quality urban fabric and secure new development of equal or higher quality, by only permitting design and density which is appropriate to its context. Demonstrating "no harm" isn't enough; development must take the opportunities available to improve the character and quality of the area and the way it functions, including being accessible for all.</p>	<p><b>Housing Targets</b></p> <p><b>Overall Provision:</b> The Council will make provision for a minimum of 3,500 net additional housing units to be provided between 2007/8 and 2016/7 (350 units per year). This target will be rolled forward to 2026. Over fifty per cent of the development is expected to be in Abingdon (central), Golborne (north) and Cremorne wards (south).</p>	<p><b>Climate Change:</b> The Council recognises the need to reduce carbon dioxide emissions by 26% against 1990 levels by 2020(49), and will take an ambitious, yet pragmatic, approach to achieving the highest standards of environmental, sustainability.</p>	
	<p><b>Local Shopping Facilities:</b> Protect Local Shopping Facilities and individual shops, and ensure 80% of the borough is within 5 minutes (400m) walk of these facilities.</p>	<p><b>New Town Centres:</b> The Council will support the creation of new centre in the Latimer and Kensal areas to address the retail deficiency. The scale of development within these centres will reflect the nature of the proposed development in the wider areas.</p>		<p><b>Street Form:</b> In areas of regeneration and large scale redevelopment must enhance our existing high quality streets and reproduce their key characteristics.</p>	<p><b>New buildings:</b> We shall only permit new buildings of the highest architectural and urban design quality in the Royal Borough. In some cases a reproduction architectural approach will be the most appropriate. In others a more contemporary approach will work. The correct approach should be assessed on a site-by-site basis and will be dependent on the site's context, the buildings proposed design and use and in particular whether the townscape is of uniform or mixed character.</p>	<p><b>Affordable Housing Provision:</b> The LDF will seek the maximum provision of affordable housing with a target of at least 800 units (80 units per annum), to be provided in the borough between 2007/08 and 2016/17, from all sources.</p>	<p><b>Waste:</b> The Council will ensure that waste is managed in accordance with the waste hierarchy, which is to reduce, reuse or recycle waste as close as possible to where it is produced.</p>	
	<p><b>Walkable Neighbourhoods and Neighbourhood Facilities:</b> Ensure neighbourhood facilities are within walking or bicycling distance of the vast majority (or a percentage, 95%) of homes in the borough.</p>	<p><b>Hierarchy of Town Centre:</b> The Borough's town centres, and their position within the hierarchy, are split into six centres: International, Major, District, Spatial, Neighbourhood, and Special Neighbourhood.</p>	<p><b>New rail infrastructure:</b> Improve access to the existing and planned new rail infrastructure in the borough.</p>	<p><b>Parks, Gardens and Open spaces:</b> Protect enhance and make the most of existing parks, gardens and open spaces, and create new high quality outdoor spaces where possible.</p>	<p><b>Alterations and Additions:</b> only permit alterations and additions to buildings where the development is of high quality design.</p>	<p><b>Residential Amenity:</b> Residential amenity should be protected through sensitive design of development proposals. Proposal for residential development should maximise opportunities for the provision of amenity space.</p>	<p><b>Flooding:</b> The Council will ensure that development adapts to, and mitigates against, all sources of flood risk.</p>	
		<p><b>Arts, Culture and Entertainment Uses:</b> The Council supports the Boroughs role in world class culture, will welcome new cultural institutions in appropriate locations across the borough and nurture and encourage those which already exist. In particular the council will support proposals which enhance the cultural draw of the South Kensington Museums' complex, the King's Road/ Sloane Square area, the Notting hill Gate and Portobello Road area and Kensington High Street.</p>		<p><b>Street Life:</b> Take opportunities within the street environment to create 'places' that support the full array of outdoor life, adding to their attractiveness and vitality.</p>	<p><b>Conservation:</b> Development should preserve the historic buildings and townscape and take opportunities to enhance the character and appearance of Conservation Areas or their settings.</p>		<p><b>Biodiversity:</b> the council will protect and enhance biodiversity in the borough.</p>	
		<p><b>Business</b></p>		<p><b>Streetscape:</b> Improve the visual and functional quality of our streets, through the careful control of street furniture and paving, advertising and the provision of public art, ensuring they are designed and maintained to a very high standard.</p>	<p><b>Listed Buildings:</b> Protect and preserve the special architectural or historic interest of listed buildings and their settings and will only allow developments that preserve or enhance this special interest.</p>		<p><b>Air Quality:</b> The Council will require development to contribute to improved air quality and resist development which results in increased levels of air pollution.</p>	

			<p><b>Location of Employment:</b> To consolidate large employment uses in areas of high public transport accessibility.</p>		<p><b>Accommodating the servicing requirements of new developments:</b> prevent disruptions caused by servicing by ensuring facilities are well-designed properly used to accommodate the demands of new development and sensitivity integrated into the development and the surrounding townscape. In particular servicing activities should not give rise to traffic congestion, conflict with pedestrian or disturb residential amenity.</p>			<p><b>Noise:</b> To implement national planning policy on Noise as set out in Planning Policy Guidance note 24.</p>			
			<p><b>Employment Zones:</b> To protect the Lots Road, Freston/Latimer Road and Kensal Employment Zones for business uses that requires a low land value.</p>					<p><b>Contaminated Land:</b> To implement national policy on Contaminated Land as set out in Planning Policy Guidance note 23, in particular Annex 2, and the London Plan.</p>			
Social Inclusion and Socially excluded communities	Education	Through the introduction of further social and community facilities within the borough, such as schools, and libraries, these will promote and encourage educational attainment in all areas of the community, and break down the issue of exclusion.	→	The education obtained through new social and community facilities, like schools and libraries, will aid in gaining good job opportunities.	No Impact Identified	No Impact Identified	No Impact Identified	No Impact Identified			
	Skill levels	By having new social and community facilities, like schools and libraries and community centres, new skills can be learnt to help improve the community	→	The skills obtained through new social and community facilities, like schools and libraries, will aid in gaining good job opportunities.							
	Unemployment	See "Fostering Vitality"	→	By introducing Employment Zones and New Town Centres, they will help combat unemployment, reliance on state benefits and improve skills levels within the community.							
	State Benefits										
	Residential Location	See "Engaging Public Realm and Diversity of Housing"		Employment Zones and New Town Centres will draw new businesses, and who will bring new developments ideas that will improve the wider area.					The strategic policies will improve all aspects of a residential location and provide high quality designed street forms, networks and parks and gardens. This will prevent exclusion through residential location.	Strategic policy on New buildings will, aid in the redevelopment of surrounding residential locations.	Strategic policies on "Diversity of Housing" will provide new affordable, high quality designed residential units.
	Family Background	Through the mixture of a diverse ethnic communities within the borough, their will need to be initiatives, which will promote social inclusion, through an active partnership with the Council and the main community facilities within the area.		No Impact Identified					No Impact Identified	No Impact Identified	No Impact Identified
Community cohesion	Averting Disputes, Violence or Disengagement	With new social and community uses being brought in, this could help with averting, disputes, violence and even disengagement. However it could create further negative community cohesion issues which will have to addressed		No Impact Identified	No Impact Identified	No Impact Identified	No Impact Identified	No Impact Identified			

Matrix 3: Social inclusion and socially excluded communities & Community cohesion table

## **15. Stage 4: Implementation, Monitoring & Review.**

- 15.1 The equality impact assessment has highlighted a number of areas where the core strategy planning policies are having an impact on various equality groups within the borough.
- 15.2 Through producing an Action Plan to aid in the implementation, monitoring and review process of the EqIA, it will set out the Councils methods to mitigating the affects on equality groups and provide a better service to the borough as a whole.
- 15.3 Within the action plan there are five main headings, which will provide direction;
- Actions taken or proposed
  - Rationale for the action
  - Beneficiaries of the action
  - Timing
  - Responsibility
- 15.4 In concurrence with the action plan, a monitoring, and review approach will offer clear channels, of how the planning policy team will achieve the targets set out in the EqIA.
- 15.5 *Responsibility*
- 15.6 Abraham Laker, will be responsible for;
- Monitoring including collection of data
  - Reporting and presentation of data
  - The production of monitoring information and reports
  - Show policies have bee reviewed and improved in relation to EqIA
- 15.7 *Planning*
- 15.8 The planning policy team will obtain new data to assist in reviewing the emerging findings and help answer responses from public consultations.
- 15.9 *Data Collection*
- 15.10 Data will be collected and reports will be produced on a yearly basis within the Annual Monitoring Report (AMR) of the Local Development Framework (LDF), and additional progress reports, which will refer to the progress of the EqIA.
- 15.11 *Reporting*
- 15.12 Reporting on the data will produce a clear view point of the Councils planning policies, to show the improvements being made to provide a service which does not hinder any equality group within the borough.
- 15.13 *Analysis and Review*
- 15.14 Through extensive analysis and review of the data, the planning policy team, will systematically analyse the reliability of monitoring data, and progress against targets set, by the equalities impact assessment.

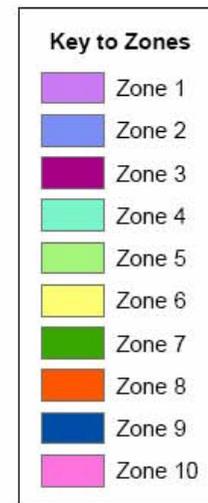
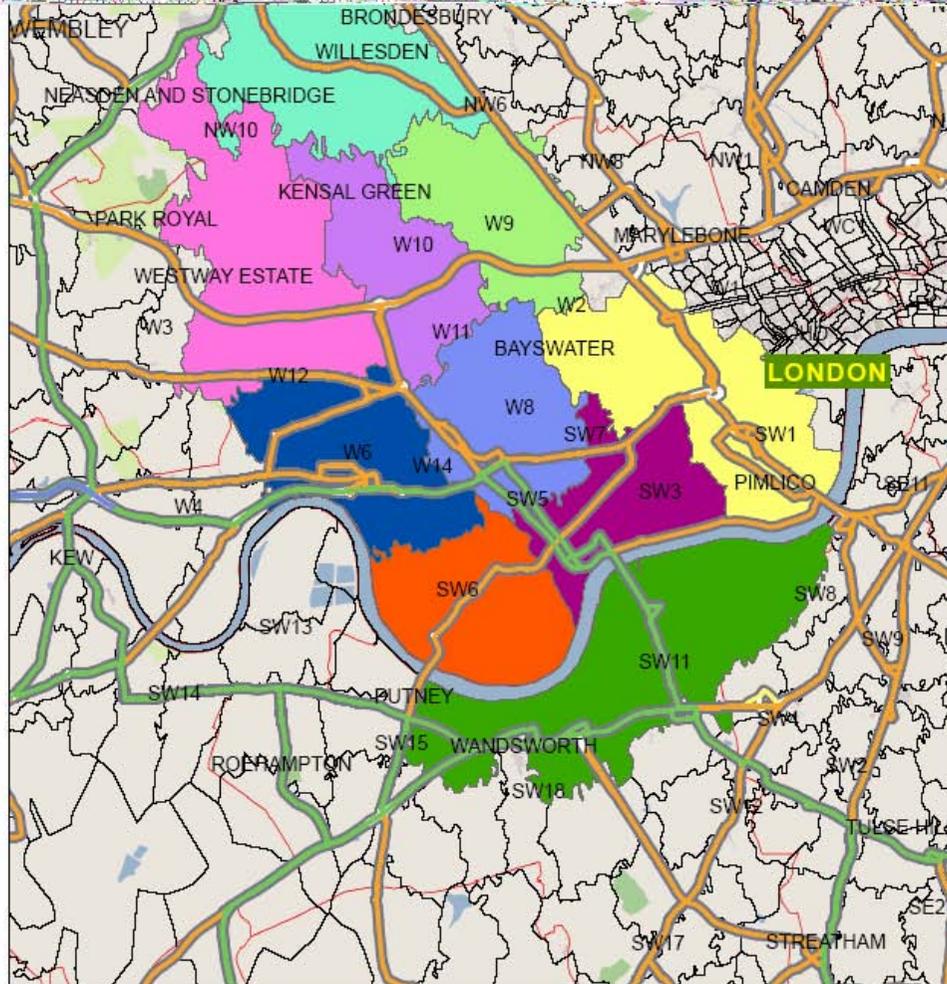
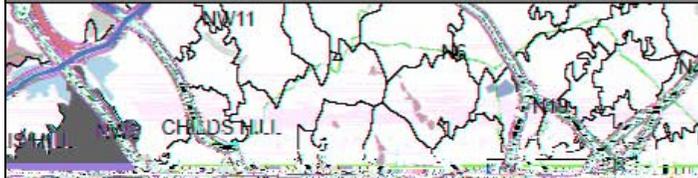
## **Glossary**

<b>AMR</b>	- Annual Monitoring Report -
<b>BME</b>	- Black Minority Ethnic -
<b>CS</b>	- Core Strategy -
<b>DDA</b>	- Disability Discrimination Act -
<b>DPD</b>	- Development Planning Document -
<b>DRC</b>	- Disability Rights Commission -
<b>EqIA</b>	- Equalities Impact Assessment -
<b>ESLG</b>	- Equality Standard for Local Government -
<b>GED</b>	- Gender Equality Duty -
<b>HIA</b>	- Health Impact Assessment -
<b>LDF</b>	- Local Development Framework -
<b>RRA</b>	- Race Relation Act -
<b>SCI</b>	- Statement of Community Involvement -
<b>SDA</b>	- Sex Discrimination Act -

## **Appendix A**

### Study Area and Existing Retail Facilities

# Royal Borough of Kensington & Chelsea Study Area Map



## Kensington & Chelsea Study Area Zones

Zone	Postal Sectors
1 – Kensington North	NW10 5, W10 5, W10 6, W11 1, W11 2, W11 4
2 – Kensington Central	SW5 0, SW5 9, SW7 4, SW7 5, W2 4, W8 4, W8 5, W8 6, W8 7, W11 3, W14 8
3 – Kensington South	SW7 2, SW7 3, SW10 0, SW3 1, SW3 2, SW3 3, SW3 4, SW3 5, SW3 6, SW10 9, SW1W 8, SW1X 0, SW1X 9
4 – Brent South	NW2 4, NW2 5, NW2 6, NW6 7, NW10 1, NW10 2, NW10 3, NW10 9
5 – Westminster North	NW6 5, NW6 6, W2 5, W2 6, W9 1, W9 2, W9 3, W10 4
6 – Westminster South	SW7 1, SW1A 1, SW1E 5, SW1E 6, SW1H 0, SW1H 9, SW1P 4, SW1V 1, SW1V 2, SW1V 3, SW1V 4, SW1V 0, SW1W 9, SW1X 7, SW1X 8, W2 2, W2 3, W1H 5, W1H 7, W1J 6, W1J 7, W1J 8, W1K 1, W1K 2, W1K 6, W1K 7, W1S 4
7 – Wandsworth North	SW8 3, SW8 4, SW8 5, SW18 1, SW18 2, SW11 1, SW11 2, SW11 3, SW11 4, SW11 5, SW15 2
8 – Hammersmith & Fulham South	SW6 1, SW6 2, SW6 3, SW6 4, SW6 5, SW6 6, SW6 7
9 – Hammersmith & Fulham Central	W6 0, W6 7, W6 8, W6 9, W12 8, W12 9, W14 0, W14 9
10 – Hammersmith & Fulham North	NW10 4, NW10 6, NW10 8, W3 7, W12 0, W12 7

**Table 1A - Convenience Floorspace and Benchmark Turnover (2006 prices)**

Store	Net Sales Floorspace Sq M	Convenience % Sales Floorspace	Convenience Floorspace Sq M Net	Turnover Density £ per Sq M	Total Convenience Turnover £M
<b>Large Food Superstores (over 2,500 sq m net)</b>					
Sainsbury's, Kensal Gas Works, Canal Walk, Ladbroke Grove	4,063	70%	2,844	£9,221	£26.23
Sainsbury's, West End Air Terminal, 158A Cromwell Road	3,654	75%	2,741	£9,221	£25.27
Tesco, West Cromwell Road, Kensington	4,366	80%	3,493	£13,245	£46.26
<b>Sub-Total</b>	<b>12,083</b>		<b>9,077</b>	<b>£10,769</b>	<b>£97.76</b>
<b>Large Supermarkets (over 1,000 sq m net)</b>					
Harrods Food Hall	2,300	100%	2,300	£10,000	£23.00
Marks & Spencer Food Hall, 85 Kings Road, Chelsea	1,200	100%	1,200	£11,077	£13.29
Marks & Spencer Food Hall, High Street Kensington	1,000	100%	1,000	£11,077	£11.08
Tesco Metro, High Street, Kensington	1,460	98%	1,431	£13,145	£18.81
Waitrose, Gloucester Arcade, Gloucester Road	1,447	96%	1,389	£10,659	£14.81
Waitrose, Kings Road, Chelsea	1,506	90%	1,355	£10,659	£14.45
Whole Foods, High Street, Kensington	3,000	n/a	3,000	£10,000	£30.00
<b>Sub-Total</b>	<b>11,913</b>		<b>11,675</b>	<b>£8,174</b>	<b>£125.43</b>
<b>Small Supermarkets (200 to 1,000 sq m net)</b>					
Harvey Nichols Food Hall	500	100%	500	£10,000	£5.00
Marks & Spencer Simply Food, 179-181 Brompton Road, Kensington	265	98%	260	£11,077	£2.88
Marks & Spencer Simply Food, Earls Court Road	371	99%	367	£11,077	£4.07
Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill	284	99%	281	£11,077	£3.11
Sainsbury's Local, 112-114 Brompton Road	248	95%	236	£9,221	£2.17
Sainsbury's Local, Earls Court Road	255	95%	242	£9,221	£2.23
Sainsbury's Local, Fulham Road, Chelsea	243	95%	231	£9,221	£2.13
Sainsbury's Local, Sloane Avenue, Chelsea	257	90%	231	£9,221	£2.13
Somerfield, 210-212 Earls Court Road, Earls Court	282	98%	276	£5,935	£1.64
Somerfield, 471-487 Kings Road, Chelsea	717	96%	688	£5,935	£4.09
Tesco Express PFS, 601-615 Kings Road	200	98%	196	£13,145	£2.58
Tesco Express, 248 Fulham Road, Chelsea	211	95%	200	£13,145	£2.63
Tesco Express, 459 Fulham Road, (Fulham Rd/Brompton Cemetary)	271	98%	266	£13,145	£3.49
Tesco Express, 82 Holland Park Avenue (Holland Park Avenue)	270	95%	257	£13,145	£3.37
Tesco Metro, Notting Hill Gate, Notting Hill	557	95%	529	£13,145	£6.96
Tesco Metro, Portobello Road	519	95%	493	£13,145	£6.48
Waitrose, High Street Kensington	666	95%	633	£10,659	£6.74
<b>Sub-Total</b>	<b>6,116</b>		<b>5,886</b>	<b>£10,483</b>	<b>£61.71</b>
<b>Small Shops (200 to 1,000 sq m net)</b>					
Knightsbridge International Centre Shops	1,500	100%	1,500	n/a	n/a
Kings Road East Major Centre Shops	600	100%	600	n/a	n/a
Kensington High Street Major Centre Shops	800	100%	800	n/a	n/a
South Kensington District Centre Shops	1,200	100%	1,200	n/a	n/a
Kings Road West District Centre Shops	2,600	100%	2,600	n/a	n/a
Notting Hill Gate District Centre Shops	1,000	100%	1,000	n/a	n/a
Fulham Road West District Centre Shops	800	100%	800	n/a	n/a
Fulham Road West District Centre	900	100%	900	n/a	n/a
Portobello Road District Centre Shops	1,200	100%	1,200	n/a	n/a
Earls Court District Centre Shops	700	100%	700	n/a	n/a
Westbourne Grove District Centre Shops	70	100%	70	n/a	n/a
Designated Local Centre Convenience Shops	5,000	100%	5,000	n/a	n/a
Tesco Express, Royal Hospital Road, Chelsea	111	98%	109	n/a	n/a
Tesco Express, 180-184 Fulham Road, Chelsea	134	95%	127	n/a	n/a
Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea	155	99%	153	n/a	n/a
Tesco Express, 87-93 Gloucester Road	174	99%	172	n/a	n/a
Tesco Express, 50 Old Brompton Road, South Kensington	154	95%	146	n/a	n/a
Tesco Express, 279 Kings Road, Chelsea	187	95%	178	n/a	n/a
Other local shops	1,600	100%	1,600	n/a	n/a
<b>Sub-Total</b>	<b>18,885</b>		<b>18,856</b>	<b>n/a</b>	<b>n/a</b>
<b>GRAND TOTAL</b>	<b>48,997</b>		<b>45,495</b>	<b>n/a</b>	<b>n/a</b>
<b>Comparison Sales Floorspace in Food Stores Sq M Net</b>					<b>3,502</b>

Sources: IGD Food Store Directory  
Experian Goad  
NLP Site Survey 2008  
Verdict Report on Grocery Retailers

**Table 2A - Comparison Floorspace in Town Centres and Food Stores**

<b>Town Centre</b>	<b>Gross Floorspace Sq M</b>	<b>Net Sales Floorspace Sq M</b>
<b>Knightsbridge</b>		
Harrods	144,500	70,000
Harvey Nicols	20,300	14,000
International centre comparison shops	30,000	20,000
<b>Kings Road (East and West)</b>		
Peter Jones	25,000	18,000
Major centre comparison shops	45,300	34,000
<b>Kensington High Street</b>		
Major centre comparison shops	57,400	43,000
<b>South Kensington</b>		
District centre comparison shops	5,900	4,100
<b>Notting Hill Gate</b>		
Town centre comparison shops	9,800	7,400
<b>Earls Court Road</b>		
District centre comparison shops	2,300	1,700
<b>Fulham Road (East and West)</b>		
District centre comparison shops	32,800	23,000
<b>Portobello Road</b>		
Special District centre comparison shops	23,700	16,600
<b>Westbourne Grove</b>		
Special District centre comparison shops	5,900	3,600
<b>Other Comparison Sales</b>		
Food store comparison sales	n/a	3,502
Homebase, Warwick Road	5,200	4,600
Local Centres/Local Shops	n/a	6,200
<b>GRAND TOTAL</b>		<b>269,702</b>

Sources:

*NLP Site Survey 2008*

*GLA Gross Comparison Floorspace Figures based on GOAD Plans*

*VOA*

*Table 1A*

## Company Average Sales Density Estimates for High Street Comparison Retailers

Operator	Company Average Turnover Per Sq M
The Pier (2003/4 figure)	£4,073
Comet	£7,032
Dixons	£13,609
The Link	£14,823
Robert Dyas (2003/04)	£3,706
Wilkinson hardware (2003/04)	£3,415
Debenhams	£2,390
House of Fraser	£1,910
John Lewis	£6,450
TJ Hughes	£1,935
All Sports (2003/04)	£4,313
Bhs (2003/04)	£2,315
Bon Marche (2003/04)	£2,674
Boots Chemists	£8,021
Blacks Leisure (2005/06)	£3,971
C&J Clark	£10,076
Clinton Cards	£3,010
Early Learning (2004/05)	£4,914
French Connection	£4,528
Game	£12,332
Gap	£3,652
Giles Sports (2003/04)	£3,630
Goldsmith Jewellers	£12,610
Hargreaves Sport (2003/04)	£3,858
HMV	£10,080
Marks & Spencer (non-food) (2004/05)	£5,038
Mothercare	£2,640
MVC Entertainment (2004/05)	£5,021
New Look	£4,766
Next	£7,192
Ottakars	£3,820
Peacock (2003/04)	£2,030
Poundstretcher/InStore (2003/04)	£1,644
QD Store (2003/04)	£2,080
River Island	£11,624
Ryman	£5,173
Sports World (2003/04)	£4,768
Staples (2003/04)	£2,011
Stead & Simpson	£3,974
Superdrug	£5,603
TK Maxx	£2,674
Waterstones	£3,908
WH Smith	£5,552
Woolworth	£4,073
<b>AVERAGE</b>	<b>£5,294</b>

Source: Retail Rankings 2007

## **Appendix B**

### Convenience Retail Assessment

**Table 1B : Population Projections**

Zone Area	2001	2008	2012	2015	2020	2028
1 - Kensington North	59,134	61,138	62,734	63,509	64,807	67,375
2 - Kensington Central	69,012	70,960	71,830	72,632	73,662	70,156
3 - Kensington South	56,358	58,048	59,342	59,901	60,775	60,053
4 - Brent South	67,990	69,966	70,222	70,031	70,636	66,933
5 - Westminster North	68,977	73,184	74,940	75,523	77,026	80,198
6 - Westminster South	61,312	65,677	67,404	69,072	71,169	75,391
7 - Wandsworth North	87,104	96,353	99,482	103,332	107,129	112,022
8 - Hammersmith & Fulham South	57,808	61,429	64,708	65,186	66,288	67,906
9 - Hammersmith & Fulham Central	79,514	83,338	86,401	89,404	92,655	99,386
10 - Hammersmith/Fulham North	53,853	56,890	57,315	57,281	57,610	56,654
	<b>661,062</b>	<b>696,985</b>	<b>714,376</b>	<b>725,871</b>	<b>741,757</b>	<b>756,075</b>

Sources:

2001 Census of Population  
GLA Ward Level Population Projections 2007 (Low PLP)

**Table 2B: Convenience Goods Expenditure Per Capita (2006 Prices)**

Zone	2008	2012	2015	2020	2028	Growth 2008-2012	Growth 2008-2015	Growth 2008-2020	Growth 2008-2028
1 - Kensington North	£1,567	£1,606	£1,650	£1,719	£1,832	2.5%	5.3%	9.7%	16.9%
2 - Kensington Central	£2,068	£2,120	£2,178	£2,268	£2,418	2.5%	5.3%	9.7%	16.9%
3 - Kensington South	£2,189	£2,244	£2,305	£2,401	£2,559	2.5%	5.3%	9.7%	16.9%
4 - Brent South	£1,539	£1,578	£1,621	£1,689	£1,800	2.5%	5.3%	9.7%	17.0%
5 - Westminster North	£1,713	£1,756	£1,804	£1,879	£2,003	2.5%	5.3%	9.7%	16.9%
6 - Westminster South	£2,049	£2,101	£2,158	£2,248	£2,396	2.5%	5.3%	9.7%	16.9%
7 - Wandsworth North	£1,789	£1,834	£1,884	£1,962	£2,091	2.5%	5.3%	9.7%	16.9%
8 - Hammersmith & Fulham South	£1,756	£1,800	£1,849	£1,926	£2,053	2.5%	5.3%	9.7%	16.9%
9 - Hammersmith & Fulham Central	£1,695	£1,738	£1,785	£1,860	£1,982	2.5%	5.3%	9.7%	16.9%
10 - Hammersmith/Fulham North	£1,475	£1,512	£1,553	£1,618	£1,724	2.5%	5.3%	9.7%	16.9%

Sources:

Experian local estimates of 2006 convenience goods expenditure per capita  
Excluding special forms of trading - 1.8% in 2007, 2.0% in 2008, 2.2% in 2009, 2.3% in 2010 and 2.4% in 2011, 2.5% in 2012 and beyond  
Experian Business Strategies - recommended forecast growth rates  
(0.7% per annum between 2007 to 2011, 0.9% between 2012 and 2016 and 0.8% per annum between 2017 and 2028)

**Table 3B: Total Available Convenience Goods Expenditure (£M - 2006 Prices)**

Zone	2008	2012	2015	2020	2028	Growth 2008-2012	Growth 2008-2015	Growth 2008-2020	Growth 2008-2028
1 - Kensington North	£95.80	£100.75	£104.79	£111.40	£123.43	5.2%	9.4%	16.3%	28.8%
2 - Kensington Central	£146.74	£152.28	£158.19	£167.07	£169.64	3.8%	7.8%	13.8%	15.6%
3 - Kensington South	£127.07	£133.16	£138.07	£145.92	£153.68	4.8%	8.7%	14.8%	20.9%
4 - Brent South	£107.68	£110.81	£113.52	£119.30	£120.48	2.9%	5.4%	10.8%	11.9%
5 - Westminster North	£125.36	£131.59	£136.24	£144.73	£160.64	5.0%	8.7%	15.4%	28.1%
6 - Westminster South	£134.57	£141.62	£149.06	£159.99	£180.64	5.2%	10.8%	18.9%	34.2%
7 - Wandsworth North	£172.38	£182.45	£194.68	£210.19	£234.24	5.8%	12.9%	21.9%	35.9%
8 - Hammersmith & Fulham South	£107.87	£116.47	£120.53	£127.67	£139.41	8.0%	11.7%	18.4%	29.2%
9 - Hammersmith & Fulham Central	£141.26	£150.16	£159.59	£172.34	£196.98	6.3%	13.0%	22.0%	39.4%
10 - Hammersmith/Fulham North	£83.91	£86.66	£88.96	£93.21	£97.67	3.3%	6.0%	11.1%	16.4%
<b>Total</b>	<b>£1,242.65</b>	<b>£1,305.96</b>	<b>£1,363.63</b>	<b>£1,451.82</b>	<b>£1,576.80</b>	<b>5.1%</b>	<b>9.7%</b>	<b>16.8%</b>	<b>26.9%</b>

Sources:

Table 1B and Table 2B

Table 4B:

## Convenience Shopping Penetration Rates 2008

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow
<b>Convenience Facilities in Kensington &amp; Chelsea</b>											
Food superstores (over 2,500 sq m net)	29%	26%	7%	13%	22%	6%	2%	5%	3%	10%	5%
Other food stores (over 200 sq m net)	31%	44%	56%	2%	5%	6%	8%	10%	8%	5%	15%
Small stores/shops (under 200 sq m net)	19%	20%	22%	2%	2%	2%	1%	2%	2%	2%	10%
<b>LB Kensington &amp; Chelsea Sub-Total</b>	<b>79%</b>	<b>90%</b>	<b>85%</b>	<b>17%</b>	<b>29%</b>	<b>14%</b>	<b>11%</b>	<b>17%</b>	<b>13%</b>	<b>17%</b>	<b>n/a</b>
<b>Other Destinations within Study Area</b>											
LB Hammersmith & Fulham	7%	4%	6%	0%	2%	1%	9%	63%	71%	31%	n/a
City of Westminster	2%	3%	2%	1%	20%	63%	2%	0%	1%	2%	n/a
LB Wandsworth	0%	1%	1%	0%	1%	1%	61%	15%	1%	0%	n/a
LB Brent	2%	0%	0%	37%	31%	0%	0%	1%	1%	20%	n/a
Other in Study Area	2%	1%	2%	6%	3%	1%	13%	3%	1%	0%	n/a
<b>Other Study Area Sub Total</b>	<b>13%</b>	<b>9%</b>	<b>11%</b>	<b>44%</b>	<b>57%</b>	<b>66%</b>	<b>85%</b>	<b>82%</b>	<b>75%</b>	<b>53%</b>	<b>n/a</b>
<b>Other Outside Study Area</b>	<b>8%</b>	<b>1%</b>	<b>4%</b>	<b>39%</b>	<b>14%</b>	<b>20%</b>	<b>4%</b>	<b>1%</b>	<b>12%</b>	<b>30%</b>	<b>n/a</b>
<b>Market Share Total</b>	<b>100%</b>										

Source:

Market shares based on NEMS household survey 2008

Table 5B:

## Convenience Expenditure 2008 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	Total Expend
<b>Expenditure 2008</b>	<b>£95.80</b>	<b>£146.74</b>	<b>£127.07</b>	<b>£107.68</b>	<b>£125.36</b>	<b>£134.57</b>	<b>£172.38</b>	<b>£107.87</b>	<b>£141.26</b>	<b>£83.91</b>	<b>n/a</b>	<b>£1,242.65</b>
<b>Convenience Facilities in Kensington &amp; Chelsea</b>												
Food superstores (over 2,500 sq m net)	£27.78	£38.15	£8.89	£14.00	£27.58	£8.07	£3.45	£5.39	£4.24	£8.39	£7.68	£153.64
Other food stores (over 200 sq m net)	£29.70	£64.57	£71.16	£2.15	£6.27	£8.07	£13.79	£10.79	£11.30	£4.20	£39.18	£261.17
Small stores/shops (under 200 sq m net)	£18.20	£29.35	£27.95	£2.15	£2.51	£2.69	£1.72	£2.16	£2.83	£1.68	£10.14	£101.38
<b>LB Kensington &amp; Chelsea Sub-Total</b>	<b>£75.68</b>	<b>£132.07</b>	<b>£108.01</b>	<b>£18.31</b>	<b>£36.36</b>	<b>£18.84</b>	<b>£18.96</b>	<b>£18.34</b>	<b>£18.36</b>	<b>£14.27</b>	<b>£57.00</b>	<b>£516.19</b>
<b>Other Destinations within Study Area</b>												
LB Hammersmith & Fulham	£6.71	£5.87	£7.62	£0.00	£2.51	£1.35	£15.51	£67.96	£100.29	£26.01	n/a	£233.83
City of Westminster	£1.92	£4.40	£2.54	£1.08	£25.07	£84.78	£3.45	£0.00	£1.41	£1.68	n/a	£126.33
LB Wandsworth	£0.00	£1.47	£1.27	£0.00	£1.25	£1.35	£105.15	£16.18	£1.41	£0.00	n/a	£128.08
LB Brent	£1.92	£0.00	£0.00	£39.84	£38.86	£0.00	£0.00	£1.08	£1.41	£16.78	n/a	£99.89
Other in Study Area	£1.92	£1.47	£2.54	£6.46	£3.76	£1.35	£22.41	£3.24	£1.41	£0.00	n/a	£44.55
<b>Other Study Area Sub Total</b>	<b>£12.45</b>	<b>£13.21</b>	<b>£13.98</b>	<b>£47.38</b>	<b>£71.46</b>	<b>£88.82</b>	<b>£146.52</b>	<b>£88.45</b>	<b>£105.94</b>	<b>£44.47</b>	<b>n/a</b>	<b>£632.68</b>
<b>Other Outside Study Area</b>	<b>£7.66</b>	<b>£1.47</b>	<b>£5.08</b>	<b>£41.99</b>	<b>£17.55</b>	<b>£26.91</b>	<b>£6.90</b>	<b>£1.08</b>	<b>£16.95</b>	<b>£25.17</b>	<b>n/a</b>	<b>£150.77</b>
<b>Grand Total</b>	<b>£95.80</b>	<b>£146.74</b>	<b>£127.07</b>	<b>£107.68</b>	<b>£125.36</b>	<b>£134.57</b>	<b>£172.38</b>	<b>£107.87</b>	<b>£141.26</b>	<b>£83.91</b>	<b>n/a</b>	<b>£1,299.64</b>

Sources:

Table 3B and Table 4B

Table 6B:

## Future Market Shares 2012 to 2026

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow
<b>Convenience Facilities in Kensington &amp; Chelsea</b>											
Food superstores (over 2,500 sq m net)	25%	24%	7%	11%	17%	5%	2%	3%	1%	8%	5%
Other food stores (over 200 sq m net)	28%	41%	54%	2%	3%	4%	6%	6%	5%	3%	15%
Small stores/shops (under 200 sq m net)	18%	19%	22%	2%	2%	2%	1%	2%	2%	2%	10%
<b>LB Kensington &amp; Chelsea Sub-Total</b>	<b>71%</b>	<b>84%</b>	<b>83%</b>	<b>15%</b>	<b>22%</b>	<b>11%</b>	<b>9%</b>	<b>11%</b>	<b>8%</b>	<b>13%</b>	<b>n/a</b>
<b>Other Destinations within Study Area</b>											
Westfield White City (incl. M&S, Waitrose, Wholefoods)	8%	6%	2%	2%	4%	1%	0%	3%	5%	5%	n/a
LB Hammersmith & Fulham (plus new Waitrose store)	7%	4%	6%	0%	2%	1%	9%	68%	77%	35%	n/a
City of Westminster	2%	3%	2%	3%	32%	68%	2%	0%	1%	2%	n/a
LB Wandsworth	0%	1%	1%	0%	1%	1%	63%	13%	1%	0%	n/a
LB Brent	2%	0%	0%	35%	24%	0%	0%	1%	1%	16%	n/a
Other in Study Area	2%	1%	2%	6%	3%	1%	13%	3%	1%	0%	n/a
<b>Other Study Area Sub Total</b>	<b>21%</b>	<b>15%</b>	<b>13%</b>	<b>46%</b>	<b>66%</b>	<b>72%</b>	<b>87%</b>	<b>88%</b>	<b>86%</b>	<b>58%</b>	<b>n/a</b>
<b>Other Outside Study Area</b>	<b>8%</b>	<b>1%</b>	<b>4%</b>	<b>39%</b>	<b>12%</b>	<b>17%</b>	<b>4%</b>	<b>1%</b>	<b>6%</b>	<b>29%</b>	<b>n/a</b>
<b>Market Share Total</b>	<b>100%</b>										

Source:

Market shares based on NEMS household survey 2008 and NLP adjustments

Table 7B:

## Convenience Expenditure 2012 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	Total Expend
<b>Expenditure 2012</b>	<b>£100.75</b>	<b>£152.28</b>	<b>£133.16</b>	<b>£110.81</b>	<b>£131.59</b>	<b>£141.62</b>	<b>£182.45</b>	<b>£116.47</b>	<b>£150.16</b>	<b>£86.66</b>	<b>n/a</b>	<b>£1,305.96</b>
<b>Convenience Facilities in Kensington &amp; Chelsea</b>												
Food superstores (over 2,500 sq m net)	£25.19	£36.55	£9.32	£12.19	£22.37	£7.08	£3.65	£3.49	£1.50	£6.93	£6.75	£135.03
Other food stores (over 200 sq m net)	£28.21	£62.43	£71.91	£2.22	£3.95	£5.66	£10.95	£6.99	£7.51	£2.60	£35.72	£238.15
Small stores/shops (under 200 sq m net)	£18.14	£28.93	£29.30	£2.22	£2.63	£2.83	£1.82	£2.33	£3.00	£1.73	£10.33	£103.26
<b>LB Kensington &amp; Chelsea Sub-Total</b>	<b>£71.53</b>	<b>£127.91</b>	<b>£110.53</b>	<b>£16.62</b>	<b>£28.95</b>	<b>£15.58</b>	<b>£16.42</b>	<b>£12.81</b>	<b>£12.01</b>	<b>£11.27</b>	<b>£52.80</b>	<b>£476.43</b>
<b>Other Destinations within Study Area</b>												
Westfield White City	£8.06	£9.14	£2.66	£2.22	£5.26	£1.42	£0.00	£3.49	£7.51	£4.33	n/a	£44.09
LB Hammersmith & Fulham	£7.05	£6.09	£7.99	£0.00	£2.63	£1.42	£16.42	£79.20	£115.63	£30.33	n/a	£266.76
City of Westminster	£2.02	£4.57	£2.66	£3.32	£42.11	£96.30	£3.65	£0.00	£1.50	£1.73	n/a	£157.86
LB Wandsworth	£0.00	£1.52	£1.33	£0.00	£1.32	£1.42	£114.94	£15.14	£1.50	£0.00	n/a	£137.17
LB Brent	£2.02	£0.00	£0.00	£38.78	£31.58	£0.00	£0.00	£1.16	£1.50	£13.87	n/a	£88.91
Other in Study Area	£2.02	£1.52	£2.66	£6.65	£3.95	£1.42	£23.72	£3.49	£1.50	£0.00	n/a	£46.93
<b>Other Study Area Sub Total</b>	<b>£13.10</b>	<b>£13.71</b>	<b>£14.65</b>	<b>£48.76</b>	<b>£81.59</b>	<b>£100.55</b>	<b>£158.73</b>	<b>£99.00</b>	<b>£121.63</b>	<b>£45.93</b>	<b>n/a</b>	<b>£697.64</b>
<b>Other Outside Study Area</b>	<b>£8.06</b>	<b>£1.52</b>	<b>£5.33</b>	<b>£43.22</b>	<b>£15.79</b>	<b>£24.07</b>	<b>£7.30</b>	<b>£1.16</b>	<b>£9.01</b>	<b>£25.13</b>	<b>n/a</b>	<b>£140.60</b>
<b>Grand Total</b>	<b>£92.69</b>	<b>£143.14</b>	<b>£130.50</b>	<b>£108.59</b>	<b>£126.33</b>	<b>£140.20</b>	<b>£182.45</b>	<b>£112.98</b>	<b>£142.66</b>	<b>£82.33</b>	<b>n/a</b>	<b>£1,314.67</b>

Sources:

Table 3B and Table 6B

Table 8B:

## Convenience Expenditure 2015 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	Total Expend
<b>Expenditure 2015</b>	<b>£104.79</b>	<b>£158.19</b>	<b>£138.07</b>	<b>£113.52</b>	<b>£136.24</b>	<b>£149.06</b>	<b>£194.68</b>	<b>£120.53</b>	<b>£159.59</b>	<b>£88.96</b>	<b>n/a</b>	<b>£1,363.63</b>
<b>Convenience Facilities in Kensington &amp; Chelsea</b>												
Food superstores (over 2,500 sq m net)	£26.20	£37.97	£9.67	£12.49	£23.16	£7.45	£3.89	£3.62	£1.60	£7.12	£7.01	£140.16
Other food stores (over 200 sq m net)	£29.34	£64.86	£74.56	£2.27	£4.09	£5.96	£11.68	£7.23	£7.98	£2.67	£37.17	£247.81
Small stores/shops (under 200 sq m net)	£18.86	£30.06	£30.38	£2.27	£2.72	£2.98	£1.95	£2.41	£3.19	£1.78	£10.73	£107.33
<b>LB Kensington &amp; Chelsea Sub-Total</b>	<b>£74.40</b>	<b>£132.88</b>	<b>£114.60</b>	<b>£17.03</b>	<b>£29.97</b>	<b>£16.40</b>	<b>£17.52</b>	<b>£13.26</b>	<b>£12.77</b>	<b>£11.56</b>	<b>£54.91</b>	<b>£495.30</b>
<b>Other Destinations within Study Area</b>												
Westfield White City	£8.38	£9.49	£2.76	£2.27	£5.45	£1.49	£0.00	£3.62	£7.98	£4.45	n/a	£45.89
LB Hammersmith & Fulham	£7.34	£6.33	£8.28	£0.00	£2.72	£1.49	£17.52	£81.96	£122.88	£31.14	n/a	£279.66
City of Westminster	£2.10	£4.75	£2.76	£3.41	£43.60	£101.36	£3.89	£0.00	£1.60	£1.78	n/a	£165.23
LB Wandsworth	£0.00	£1.58	£1.38	£0.00	£1.36	£1.49	£122.65	£15.67	£1.60	£0.00	n/a	£145.73
LB Brent	£2.10	£0.00	£0.00	£39.73	£32.70	£0.00	£0.00	£1.21	£1.60	£14.23	n/a	£91.56
Other in Study Area	£2.10	£1.58	£2.76	£6.81	£4.09	£1.49	£25.31	£3.62	£1.60	£0.00	n/a	£49.35
<b>Other Study Area Sub Total</b>	<b>£13.62</b>	<b>£14.24</b>	<b>£15.19</b>	<b>£49.95</b>	<b>£84.47</b>	<b>£105.83</b>	<b>£169.37</b>	<b>£102.45</b>	<b>£129.27</b>	<b>£47.15</b>	<b>n/a</b>	<b>£731.53</b>
<b>Other Outside Study Area</b>	<b>£8.38</b>	<b>£1.58</b>	<b>£5.52</b>	<b>£44.27</b>	<b>£16.35</b>	<b>£25.34</b>	<b>£7.79</b>	<b>£1.21</b>	<b>£9.58</b>	<b>£25.80</b>	<b>n/a</b>	<b>£145.82</b>
<b>Grand Total</b>	<b>£96.41</b>	<b>£148.70</b>	<b>£135.31</b>	<b>£111.25</b>	<b>£130.79</b>	<b>£147.57</b>	<b>£194.68</b>	<b>£116.91</b>	<b>£151.61</b>	<b>£84.51</b>	<b>n/a</b>	<b>£1,372.65</b>

Sources:

Table 3B and Table 6B

Table 9B:

## Convenience Expenditure 2020 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	Total Expend
<b>Expenditure 2020</b>	<b>£111.40</b>	<b>£167.07</b>	<b>£145.92</b>	<b>£119.30</b>	<b>£144.73</b>	<b>£159.99</b>	<b>£210.19</b>	<b>£127.67</b>	<b>£172.34</b>	<b>£93.21</b>	<b>n/a</b>	<b>£1,451.82</b>
<b>Convenience Facilities in Kensington &amp; Chelsea</b>												
Food superstores (over 2,500 sq m net)	£27.85	£40.10	£10.21	£13.12	£24.60	£8.00	£4.20	£3.83	£1.72	£7.46	£7.43	£148.53
Other food stores (over 200 sq m net)	£31.19	£68.50	£78.80	£2.39	£4.34	£6.40	£12.61	£7.66	£8.62	£2.80	£39.41	£262.70
Small stores/shops (under 200 sq m net)	£20.05	£31.74	£32.10	£2.39	£2.89	£3.20	£2.10	£2.55	£3.45	£1.86	£11.37	£113.72
<b>LB Kensington &amp; Chelsea Sub-Total</b>	<b>£79.10</b>	<b>£140.33</b>	<b>£121.11</b>	<b>£17.90</b>	<b>£31.84</b>	<b>£17.60</b>	<b>£18.92</b>	<b>£14.04</b>	<b>£13.79</b>	<b>£12.12</b>	<b>£58.20</b>	<b>£524.95</b>
<b>Other Destinations within Study Area</b>												
Westfield White City	£8.91	£10.02	£2.92	£2.39	£5.79	£1.60	£0.00	£3.83	£8.62	£4.66	n/a	£48.74
LB Hammersmith & Fulham	£7.80	£6.68	£8.76	£0.00	£2.89	£1.60	£18.92	£86.82	£132.70	£32.62	n/a	£298.79
City of Westminster	£2.23	£5.01	£2.92	£3.58	£46.31	£108.79	£4.20	£0.00	£1.72	£1.86	n/a	£176.63
LB Wandsworth	£0.00	£1.67	£1.46	£0.00	£1.45	£1.60	£132.42	£16.60	£1.72	£0.00	n/a	£156.92
LB Brent	£2.23	£0.00	£0.00	£41.76	£34.74	£0.00	£0.00	£1.28	£1.72	£14.91	n/a	£96.63
Other in Study Area	£2.23	£1.67	£2.92	£7.16	£4.34	£1.60	£27.32	£3.83	£1.72	£0.00	n/a	£52.80
<b>Other Study Area Sub Total</b>	<b>£14.48</b>	<b>£15.04</b>	<b>£16.05</b>	<b>£52.49</b>	<b>£89.73</b>	<b>£113.59</b>	<b>£182.86</b>	<b>£108.52</b>	<b>£139.59</b>	<b>£49.40</b>	<b>n/a</b>	<b>£781.77</b>
<b>Other Outside Study Area</b>	<b>£8.91</b>	<b>£1.67</b>	<b>£5.84</b>	<b>£46.53</b>	<b>£17.37</b>	<b>£27.20</b>	<b>£8.41</b>	<b>£1.28</b>	<b>£10.34</b>	<b>£27.03</b>	<b>n/a</b>	<b>£154.57</b>
<b>Grand Total</b>	<b>£102.49</b>	<b>£157.04</b>	<b>£143.00</b>	<b>£116.92</b>	<b>£138.94</b>	<b>£158.39</b>	<b>£210.19</b>	<b>£123.84</b>	<b>£163.72</b>	<b>£88.55</b>	<b>n/a</b>	<b>£1,461.29</b>

Sources:

Table 3B and Table 6B

Table 10B:

## Convenience Expenditure 2028 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	Total Expend
<b>Expenditure 2028</b>	<b>£123.43</b>	<b>£169.64</b>	<b>£153.68</b>	<b>£120.48</b>	<b>£160.64</b>	<b>£180.64</b>	<b>£234.24</b>	<b>£139.41</b>	<b>£196.98</b>	<b>£97.67</b>	<b>n/a</b>	<b>£1,576.80</b>
<b>Convenience Facilities in Kensington &amp; Chelsea</b>												
Food superstores (over 2,500 sq m net)	£30.86	£40.71	£10.76	£13.25	£27.31	£9.03	£4.68	£4.18	£1.97	£7.81	£7.92	£158.50
Other food stores (over 200 sq m net)	£34.56	£69.55	£82.98	£2.41	£4.82	£7.23	£14.05	£8.36	£9.85	£2.93	£41.78	£278.53
Small stores/shops (under 200 sq m net)	£22.22	£32.23	£33.81	£2.41	£3.21	£3.61	£2.34	£2.79	£3.94	£1.95	£12.06	£120.57
<b>LB Kensington &amp; Chelsea Sub-Total</b>	<b>£87.64</b>	<b>£142.50</b>	<b>£127.55</b>	<b>£18.07</b>	<b>£35.34</b>	<b>£19.87</b>	<b>£21.08</b>	<b>£15.34</b>	<b>£15.76</b>	<b>£12.70</b>	<b>£61.76</b>	<b>£557.60</b>
<b>Other Destinations within Study Area</b>												
Westfield White City	£9.87	£10.18	£3.07	£2.41	£6.43	£1.81	£0.00	£4.18	£9.85	£4.88	n/a	£52.68
LB Hammersmith & Fulham	£8.64	£6.79	£9.22	£0.00	£3.21	£1.81	£21.08	£94.80	£151.68	£34.19	n/a	£331.41
City of Westminster	£2.47	£5.09	£3.07	£3.61	£51.40	£122.83	£4.68	£0.00	£1.97	£1.95	n/a	£197.09
LB Wandsworth	£0.00	£1.70	£1.54	£0.00	£1.61	£1.81	£147.57	£18.12	£1.97	£0.00	n/a	£174.31
LB Brent	£2.47	£0.00	£0.00	£42.17	£38.55	£0.00	£0.00	£1.39	£1.97	£15.63	n/a	£102.18
Other in Study Area	£2.47	£1.70	£3.07	£7.23	£4.82	£1.81	£30.45	£4.18	£1.97	£0.00	n/a	£57.70
<b>Other Study Area Sub Total</b>	<b>£16.05</b>	<b>£15.27</b>	<b>£16.90</b>	<b>£53.01</b>	<b>£99.60</b>	<b>£128.25</b>	<b>£203.79</b>	<b>£118.50</b>	<b>£159.56</b>	<b>£51.77</b>	<b>n/a</b>	<b>£862.69</b>
<b>Other Outside Study Area</b>	<b>£9.87</b>	<b>£1.70</b>	<b>£6.15</b>	<b>£46.99</b>	<b>£19.28</b>	<b>£30.71</b>	<b>£9.37</b>	<b>£1.39</b>	<b>£11.82</b>	<b>£28.32</b>	<b>n/a</b>	<b>£165.60</b>
<b>Grand Total</b>	<b>£113.56</b>	<b>£159.46</b>	<b>£150.60</b>	<b>£118.07</b>	<b>£154.21</b>	<b>£178.83</b>	<b>£234.24</b>	<b>£135.23</b>	<b>£187.13</b>	<b>£92.79</b>	<b>n/a</b>	<b>£1,585.88</b>

Sources:

Table 3B and Table 6B

**Table 11B: Summary of Convenience Turnover/Floorspace Projections 2008 to 2028 (£Million)  
(High Growth Scenario - return to national benchmark trading levels)**

Town	2008	2012	2015	2020	2028
<b>Available Expenditure in Borough</b>					
Food superstores (over 2,500 sq m net)	£153.64	£135.03	£140.16	£148.53	£158.50
Other food stores (over 200 sq m net)	£261.17	£238.15	£247.81	£262.70	£278.53
Small stores/shops (under 200 sq m net)	£101.38	£103.26	£107.33	£113.72	£120.57
<b>RBKC Total</b>	<b>£516.19</b>	<b>£476.43</b>	<b>£495.30</b>	<b>£524.95</b>	<b>£557.60</b>
<b>Benchmark Turnover of Existing Facilities</b>					
Food superstores (over 2,500 sq m net)	£97.76	£98.94	£99.83	£101.34	£103.80
Other food stores (over 200 sq m net)	£187.14	£189.40	£191.11	£193.99	£198.69
Small stores/shops (under 200 sq m net)	£101.38	£102.60	£103.53	£105.09	£107.64
<b>RBKC Total</b>	<b>£386.28</b>	<b>£390.94</b>	<b>£394.47</b>	<b>£400.42</b>	<b>£410.13</b>
<b>Surplus Expenditure</b>					
Food superstores (over 2,500 sq m net)	£55.88	£36.09	£40.33	£47.19	£54.70
Other food stores (over 200 sq m net)	£74.03	£48.75	£56.71	£68.71	£79.83
Small stores/shops (under 200 sq m net)	£0.00	£0.66	£3.80	£8.62	£12.93
<b>RBKC Total</b>	<b>£129.91</b>	<b>£85.50</b>	<b>£100.84</b>	<b>£124.53</b>	<b>£147.47</b>
<b>Turnover Density for New Floorspace £ per Sq M</b>					
Food stores (over 200 sq m net) density	£11,000	£11,133	£11,233	£11,403	£11,679
Small shops/stores density	£5,000	£5,060	£5,106	£5,183	£5,309
<b>Sales Floorspace (Sq m Net)</b>					
Food superstores (over 2,500 sq m net)	5,080	3,242	3,590	4,139	4,684
Other food stores (over 200 sq m net)	6,730	4,379	5,048	6,026	6,836
Small stores/shops (under 200 sq m net)	0	130	745	1,664	2,436
<b>RBKC Total</b>	<b>11,810</b>	<b>7,751</b>	<b>9,383</b>	<b>11,829</b>	<b>13,955</b>
<b>Gross Floorspace (Sq M)</b>					
Food superstores (over 2,500 sq m net)	7,257	4,631	5,129	5,912	6,691
Other food stores (over 200 sq m net)	9,614	6,256	7,212	8,609	9,765
Small stores/shops (under 200 sq m net)	0	186	1,064	2,377	3,480
<b>RBKC Total</b>	<b>16,871</b>	<b>11,072</b>	<b>13,404</b>	<b>16,898</b>	<b>19,936</b>

Sources: Tables 1A, 5B to 10B

**Table 12B: Sensitivity Analysis of Convenience Turnover/Floorspace Projections 2008 to 2028 (£Million)**  
**(Low Growth Scenario - 20% trading above average in food stores)**

Town	2008	2012	2015	2020	2028
<b>Available Expenditure in Borough</b>					
Food superstores (over 2,500 sq m net)	£153.64	£135.03	£140.16	£148.53	£158.50
Other food stores (over 200 sq m net)	£261.17	£238.15	£247.81	£262.70	£278.53
Small stores/shops (under 200 sq m net)	£101.38	£103.26	£107.33	£113.72	£120.57
<b>RBKC Total</b>	<b>£516.19</b>	<b>£476.43</b>	<b>£495.30</b>	<b>£524.95</b>	<b>£557.60</b>
<b>Benchmark Turnover of Existing Facilities</b>					
Food superstores (over 2,500 sq m net)	£117.31	£118.73	£119.80	£121.61	£124.55
Other food stores (over 200 sq m net)	£224.57	£227.27	£229.33	£232.79	£238.43
Small stores/shops (under 200 sq m net)	£101.38	£102.60	£103.53	£105.09	£107.64
<b>RBKC Total</b>	<b>£443.26</b>	<b>£448.60</b>	<b>£452.65</b>	<b>£459.48</b>	<b>£470.63</b>
<b>Surplus Expenditure</b>					
Food superstores (over 2,500 sq m net)	£36.32	£16.30	£20.36	£26.92	£33.94
Other food stores (over 200 sq m net)	£36.60	£10.87	£18.48	£29.92	£40.10
Small stores/shops (under 200 sq m net)	n/a	£0.66	£3.80	£8.62	£12.93
<b>RBKC Total</b>	<b>£72.93</b>	<b>£27.83</b>	<b>£42.65</b>	<b>£65.46</b>	<b>£86.97</b>
<b>Turnover Density for New Floorspace £ per Sq M</b>					
Food stores (over 200 sq m net) density	£13,200	£13,359	£13,480	£13,683	£14,015
Small shops/stores density	£5,000	£5,060	£5,106	£5,183	£5,309
<b>Sales Floorspace (Sq m Net)</b>					
Food superstores (over 2,500 sq m net)	2,752	1,220	1,511	1,968	2,422
Other food stores (over 200 sq m net)	2,773	814	1,371	2,186	2,861
Small stores/shops (under 200 sq m net)	n/a	130	745	1,664	2,436
<b>RBKC Total</b>	<b>5,525</b>	<b>2,164</b>	<b>3,627</b>	<b>5,818</b>	<b>7,719</b>
<b>Gross Floorspace (Sq M)</b>					
Food superstores (over 2,500 sq m net)	3,931	1,743	2,158	2,811	3,460
Other food stores (over 200 sq m net)	3,961	1,163	1,959	3,123	4,087
Small stores/shops (under 200 sq m net)	n/a	186	1,064	2,377	3,480
<b>RBKC Total</b>	<b>7,892</b>	<b>3,091</b>	<b>5,181</b>	<b>8,311</b>	<b>11,027</b>

Sources: Tables 1A, 5B to 10B

## **Appendix C**

### Comparison Retail Assessment

**Table 1C: Comparison Goods Expenditure Per Capita (2006 Prices)**

Expenditure Per Capita	2008	2012	2015	2020	2028	Growth 2008-2012	Growth 2008-2015	Growth 2008-2020	Growth 2008-2028
1 - Kensington North	£2,827	£3,231	£3,551	£4,205	£5,537	14.3%	25.6%	48.7%	95.9%
2 - Kensington Central	£4,087	£4,671	£5,134	£6,080	£8,006	14.3%	25.6%	48.8%	95.9%
3 - Kensington South	£4,307	£4,922	£5,410	£6,406	£8,436	14.3%	25.6%	48.7%	95.9%
4 - Brent South	£2,756	£3,149	£3,461	£4,099	£5,398	14.3%	25.6%	48.7%	95.9%
5 - Westminster North	£3,199	£3,656	£4,019	£4,759	£6,267	14.3%	25.6%	48.8%	95.9%
6 - Westminster South	£3,986	£4,555	£5,006	£5,929	£7,807	14.3%	25.6%	48.7%	95.9%
7 - Wandsworth North	£3,313	£3,786	£4,161	£4,928	£6,489	14.3%	25.6%	48.7%	95.9%
8 - Hammersmith & Fulham South	£3,285	£3,754	£4,127	£4,887	£6,435	14.3%	25.6%	48.8%	95.9%
9 - Hammersmith & Fulham Central	£3,181	£3,636	£3,996	£4,732	£6,232	14.3%	25.6%	48.8%	95.9%
10 - Hammersmith/Fulham North	£2,529	£2,891	£3,177	£3,762	£4,954	14.3%	25.6%	48.8%	95.9%

**Sources:**

*Experian local estimates for 2006 comparison goods expenditure per capita*

*(Excluding special forms of trading -7.8% in 2007, 8.3% in 2008, 8.7% in 2009, 9.0% in 2010, 9.2% in 2011 and beyond)*

*Experian Business Strategies - recommended forecast growth rates*

*(3.8% per annum between 2007 to 2011 and 3.2% per annum between 2012 and 2016, and 3.5% - 2017 to 2028)*

**Table 2C: Total Available Comparison Goods Expenditure (£M - 2006 Prices)**

<b>Zone</b>	<b>2008</b>	<b>2012</b>	<b>2015</b>	<b>2020</b>	<b>2028</b>	<b>Growth 2008-2012</b>	<b>Growth 2008-2015</b>	<b>Growth 2008-2020</b>	<b>Growth 2008-2028</b>
1 - Kensington North	£172.84	£202.69	£225.52	£272.51	£373.06	17.3%	30.5%	57.7%	115.8%
2 - Kensington Central	£290.01	£335.52	£372.89	£447.86	£561.67	15.7%	28.6%	54.4%	93.7%
3 - Kensington South	£250.01	£292.08	£324.07	£389.32	£506.61	16.8%	29.6%	55.7%	102.6%
4 - Brent South	£192.83	£221.13	£242.38	£289.54	£361.30	14.7%	25.7%	50.2%	87.4%
5 - Westminster North	£234.12	£273.98	£303.53	£366.57	£502.60	17.0%	29.6%	56.6%	114.7%
6 - Westminster South	£261.79	£307.02	£345.77	£421.96	£588.58	17.3%	32.1%	61.2%	124.8%
7 - Wandsworth North	£319.22	£376.64	£429.97	£527.93	£726.91	18.0%	34.7%	65.4%	127.7%
8 - Hammersmith & Fulham South	£201.80	£242.91	£269.02	£323.95	£436.98	20.4%	33.3%	60.5%	116.5%
9 - Hammersmith & Fulham Central	£265.10	£314.15	£357.26	£438.44	£619.37	18.5%	34.8%	65.4%	133.6%
10 - Hammersmith/Fulham North	£143.88	£165.70	£181.98	£216.73	£280.66	15.2%	26.5%	50.6%	95.1%
<b>Total</b>	<b>£2,331.58</b>	<b>£2,731.83</b>	<b>£3,052.38</b>	<b>£3,694.82</b>	<b>£4,957.74</b>	<b>17.2%</b>	<b>30.9%</b>	<b>58.5%</b>	<b>112.6%</b>

Sources:

*Table 1B and Table 1C*

**Table 3C: Comparison Shopping Penetration Rates and Available Expenditure 2008**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
<b>Expenditure 2008</b>	<b>£172.84</b>	<b>£290.01</b>	<b>£250.01</b>	<b>£192.83</b>	<b>£234.12</b>	<b>£261.79</b>	<b>£319.22</b>	<b>£201.80</b>	<b>£265.10</b>	<b>£143.88</b>		<b>£2,331.58</b>
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	2%	16%	55%	1%	4%	22%	23%	20%	7%	2%	65%	
Central/North - K&C Centres (2)	39%	38%	8%	4%	14%	6%	4%	7%	14%	8%	40%	
Other in K&C (3)	6%	9%	4%	0%	1%	3%	0%	1%	3%	0%	5%	
<b>K&amp;C Sub Total</b>	<b>47%</b>	<b>63%</b>	<b>67%</b>	<b>5%</b>	<b>19%</b>	<b>31%</b>	<b>27%</b>	<b>28%</b>	<b>24%</b>	<b>10%</b>	<b>n/a</b>	
<b>Outside K&amp;C</b>												
Westminster	25%	20%	13%	19%	51%	49%	14%	13%	19%	19%	n/a	
Hammersmith & Fulham	12%	5%	7%	1%	1%	0%	2%	25%	31%	24%	n/a	
LB of Brent	5%	5%	1%	50%	18%	2%	0%	2%	4%	14%	n/a	
LB of Wandsworth	0%	1%	3%	0%	0%	3%	38%	20%	3%	0%	n/a	
Ealing & Hounslow	3%	1%	0%	3%	1%	0%	0%	0%	9%	19%	n/a	
Other Destinations	8%	5%	9%	22%	10%	15%	19%	12%	10%	14%	n/a	
<b>Outside K&amp;C Sub-Total</b>	<b>53%</b>	<b>37%</b>	<b>33%</b>	<b>95%</b>	<b>81%</b>	<b>69%</b>	<b>73%</b>	<b>72%</b>	<b>76%</b>	<b>90%</b>	<b>n/a</b>	
<b>TOTAL MARKET SHARE</b>	<b>100%</b>	<b>n/a</b>										
	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Zone 9</b>	<b>Zone 10</b>	<b>Inflow Expend.</b>	<b>Total £M</b>
<b>Turnover £M</b>												
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	£3.46	£46.40	£137.51	£1.93	£9.36	£57.59	£73.42	£40.36	£18.56	£2.88	£727.01	£1,118.48
Central/North - K&C Centres (2)	£67.41	£110.20	£20.00	£7.71	£32.78	£15.71	£12.77	£14.13	£37.11	£11.51	£219.55	£548.88
Other in K&C (3)	£10.37	£26.10	£10.00	£0.00	£2.34	£7.85	£0.00	£2.02	£7.95	£0.00	£3.51	£70.14
<b>K&amp;C Sub Total</b>	<b>£81.23</b>	<b>£182.71</b>	<b>£167.51</b>	<b>£9.64</b>	<b>£44.48</b>	<b>£81.15</b>	<b>£86.19</b>	<b>£56.50</b>	<b>£63.62</b>	<b>£14.39</b>	<b>£950.07</b>	<b>£1,737.50</b>
<b>Outside K&amp;C</b>												
Westminster	£43.21	£58.00	£32.50	£36.64	£119.40	£128.28	£44.69	£26.23	£50.37	£27.34	n/a	£566.66
Hammersmith & Fulham	£20.74	£14.50	£17.50	£1.93	£2.34	£0.00	£6.38	£50.45	£82.18	£34.53	n/a	£230.56
LB of Brent	£8.64	£14.50	£2.50	£96.41	£42.14	£5.24	£0.00	£4.04	£10.60	£20.14	n/a	£204.21
LB of Wandsworth	£0.00	£2.90	£7.50	£0.00	£0.00	£7.85	£121.30	£40.36	£7.95	£0.00	n/a	£187.87
Ealing & Hounslow	£5.19	£2.90	£0.00	£5.78	£2.34	£0.00	£0.00	£0.00	£23.86	£27.34	n/a	£67.41
Other Destinations	£13.83	£14.50	£22.50	£42.42	£23.41	£39.27	£60.65	£24.22	£26.51	£20.14	n/a	£287.45
<b>Outside K&amp;C Sub-Total</b>	<b>£91.60</b>	<b>£107.30</b>	<b>£82.50</b>	<b>£183.18</b>	<b>£189.63</b>	<b>£180.63</b>	<b>£233.03</b>	<b>£145.29</b>	<b>£201.48</b>	<b>£129.49</b>	<b>n/a</b>	<b>£1,544.15</b>
<b>TOTAL TURNOVER</b>	<b>£172.84</b>	<b>£290.01</b>	<b>£250.01</b>	<b>£192.83</b>	<b>£234.12</b>	<b>£261.79</b>	<b>£319.22</b>	<b>£201.80</b>	<b>£265.10</b>	<b>£143.88</b>	<b>£950.07</b>	<b>£3,281.65</b>

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

**Table 4C: Comparison Shopping Penetration Rates and Available Expenditure 2012 (adjusted market shares)**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
<b>Expenditure 2012</b>	<b>£202.69</b>	<b>£335.52</b>	<b>£292.08</b>	<b>£221.13</b>	<b>£273.98</b>	<b>£307.02</b>	<b>£376.64</b>	<b>£242.91</b>	<b>£314.15</b>	<b>£165.70</b>		<b>£2,731.83</b>
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	1%	12%	50%	1%	4%	21%	23%	19%	5%	2%	67%	
Central/North - K&C Centres (2)	27%	28%	7%	4%	13%	6%	4%	7%	9%	6%	45%	
Other in K&C (3)	5%	8%	4%	0%	1%	3%	0%	1%	2%	0%	5%	
<b>K&amp;C Sub Total</b>	<b>33%</b>	<b>48%</b>	<b>61%</b>	<b>5%</b>	<b>18%</b>	<b>30%</b>	<b>27%</b>	<b>27%</b>	<b>16%</b>	<b>8%</b>	<b>n/a</b>	
<b>Outside K&amp;C</b>												
Westfields White City	30%	25%	10%	5%	10%	5%	2%	5%	35%	20%	30%	
Westminster	18%	14%	12%	18%	45%	46%	13%	12%	12%	15%	n/a	
Hammersmith & Fulham	8%	3%	6%	1%	1%	0%	2%	23%	18%	19%	n/a	
LB of Brent	4%	4%	1%	47%	16%	2%	0%	2%	4%	10%	n/a	
LB of Wandsworth	0%	1%	2%	0%	0%	3%	37%	19%	3%	0%	n/a	
Ealing & Hounslow	2%	1%	0%	3%	1%	0%	0%	0%	6%	16%	n/a	
Other Destinations	5%	4%	8%	21%	9%	14%	19%	12%	6%	12%	n/a	
<b>Outside K&amp;C Sub-Total</b>	<b>67%</b>	<b>52%</b>	<b>39%</b>	<b>95%</b>	<b>82%</b>	<b>70%</b>	<b>73%</b>	<b>73%</b>	<b>84%</b>	<b>92%</b>	<b>n/a</b>	
<b>TOTAL MARKET SHARE</b>	<b>100%</b>	<b>n/a</b>										
	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Zone 9</b>	<b>Zone 10</b>	<b>Inflow Expend.</b>	<b>Total £M</b>
<b>Turnover £M</b>												
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	£2.03	£40.26	£146.04	£2.21	£10.96	£64.48	£86.63	£46.15	£15.71	£3.31	£830.97	£1,248.75
Central/North - K&C Centres (2)	£54.73	£93.95	£20.45	£8.85	£35.62	£18.42	£15.07	£17.00	£28.27	£9.94	£250.95	£553.23
Other in K&C (3)	£10.13	£26.84	£11.68	£0.00	£2.74	£9.21	£0.00	£2.43	£6.28	£0.00	£4.01	£73.33
<b>K&amp;C Sub Total</b>	<b>£66.89</b>	<b>£161.05</b>	<b>£178.17</b>	<b>£11.06</b>	<b>£49.32</b>	<b>£92.11</b>	<b>£101.69</b>	<b>£65.59</b>	<b>£50.26</b>	<b>£13.26</b>	<b>£1,085.93</b>	<b>£1,875.32</b>
<b>Outside K&amp;C</b>												
Westfields White City	£60.81	£83.88	£29.21	£11.06	£27.40	£15.35	£7.53	£12.15	£109.95	£33.14	£167.35	£557.82
Westminster	£36.48	£46.97	£35.05	£39.80	£123.29	£141.23	£48.96	£29.15	£37.70	£24.85	n/a	£563.50
Hammersmith & Fulham	£16.22	£10.07	£17.52	£2.21	£2.74	£0.00	£7.53	£55.87	£56.55	£31.48	n/a	£200.19
LB of Brent	£8.11	£13.42	£2.92	£103.93	£43.84	£6.14	£0.00	£4.86	£12.57	£16.57	n/a	£212.35
LB of Wandsworth	£0.00	£3.36	£5.84	£0.00	£0.00	£9.21	£139.36	£46.15	£9.42	£0.00	n/a	£213.34
Ealing & Hounslow	£4.05	£3.36	£0.00	£6.63	£2.74	£0.00	£0.00	£0.00	£18.85	£26.51	n/a	£62.14
Other Destinations	£10.13	£13.42	£23.37	£46.44	£24.66	£42.98	£71.56	£29.15	£18.85	£19.88	n/a	£300.44
<b>Outside K&amp;C Sub-Total</b>	<b>£135.80</b>	<b>£174.47</b>	<b>£113.91</b>	<b>£210.07</b>	<b>£224.66</b>	<b>£214.92</b>	<b>£274.95</b>	<b>£177.33</b>	<b>£263.89</b>	<b>£152.44</b>	<b>n/a</b>	<b>£988.47</b>
<b>TOTAL TURNOVER</b>	<b>£202.69</b>	<b>£335.52</b>	<b>£292.08</b>	<b>£221.13</b>	<b>£273.98</b>	<b>£307.02</b>	<b>£376.64</b>	<b>£242.91</b>	<b>£314.15</b>	<b>£165.70</b>	<b>£1,085.93</b>	<b>£2,863.79</b>

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

**Table 5C: Comparison Shopping Penetration Rates and Available Expenditure 2012 (constant market shares)**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
<b>Expenditure 2012</b>	<b>£202.69</b>	<b>£335.52</b>	<b>£292.08</b>	<b>£221.13</b>	<b>£273.98</b>	<b>£307.02</b>	<b>£376.64</b>	<b>£242.91</b>	<b>£314.15</b>	<b>£165.70</b>		<b>£2,731.83</b>
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	2%	16%	55%	1%	4%	22%	23%	20%	7%	2%	64%	
Central/North - K&C Centres (2)	39%	38%	8%	4%	14%	6%	4%	7%	14%	8%	39%	
Other in K&C (3)	6%	9%	4%	0%	1%	3%	0%	1%	3%	0%	5%	
<b>K&amp;C Sub Total</b>	<b>47%</b>	<b>63%</b>	<b>67%</b>	<b>5%</b>	<b>19%</b>	<b>31%</b>	<b>27%</b>	<b>28%</b>	<b>24%</b>	<b>10%</b>	<b>n/a</b>	
<b>Outside K&amp;C</b>												
Westminster	25%	20%	13%	19%	51%	49%	14%	13%	19%	19%	n/a	
Hammersmith & Fulham	12%	5%	7%	1%	1%	0%	2%	25%	31%	24%	n/a	
LB of Brent	5%	5%	1%	50%	18%	2%	0%	2%	4%	14%	n/a	
LB of Wandsworth	0%	1%	3%	0%	0%	3%	38%	20%	3%	0%	n/a	
Ealing & Hounslow	3%	1%	0%	3%	1%	0%	0%	0%	9%	19%	n/a	
Other Destinations	8%	5%	9%	22%	10%	15%	19%	12%	10%	14%	n/a	
<b>Outside K&amp;C Sub-Total</b>	<b>53%</b>	<b>37%</b>	<b>33%</b>	<b>95%</b>	<b>81%</b>	<b>69%</b>	<b>73%</b>	<b>72%</b>	<b>76%</b>	<b>90%</b>	<b>n/a</b>	
<b>TOTAL MARKET SHARE</b>	<b>100%</b>	<b>n/a</b>										
	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Zone 9</b>	<b>Zone 10</b>	<b>Inflow Expend.</b>	<b>Total £M</b>
<b>Turnover £M</b>												
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	£4.05	£53.68	£160.65	£2.21	£10.96	£67.55	£86.63	£48.58	£21.99	£3.31	£830.97	£1,290.58
Central/North - K&C Centres (2)	£79.05	£127.50	£23.37	£8.85	£38.36	£18.42	£15.07	£17.00	£43.98	£13.26	£250.95	£635.79
Other in K&C (3)	£12.16	£30.20	£11.68	£0.00	£2.74	£9.21	£0.00	£2.43	£9.42	£0.00	£4.01	£81.85
<b>K&amp;C Sub Total</b>	<b>£95.27</b>	<b>£211.38</b>	<b>£195.69</b>	<b>£11.06</b>	<b>£52.06</b>	<b>£95.18</b>	<b>£101.69</b>	<b>£68.02</b>	<b>£75.40</b>	<b>£16.57</b>	<b>£1,085.93</b>	<b>£2,008.23</b>
<b>Outside K&amp;C</b>												
Westminster	£50.67	£67.10	£37.97	£42.01	£139.73	£150.44	£52.73	£31.58	£59.69	£31.48	n/a	£663.41
Hammersmith & Fulham	£24.32	£16.78	£20.45	£2.21	£2.74	£0.00	£7.53	£60.73	£97.39	£39.77	n/a	£271.91
LB of Brent	£10.13	£16.78	£2.92	£110.56	£49.32	£6.14	£0.00	£4.86	£12.57	£23.20	n/a	£236.47
LB of Wandsworth	£0.00	£3.36	£8.76	£0.00	£0.00	£9.21	£143.12	£48.58	£9.42	£0.00	n/a	£222.46
Ealing & Hounslow	£6.08	£3.36	£0.00	£6.63	£2.74	£0.00	£0.00	£0.00	£28.27	£31.48	n/a	£78.57
Other Destinations	£16.22	£16.78	£26.29	£48.65	£27.40	£46.05	£71.56	£19.15	£31.42	£23.20	n/a	£336.70
<b>Outside K&amp;C Sub-Total</b>	<b>£107.43</b>	<b>£124.14</b>	<b>£96.39</b>	<b>£210.07</b>	<b>£221.92</b>	<b>£211.85</b>	<b>£274.95</b>	<b>£174.90</b>	<b>£238.76</b>	<b>£149.13</b>	<b>n/a</b>	<b>£1,809.53</b>
<b>TOTAL TURNOVER</b>	<b>£202.69</b>	<b>£335.52</b>	<b>£292.08</b>	<b>£221.13</b>	<b>£273.98</b>	<b>£307.02</b>	<b>£376.64</b>	<b>£242.91</b>	<b>£314.15</b>	<b>£165.70</b>	<b>£1,085.93</b>	<b>£3,817.76</b>

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

**Table 6C: Comparison Shopping Penetration Rates and Available Expenditure 2015 (adjusted market shares)**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
<b>Expenditure 2015</b>	<b>£225.52</b>	<b>£372.89</b>	<b>£324.07</b>	<b>£242.38</b>	<b>£303.53</b>	<b>£345.77</b>	<b>£429.97</b>	<b>£269.02</b>	<b>£357.26</b>	<b>£181.98</b>		<b>£3,052.38</b>
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	1%	12%	50%	1%	4%	21%	23%	19%	5%	2%	66%	
Central/North - K&C Centres (2)	27%	28%	7%	4%	13%	6%	4%	7%	9%	6%	45%	
Other in K&C (3)	5%	8%	4%	0%	1%	3%	0%	1%	2%	0%	5%	
<b>K&amp;C Sub Total</b>	<b>33%</b>	<b>48%</b>	<b>61%</b>	<b>5%</b>	<b>18%</b>	<b>30%</b>	<b>27%</b>	<b>27%</b>	<b>16%</b>	<b>8%</b>	<b>n/a</b>	
<b>Outside K&amp;C</b>												
Westfields White City	30%	25%	10%	5%	10%	5%	2%	5%	35%	20%	30%	
Westminster	18%	14%	12%	18%	45%	46%	13%	12%	12%	15%	n/a	
Hammersmith & Fulham	8%	3%	6%	1%	1%	0%	2%	23%	18%	19%	n/a	
LB of Brent	4%	4%	1%	47%	16%	2%	0%	2%	4%	10%	n/a	
LB of Wandsworth	0%	1%	2%	0%	0%	3%	37%	19%	3%	0%	n/a	
Ealing & Hounslow	2%	1%	0%	3%	1%	0%	0%	0%	6%	16%	n/a	
Other Destinations	5%	4%	8%	21%	9%	14%	19%	12%	6%	12%	n/a	
<b>Outside K&amp;C Sub-Total</b>	<b>67%</b>	<b>52%</b>	<b>39%</b>	<b>95%</b>	<b>82%</b>	<b>70%</b>	<b>73%</b>	<b>73%</b>	<b>84%</b>	<b>92%</b>	<b>n/a</b>	
<b>TOTAL MARKET SHARE</b>	<b>100%</b>	<b>n/a</b>										
	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Zone 9</b>	<b>Zone 10</b>	<b>Inflow Expend.</b>	<b>Total £M</b>
<b>Turnover £M</b>												
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	£2.26	£44.75	£162.03	£2.42	£12.14	£72.61	£98.89	£51.11	£17.86	£3.64	£913.13	£1,380.85
Central/North - K&C Centres (2)	£60.89	£104.41	£22.68	£9.70	£39.46	£20.75	£17.20	£18.83	£32.15	£10.92	£275.76	£612.74
Other in K&C (3)	£11.28	£29.83	£12.96	£0.00	£3.04	£10.37	£0.00	£2.69	£7.15	£0.00	£4.41	£81.72
<b>K&amp;C Sub Total</b>	<b>£74.42</b>	<b>£178.99</b>	<b>£197.68</b>	<b>£12.12</b>	<b>£54.64</b>	<b>£103.73</b>	<b>£116.09</b>	<b>£72.64</b>	<b>£57.16</b>	<b>£14.56</b>	<b>£1,193.29</b>	<b>£2,075.31</b>
<b>Outside K&amp;C</b>												
Westfields White City	£67.66	£93.22	£32.41	£12.12	£30.35	£17.29	£8.60	£13.45	£125.04	£36.40	£187.09	£623.62
Westminster	£40.59	£52.20	£38.89	£43.63	£136.59	£159.06	£55.90	£32.28	£42.87	£27.30	n/a	£629.30
Hammersmith & Fulham	£18.04	£11.19	£19.44	£2.42	£3.04	£0.00	£8.60	£61.87	£64.31	£34.58	n/a	£223.49
LB of Brent	£9.02	£14.92	£3.24	£113.92	£48.56	£6.92	£0.00	£5.38	£14.29	£18.20	n/a	£234.44
LB of Wandsworth	£0.00	£3.73	£6.48	£0.00	£0.00	£10.37	£159.09	£51.11	£10.72	£0.00	n/a	£241.50
Ealing & Hounslow	£4.51	£3.73	£0.00	£7.27	£3.04	£0.00	£0.00	£0.00	£21.44	£29.12	n/a	£69.10
Other Destinations	£11.28	£14.92	£25.93	£50.90	£27.32	£48.41	£81.69	£32.28	£21.44	£21.84	n/a	£335.99
<b>Outside K&amp;C Sub-Total</b>	<b>£151.10</b>	<b>£193.90</b>	<b>£126.39</b>	<b>£230.26</b>	<b>£248.89</b>	<b>£242.04</b>	<b>£313.87</b>	<b>£196.39</b>	<b>£300.10</b>	<b>£167.42</b>	<b>n/a</b>	<b>£1,104.52</b>
<b>TOTAL TURNOVER</b>	<b>£225.52</b>	<b>£372.89</b>	<b>£324.07</b>	<b>£242.38</b>	<b>£303.53</b>	<b>£345.77</b>	<b>£429.97</b>	<b>£269.02</b>	<b>£357.26</b>	<b>£181.98</b>	<b>£1,193.29</b>	<b>£3,179.83</b>

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

Table 7C:

Comparison Shopping Penetration Rates and Available Expenditure 2015 (constant market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
<b>Expenditure 2015</b>	<b>£225.52</b>	<b>£372.89</b>	<b>£324.07</b>	<b>£242.38</b>	<b>£303.53</b>	<b>£345.77</b>	<b>£429.97</b>	<b>£269.02</b>	<b>£357.26</b>	<b>£181.98</b>		<b>£3,052.38</b>
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	2%	16%	55%	1%	4%	22%	23%	20%	7%	2%	64%	
Central/North - K&C Centres (2)	39%	38%	8%	4%	14%	6%	4%	7%	14%	8%	39%	
Other in K&C (3)	6%	9%	4%	0%	1%	3%	0%	1%	3%	0%	5%	
<b>K&amp;C Sub Total</b>	<b>47%</b>	<b>63%</b>	<b>67%</b>	<b>5%</b>	<b>19%</b>	<b>31%</b>	<b>27%</b>	<b>28%</b>	<b>24%</b>	<b>10%</b>	<b>n/a</b>	
<b>Outside K&amp;C</b>												
Westminster	25%	20%	13%	19%	51%	49%	14%	13%	19%	19%	n/a	
Hammersmith & Fulham	12%	5%	7%	1%	1%	0%	2%	25%	31%	24%	n/a	
LB of Brent	5%	5%	1%	50%	18%	2%	0%	2%	4%	14%	n/a	
LB of Wandsworth	0%	1%	3%	0%	0%	3%	38%	20%	3%	0%	n/a	
Ealing & Hounslow	3%	1%	0%	3%	1%	0%	0%	0%	9%	19%	n/a	
Other Destinations	8%	5%	9%	22%	10%	15%	19%	12%	10%	14%	n/a	
<b>Outside K&amp;C Sub-Total</b>	<b>53%</b>	<b>37%</b>	<b>33%</b>	<b>95%</b>	<b>81%</b>	<b>69%</b>	<b>73%</b>	<b>72%</b>	<b>76%</b>	<b>90%</b>	<b>n/a</b>	
<b>TOTAL MARKET SHARE</b>	<b>100%</b>	<b>n/a</b>										
	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Zone 9</b>	<b>Zone 10</b>	<b>Inflow Expend.</b>	<b>Total £M</b>
<b>Turnover £M</b>												
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	£4.51	£59.66	£178.24	£2.42	£12.14	£76.07	£98.89	£53.80	£25.01	£3.64	£913.13	£1,427.51
Central/North - K&C Centres (2)	£87.95	£141.70	£25.93	£9.70	£42.49	£20.75	£17.20	£18.83	£50.02	£14.56	£275.76	£704.87
Other in K&C (3)	£13.53	£33.56	£12.96	£0.00	£3.04	£10.37	£0.00	£2.69	£10.72	£0.00	£4.41	£91.28
<b>K&amp;C Sub Total</b>	<b>£105.99</b>	<b>£234.92</b>	<b>£217.12</b>	<b>£12.12</b>	<b>£57.67</b>	<b>£107.19</b>	<b>£116.09</b>	<b>£75.33</b>	<b>£85.74</b>	<b>£18.20</b>	<b>£1,193.29</b>	<b>£2,223.66</b>
<b>Outside K&amp;C</b>												
Westminster	£56.38	£74.58	£42.13	£46.05	£154.80	£169.43	£60.20	£34.97	£67.88	£34.58	n/a	£740.99
Hammersmith & Fulham	£27.06	£18.64	£22.68	£2.42	£3.04	£0.00	£8.60	£67.26	£110.75	£43.68	n/a	£304.13
LB of Brent	£11.28	£18.64	£3.24	£121.19	£54.64	£6.92	£0.00	£5.38	£14.29	£25.48	n/a	£261.05
LB of Wandsworth	£0.00	£3.73	£9.72	£0.00	£0.00	£10.37	£163.39	£53.80	£10.72	£0.00	n/a	£251.73
Ealing & Hounslow	£6.77	£3.73	£0.00	£7.27	£3.04	£0.00	£0.00	£0.00	£32.15	£34.58	n/a	£87.53
Other Destinations	£18.04	£18.64	£29.17	£53.32	£30.35	£51.87	£81.69	£32.28	£35.73	£25.48	n/a	£376.57
<b>Outside K&amp;C Sub-Total</b>	<b>£119.53</b>	<b>£137.97</b>	<b>£106.94</b>	<b>£230.26</b>	<b>£245.86</b>	<b>£238.58</b>	<b>£313.87</b>	<b>£193.69</b>	<b>£271.52</b>	<b>£163.78</b>	<b>n/a</b>	<b>£2,022.01</b>
<b>TOTAL TURNOVER</b>	<b>£225.52</b>	<b>£372.89</b>	<b>£324.07</b>	<b>£242.38</b>	<b>£303.53</b>	<b>£345.77</b>	<b>£429.97</b>	<b>£269.02</b>	<b>£357.26</b>	<b>£181.98</b>	<b>£1,193.29</b>	<b>£4,245.67</b>

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

**Table 8C: Comparison Shopping Penetration Rates and Available Expenditure 2020 (adjusted market shares)**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
<b>Expenditure 2020</b>	<b>£272.51</b>	<b>£447.86</b>	<b>£389.32</b>	<b>£289.54</b>	<b>£366.57</b>	<b>£421.96</b>	<b>£527.93</b>	<b>£323.95</b>	<b>£438.44</b>	<b>£216.73</b>		<b>£3,694.82</b>
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	1%	12%	50%	1%	4%	21%	23%	19%	5%	2%	66%	
Central/North - K&C Centres (2)	27%	28%	7%	4%	13%	6%	4%	7%	9%	6%	45%	
Other in K&C (3)	5%	8%	4%	0%	1%	3%	0%	1%	2%	0%	5%	
<b>K&amp;C Sub Total</b>	<b>33%</b>	<b>48%</b>	<b>61%</b>	<b>5%</b>	<b>18%</b>	<b>30%</b>	<b>27%</b>	<b>27%</b>	<b>16%</b>	<b>8%</b>	<b>n/a</b>	
<b>Outside K&amp;C</b>												
Westfields White City	30%	25%	10%	5%	10%	5%	2%	5%	35%	20%	30%	
Westminster	18%	14%	12%	18%	45%	46%	13%	12%	12%	15%	n/a	
Hammersmith & Fulham	8%	3%	6%	1%	1%	0%	2%	23%	18%	19%	n/a	
LB of Brent	4%	4%	1%	47%	16%	2%	0%	2%	4%	10%	n/a	
LB of Wandsworth	0%	1%	2%	0%	0%	3%	37%	19%	3%	0%	n/a	
Ealing & Hounslow	2%	1%	0%	3%	1%	0%	0%	0%	6%	16%	n/a	
Other Destinations	5%	4%	8%	21%	9%	14%	19%	12%	6%	12%	n/a	
<b>Outside K&amp;C Sub-Total</b>	<b>67%</b>	<b>52%</b>	<b>39%</b>	<b>95%</b>	<b>82%</b>	<b>70%</b>	<b>73%</b>	<b>73%</b>	<b>84%</b>	<b>92%</b>	<b>n/a</b>	
<b>TOTAL MARKET SHARE</b>	<b>100%</b>	<b>n/a</b>										
	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Zone 9</b>	<b>Zone 10</b>	<b>Inflow Expend.</b>	<b>Total £M</b>
<b>Turnover £M</b>												
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	£2.73	£53.74	£194.66	£2.90	£14.66	£88.61	£121.42	£61.55	£21.92	£4.33	£1,081.79	£1,648.32
Central/North - K&C Centres (2)	£73.58	£125.40	£27.25	£11.58	£47.65	£25.32	£21.12	£22.68	£39.46	£13.00	£326.69	£733.74
Other in K&C (3)	£13.63	£35.83	£15.57	£0.00	£3.67	£12.66	£0.00	£3.24	£8.77	£0.00	£5.22	£98.58
<b>K&amp;C Sub Total</b>	<b>£89.93</b>	<b>£214.97</b>	<b>£237.49</b>	<b>£14.48</b>	<b>£65.98</b>	<b>£126.59</b>	<b>£142.54</b>	<b>£87.47</b>	<b>£70.15</b>	<b>£17.34</b>	<b>£1,413.70</b>	<b>£2,480.64</b>
<b>Outside K&amp;C</b>												
Westfields White City	£81.75	£111.97	£38.93	£14.48	£36.66	£21.10	£10.56	£16.20	£153.46	£43.35	£226.47	£754.92
Westminster	£49.05	£62.70	£46.72	£52.12	£164.96	£194.10	£68.63	£38.87	£52.61	£32.51	n/a	£762.27
Hammersmith & Fulham	£21.80	£13.44	£23.36	£2.90	£3.67	£0.00	£10.56	£74.51	£78.92	£41.18	n/a	£270.32
LB of Brent	£10.90	£17.91	£3.89	£136.08	£58.65	£8.44	£0.00	£6.48	£17.54	£21.67	n/a	£281.57
LB of Wandsworth	£0.00	£4.48	£7.79	£0.00	£0.00	£12.66	£195.33	£61.55	£13.15	£0.00	n/a	£294.96
Ealing & Hounslow	£5.45	£4.48	£0.00	£8.69	£3.67	£0.00	£0.00	£0.00	£26.31	£34.68	n/a	£83.26
Other Destinations	£13.63	£17.91	£31.15	£60.80	£32.99	£59.07	£100.31	£38.87	£26.31	£26.01	n/a	£407.05
<b>Outside K&amp;C Sub-Total</b>	<b>£182.58</b>	<b>£232.89</b>	<b>£151.84</b>	<b>£275.06</b>	<b>£300.59</b>	<b>£295.37</b>	<b>£385.39</b>	<b>£236.48</b>	<b>£368.29</b>	<b>£199.39</b>	<b>n/a</b>	<b>£1,337.17</b>
<b>TOTAL TURNOVER</b>	<b>£272.51</b>	<b>£447.86</b>	<b>£389.32</b>	<b>£289.54</b>	<b>£366.57</b>	<b>£421.96</b>	<b>£527.93</b>	<b>£323.95</b>	<b>£438.44</b>	<b>£216.73</b>	<b>£1,413.70</b>	<b>£3,817.81</b>

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

Table 9C:

Comparison Shopping Penetration Rates and Available Expenditure 2020 (constant market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
<b>Expenditure 2020</b>	<b>£272.51</b>	<b>£447.86</b>	<b>£389.32</b>	<b>£289.54</b>	<b>£366.57</b>	<b>£421.96</b>	<b>£527.93</b>	<b>£323.95</b>	<b>£438.44</b>	<b>£216.73</b>		<b>£3,694.82</b>
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	2%	16%	55%	1%	4%	22%	23%	20%	7%	2%	63%	
Central/North - K&C Centres (2)	39%	38%	8%	4%	14%	6%	4%	7%	14%	8%	39%	
Other in K&C (3)	6%	9%	4%	0%	1%	3%	0%	1%	3%	0%	5%	
<b>K&amp;C Sub Total</b>	<b>47%</b>	<b>63%</b>	<b>67%</b>	<b>5%</b>	<b>19%</b>	<b>31%</b>	<b>27%</b>	<b>28%</b>	<b>24%</b>	<b>10%</b>	<b>n/a</b>	
<b>Outside K&amp;C</b>												
Westminster	25%	20%	13%	19%	51%	49%	14%	13%	19%	19%	n/a	
Hammersmith & Fulham	12%	5%	7%	1%	1%	0%	2%	25%	31%	24%	n/a	
LB of Brent	5%	5%	1%	50%	18%	2%	0%	2%	4%	14%	n/a	
LB of Wandsworth	0%	1%	3%	0%	0%	3%	38%	20%	3%	0%	n/a	
Ealing & Hounslow	3%	1%	0%	3%	1%	0%	0%	0%	9%	19%	n/a	
Other Destinations	8%	5%	9%	22%	10%	15%	19%	12%	10%	14%	n/a	
<b>Outside K&amp;C Sub-Total</b>	<b>53%</b>	<b>37%</b>	<b>33%</b>	<b>95%</b>	<b>81%</b>	<b>69%</b>	<b>73%</b>	<b>72%</b>	<b>76%</b>	<b>90%</b>	<b>n/a</b>	
<b>TOTAL MARKET SHARE</b>	<b>100%</b>	<b>n/a</b>										
	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Zone 9</b>	<b>Zone 10</b>	<b>Inflow Expend.</b>	<b>Total £M</b>
<b>Turnover £M</b>												
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	£5.45	£71.66	£214.13	£2.90	£14.66	£92.83	£121.42	£64.79	£30.69	£4.33	£1,081.79	£1,704.66
Central/North - K&C Centres (2)	£106.28	£170.19	£31.15	£11.58	£51.32	£25.32	£21.12	£22.68	£61.38	£17.34	£326.69	£845.04
Other in K&C (3)	£16.35	£40.31	£15.57	£0.00	£3.67	£12.66	£0.00	£3.24	£13.15	£0.00	£5.22	£110.17
<b>K&amp;C Sub Total</b>	<b>£128.08</b>	<b>£282.15</b>	<b>£260.85</b>	<b>£14.48</b>	<b>£69.65</b>	<b>£130.81</b>	<b>£142.54</b>	<b>£90.71</b>	<b>£105.23</b>	<b>£21.67</b>	<b>£1,413.70</b>	<b>£2,659.86</b>
<b>Outside K&amp;C</b>												
Westminster	£68.13	£89.57	£50.61	£55.01	£186.95	£206.76	£73.91	£42.11	£83.30	£41.18	n/a	£897.54
Hammersmith & Fulham	£32.70	£22.39	£27.25	£2.90	£3.67	£0.00	£10.56	£80.99	£135.92	£52.02	n/a	£368.39
LB of Brent	£13.63	£22.39	£3.89	£144.77	£65.98	£8.44	£0.00	£6.48	£17.54	£30.34	n/a	£313.46
LB of Wandsworth	£0.00	£4.48	£11.68	£0.00	£0.00	£12.66	£200.61	£64.79	£13.15	£0.00	n/a	£307.37
Ealing & Hounslow	£8.18	£4.48	£0.00	£8.69	£3.67	£0.00	£0.00	£0.00	£39.46	£41.18	n/a	£105.64
Other Destinations	£21.80	£22.39	£35.04	£63.70	£36.66	£63.29	£100.31	£38.87	£43.84	£30.34	n/a	£456.25
<b>Outside K&amp;C Sub-Total</b>	<b>£144.43</b>	<b>£165.71</b>	<b>£128.48</b>	<b>£275.06</b>	<b>£296.92</b>	<b>£291.15</b>	<b>£385.39</b>	<b>£233.24</b>	<b>£333.22</b>	<b>£195.06</b>	<b>n/a</b>	<b>£2,448.66</b>
<b>TOTAL TURNOVER</b>	<b>£272.51</b>	<b>£447.86</b>	<b>£389.32</b>	<b>£289.54</b>	<b>£366.57</b>	<b>£421.96</b>	<b>£527.93</b>	<b>£323.95</b>	<b>£438.44</b>	<b>£216.73</b>	<b>£1,413.70</b>	<b>£5,108.52</b>

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

Table 10C:

Comparison Shopping Penetration Rates and Available Expenditure 2028 (adjusted market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
<b>Expenditure 2028</b>	<b>£373.06</b>	<b>£561.67</b>	<b>£506.61</b>	<b>£361.30</b>	<b>£502.60</b>	<b>£588.58</b>	<b>£726.91</b>	<b>£436.98</b>	<b>£619.37</b>	<b>£280.66</b>		<b>£4,957.74</b>
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	1%	12%	50%	1%	4%	21%	23%	19%	5%	2%	65%	
Central/North - K&C Centres (2)	27%	28%	7%	4%	13%	6%	4%	7%	9%	6%	44%	
Other in K&C (3)	5%	8%	4%	0%	1%	3%	0%	1%	2%	0%	5%	
<b>K&amp;C Sub Total</b>	<b>33%</b>	<b>48%</b>	<b>61%</b>	<b>5%</b>	<b>18%</b>	<b>30%</b>	<b>27%</b>	<b>27%</b>	<b>16%</b>	<b>8%</b>	<b>n/a</b>	
<b>Outside K&amp;C</b>												
Westfields White City	30%	25%	10%	5%	10%	5%	2%	5%	35%	20%	30%	
Westminster	18%	14%	12%	18%	45%	46%	13%	12%	12%	15%	n/a	
Hammersmith & Fulham	8%	3%	6%	1%	1%	0%	2%	23%	18%	19%	n/a	
LB of Brent	4%	4%	1%	47%	16%	2%	0%	2%	4%	10%	n/a	
LB of Wandsworth	0%	1%	2%	0%	0%	3%	37%	19%	3%	0%	n/a	
Ealing & Hounslow	2%	1%	0%	3%	1%	0%	0%	0%	6%	16%	n/a	
Other Destinations	5%	4%	8%	21%	9%	14%	19%	12%	6%	12%	n/a	
<b>Outside K&amp;C Sub-Total</b>	<b>67%</b>	<b>52%</b>	<b>39%</b>	<b>95%</b>	<b>82%</b>	<b>70%</b>	<b>73%</b>	<b>73%</b>	<b>84%</b>	<b>92%</b>	<b>n/a</b>	
<b>TOTAL MARKET SHARE</b>	<b>100%</b>	<b>n/a</b>										
	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Zone 9</b>	<b>Zone 10</b>	<b>Inflow Expend.</b>	<b>Total £M</b>
<b>Turnover £M</b>												
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	£3.73	£67.40	£253.30	£3.61	£20.10	£123.60	£167.19	£83.03	£30.97	£5.61	£1,424.21	£2,182.76
Central/North - K&C Centres (2)	£100.72	£157.27	£35.46	£14.45	£65.34	£35.31	£29.08	£30.59	£55.74	£16.84	£430.10	£970.91
Other in K&C (3)	£18.65	£44.93	£20.26	£0.00	£5.03	£17.66	£0.00	£4.37	£12.39	£0.00	£6.87	£130.16
<b>K&amp;C Sub Total</b>	<b>£123.11</b>	<b>£269.60</b>	<b>£309.03</b>	<b>£18.07</b>	<b>£90.47</b>	<b>£176.57</b>	<b>£196.27</b>	<b>£117.98</b>	<b>£99.10</b>	<b>£22.45</b>	<b>£1,861.19</b>	<b>£3,283.83</b>
<b>Outside K&amp;C</b>												
Westfields White City	£111.92	£140.42	£50.66	£18.07	£50.26	£29.43	£14.54	£21.85	£216.78	£56.13	£304.31	£1,014.36
Westminster	£67.15	£78.63	£60.79	£65.03	£226.17	£270.75	£94.50	£52.44	£74.32	£42.10	n/a	£1,031.89
Hammersmith & Fulham	£29.84	£16.85	£30.40	£3.61	£5.03	£0.00	£14.54	£100.50	£111.49	£53.33	n/a	£365.59
LB of Brent	£14.92	£22.47	£5.07	£169.81	£80.42	£11.77	£0.00	£8.74	£24.77	£28.07	n/a	£366.04
LB of Wandsworth	£0.00	£5.62	£10.13	£0.00	£0.00	£17.66	£268.96	£83.03	£18.58	£0.00	n/a	£403.97
Ealing & Hounslow	£7.46	£5.62	£0.00	£10.84	£5.03	£0.00	£0.00	£0.00	£37.16	£44.91	n/a	£111.01
Other Destinations	£18.65	£22.47	£40.53	£75.87	£45.23	£82.40	£138.11	£52.44	£37.16	£33.68	n/a	£546.55
<b>Outside K&amp;C Sub-Total</b>	<b>£249.95</b>	<b>£292.07</b>	<b>£197.58</b>	<b>£343.24</b>	<b>£412.13</b>	<b>£412.00</b>	<b>£530.64</b>	<b>£318.99</b>	<b>£520.27</b>	<b>£258.21</b>	<b>n/a</b>	<b>£1,793.15</b>
<b>TOTAL TURNOVER</b>	<b>£373.06</b>	<b>£561.67</b>	<b>£506.61</b>	<b>£361.30</b>	<b>£502.60</b>	<b>£588.58</b>	<b>£726.91</b>	<b>£436.98</b>	<b>£619.37</b>	<b>£280.66</b>	<b>£1,861.19</b>	<b>£5,076.99</b>

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

Table 11C:

Comparison Shopping Penetration Rates and Available Expenditure 2028 (constant adjusted market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
<b>Expenditure 2028</b>	<b>£373.06</b>	<b>£561.67</b>	<b>£506.61</b>	<b>£361.30</b>	<b>£502.60</b>	<b>£588.58</b>	<b>£726.91</b>	<b>£436.98</b>	<b>£619.37</b>	<b>£280.66</b>		<b>£4,957.74</b>
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	2%	16%	55%	1%	4%	22%	23%	20%	7%	2%	63%	
Central/North - K&C Centres (2)	39%	38%	8%	4%	14%	6%	4%	7%	14%	8%	38%	
Other in K&C (3)	6%	9%	4%	0%	1%	3%	0%	1%	3%	0%	5%	
<b>K&amp;C Sub Total</b>	<b>47%</b>	<b>63%</b>	<b>67%</b>	<b>5%</b>	<b>19%</b>	<b>31%</b>	<b>27%</b>	<b>28%</b>	<b>24%</b>	<b>10%</b>	<b>n/a</b>	
<b>Outside K&amp;C</b>												
Westminster	25%	20%	13%	19%	51%	49%	14%	13%	19%	19%	n/a	
Hammersmith & Fulham	12%	5%	7%	1%	1%	0%	2%	25%	31%	24%	n/a	
LB of Brent	5%	5%	1%	50%	18%	2%	0%	2%	4%	14%	n/a	
LB of Wandsworth	0%	1%	3%	0%	0%	3%	38%	20%	3%	0%	n/a	
Ealing & Hounslow	3%	1%	0%	3%	1%	0%	0%	0%	9%	19%	n/a	
Other Destinations	8%	5%	9%	22%	10%	15%	19%	12%	10%	14%	n/a	
<b>Outside K&amp;C Sub-Total</b>	<b>53%</b>	<b>37%</b>	<b>33%</b>	<b>95%</b>	<b>81%</b>	<b>69%</b>	<b>73%</b>	<b>72%</b>	<b>76%</b>	<b>90%</b>	<b>n/a</b>	
<b>TOTAL MARKET SHARE</b>	<b>100%</b>	<b>n/a</b>										
	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Zone 9</b>	<b>Zone 10</b>	<b>Inflow Expend.</b>	<b>Total £M</b>
<b>Turnover £M</b>												
<b>K&amp;C Destinations</b>												
South - K&C Centres (1)	£7.46	£89.87	£278.63	£3.61	£20.10	£129.49	£167.19	£87.40	£43.36	£5.61	£1,424.21	£2,256.93
Central/North - K&C Centres (2)	£145.49	£213.43	£40.53	£14.45	£70.36	£35.31	£29.08	£30.59	£86.71	£22.45	£430.10	£1,118.52
Other in K&C (3)	£22.38	£50.55	£20.26	£0.00	£5.03	£17.66	£0.00	£4.37	£18.58	£0.00	£6.87	£145.70
<b>K&amp;C Sub Total</b>	<b>£175.34</b>	<b>£353.85</b>	<b>£339.43</b>	<b>£18.07</b>	<b>£95.49</b>	<b>£182.46</b>	<b>£196.27</b>	<b>£122.35</b>	<b>£148.65</b>	<b>£28.07</b>	<b>£1,861.19</b>	<b>£3,521.15</b>
<b>Outside K&amp;C</b>												
Westminster	£93.26	£112.33	£65.86	£68.65	£256.33	£288.40	£101.77	£56.81	£117.68	£53.33	n/a	£1,214.42
Hammersmith & Fulham	£44.77	£28.08	£35.46	£3.61	£5.03	£0.00	£14.54	£109.24	£192.01	£67.36	n/a	£500.10
LB of Brent	£18.65	£28.08	£5.07	£180.65	£90.47	£11.77	£0.00	£8.74	£24.77	£39.29	n/a	£407.50
LB of Wandsworth	£0.00	£5.62	£15.20	£0.00	£0.00	£17.66	£276.23	£87.40	£18.58	£0.00	n/a	£420.67
Ealing & Hounslow	£11.19	£5.62	£0.00	£10.84	£5.03	£0.00	£0.00	£0.00	£55.74	£53.33	n/a	£141.74
Other Destinations	£29.84	£28.08	£45.59	£79.49	£50.26	£88.29	£138.11	£52.44	£61.94	£39.29	n/a	£613.34
<b>Outside K&amp;C Sub-Total</b>	<b>£197.72</b>	<b>£207.82</b>	<b>£167.18</b>	<b>£343.24</b>	<b>£407.11</b>	<b>£406.12</b>	<b>£530.64</b>	<b>£314.62</b>	<b>£470.72</b>	<b>£252.60</b>	<b>n/a</b>	<b>£3,297.77</b>
<b>TOTAL TURNOVER</b>	<b>£373.06</b>	<b>£561.67</b>	<b>£506.61</b>	<b>£361.30</b>	<b>£502.60</b>	<b>£588.58</b>	<b>£726.91</b>	<b>£436.98</b>	<b>£619.37</b>	<b>£280.66</b>	<b>£1,861.19</b>	<b>£6,818.92</b>

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

**Table 12C: Summary of Comparison Expenditure/Floorspace Projections 2008 to 2028  
(Low Growth Scenario - Adjusted Market Shares)**

Centre	2008	2012	2015	2020	2028
<b>Available Expenditure</b>					
South - Kensington & Chelsea Main Centres	£1,118.48	£1,248.75	£1,380.85	£1,648.32	£2,182.76
Central/North - Kensington & Chelsea Main Centres	£548.88	£553.23	£612.74	£733.74	£970.91
Other in Kensington & Chelsea	£70.14	£73.33	£81.72	£98.58	£130.16
<b>Total</b>	<b>£1,737.50</b>	<b>£1,875.32</b>	<b>£2,075.31</b>	<b>£2,480.64</b>	<b>£3,283.83</b>
<b>Turnover of Existing Floorspace</b>					
South - Kensington & Chelsea Main Centres	£1,118.48	£1,187.11	£1,241.34	£1,337.27	£1,506.43
Central/North - Kensington & Chelsea Main Centres	£548.88	£582.56	£609.17	£656.25	£739.26
Other in Kensington & Chelsea	£70.14	£74.45	£77.85	£83.87	£94.48
<b>Total</b>	<b>£1,737.50</b>	<b>£1,844.12</b>	<b>£1,928.36</b>	<b>£2,077.39</b>	<b>£2,340.16</b>
<b>Surplus Expenditure</b>					
South - Kensington & Chelsea Main Centres	n/a	£61.64	£139.51	£311.05	£676.34
Central/North - Kensington & Chelsea Main Centres	n/a	-£29.33	£3.57	£77.49	£231.65
Other in Kensington & Chelsea	n/a	-£1.12	£3.87	£14.71	£35.69
<b>Total</b>	<b>n/a</b>	<b>£31.19</b>	<b>£146.95</b>	<b>£403.25</b>	<b>£943.67</b>
<b>Sales Density for New Floorspace</b>					
Main Centres	£6,528	£6,929	£7,245	£7,805	£8,792
Other	£4,904	£5,205	£5,443	£5,863	£6,605
<b>Sales Floorspace (Sq M Net)</b>					
South - Kensington & Chelsea Main Centres	n/a	8,896	19,256	39,853	76,924
Central/North - Kensington & Chelsea Main Centres	n/a	-4,233	493	9,928	26,347
Other in Kensington & Chelsea	n/a	-215	711	2,509	5,403
<b>Total</b>	<b>n/a</b>	<b>4,449</b>	<b>20,460</b>	<b>52,290</b>	<b>108,674</b>
<b>Gross Floorspace (Sq M Gross)</b>					
South - Kensington & Chelsea Main Centres	n/a	11,862	25,674	53,137	102,565
Central/North - Kensington & Chelsea Main Centres	n/a	-5,644	658	13,237	35,129
Other in Kensington & Chelsea	n/a	-287	948	3,346	7,204
<b>Total</b>	<b>n/a</b>	<b>5,932</b>	<b>27,280</b>	<b>69,720</b>	<b>144,898</b>

Sources:

Tables 2A, 3C, 4C, 6C, 8C and 10C

**Table 13C: Summary of Comparison Expenditure/Floorspace Projections 2008 to 2028  
(High Growth Scenario - Constant Market Shares)**

Centre	2008	2012	2015	2020	2028
<b>Available Expenditure</b>					
South - Kensington & Chelsea Main Centres	£1,118.48	£1,290.58	£1,427.51	£1,704.66	£2,256.93
Central/North - Kensington & Chelsea Main Centres	£548.88	£635.79	£704.87	£845.04	£1,118.52
Other in Kensington & Chelsea	£70.14	£81.85	£91.28	£110.17	£145.70
<b>Total</b>	<b>£1,737.50</b>	<b>£2,008.23</b>	<b>£2,223.66</b>	<b>£2,659.86</b>	<b>£3,521.15</b>
<b>Turnover of Existing Floorspace</b>					
South - Kensington & Chelsea Main Centres	£1,118.48	£1,187.11	£1,241.34	£1,337.27	£1,506.43
Central/North - Kensington & Chelsea Main Centres	£548.88	£582.56	£609.17	£656.25	£739.26
Other in Kensington & Chelsea	£70.14	£74.45	£77.85	£83.87	£94.48
<b>Total</b>	<b>£1,737.50</b>	<b>£1,844.12</b>	<b>£1,928.36</b>	<b>£2,077.39</b>	<b>£2,340.16</b>
<b>Surplus Expenditure</b>					
South - Kensington & Chelsea Main Centres	n/a	£103.47	£186.18	£367.38	£750.51
Central/North - Kensington & Chelsea Main Centres	n/a	£53.23	£95.70	£188.79	£379.26
Other in Kensington & Chelsea	n/a	£7.41	£13.43	£26.30	£51.23
<b>Total</b>	<b>n/a</b>	<b>£164.11</b>	<b>£295.31</b>	<b>£582.48</b>	<b>£1,180.99</b>
<b>Sales Density for New Floorspace</b>					
Main Centres	£6,528	£6,929	£7,245	£7,805	£8,792
Other	£4,904	£5,205	£5,443	£5,863	£6,605
<b>Sales Floorspace (Sq M Net)</b>					
South - Kensington & Chelsea Main Centres	n/a	14,934	25,697	47,070	85,360
Central/North - Kensington & Chelsea Main Centres	n/a	7,683	13,209	24,188	43,135
Other in Kensington & Chelsea	n/a	1,423	2,467	4,486	7,756
<b>Total</b>	<b>n/a</b>	<b>24,040</b>	<b>41,373</b>	<b>75,744</b>	<b>136,251</b>
<b>Gross Floorspace (Sq M Gross)</b>					
South - Kensington & Chelsea Main Centres	n/a	19,912	34,263	62,761	113,813
Central/North - Kensington & Chelsea Main Centres	n/a	10,244	17,613	32,251	57,514
Other in Kensington & Chelsea	n/a	1,897	3,289	5,981	10,341
<b>Total</b>	<b>n/a</b>	<b>32,053</b>	<b>55,164</b>	<b>100,993</b>	<b>181,668</b>

Sources:

Tables 2A, 3C, 5C, 7C, 9C and 11C

**Table 14C: Sensitivity Analysis of Comparison Expenditure/Floorspace Projections 2008 to 2028  
(higher growth in turnover efficiency - 2.2% per annum)**

<b>Centre</b>	<b>2008</b>	<b>2012</b>	<b>2015</b>	<b>2020</b>	<b>2028</b>
<b>Available Expenditure</b>					
South - Kensington & Chelsea Main Centres	£1,118.48	£1,248.75	£1,380.85	£1,648.32	£2,182.76
Central/North - Kensington & Chelsea Main Centres	£548.88	£553.23	£612.74	£733.74	£970.91
Other in Kensington & Chelsea	£70.14	£73.33	£81.72	£98.58	£130.16
<b>Total</b>	<b>£1,737.50</b>	<b>£1,875.32</b>	<b>£2,075.31</b>	<b>£2,480.64</b>	<b>£3,283.83</b>
<b>Turnover of Existing Floorspace</b>					
South - Kensington & Chelsea Main Centres	£1,118.48	£1,220.20	£1,302.52	£1,452.24	£1,728.40
Central/North - Kensington & Chelsea Main Centres	£548.88	£598.80	£639.19	£712.67	£848.19
Other in Kensington & Chelsea	£70.14	£76.52	£81.69	£91.08	£108.40
<b>Total</b>	<b>£1,737.50</b>	<b>£1,895.52</b>	<b>£2,023.40</b>	<b>£2,255.98</b>	<b>£2,684.99</b>
<b>Surplus Expenditure</b>					
South - Kensington & Chelsea Main Centres	n/a	£28.55	£78.33	£196.08	£454.36
Central/North - Kensington & Chelsea Main Centres	n/a	-£45.56	-£26.45	£21.07	£122.72
Other in Kensington & Chelsea	n/a	-£3.19	£0.03	£7.50	£21.77
<b>Total</b>	<b>n/a</b>	<b>-£20.21</b>	<b>£51.91</b>	<b>£224.65</b>	<b>£598.84</b>
<b>Sales Density for New Floorspace</b>					
Main Centres	£6,528	£7,122	£7,602	£8,476	£10,088
Other	£4,904	£5,350	£5,711	£6,367	£7,578
<b>Sales Floorspace (Sq M Net)</b>					
South - Kensington & Chelsea Main Centres	n/a	4,009	10,303	23,134	45,040
Central/North - Kensington & Chelsea Main Centres	n/a	-6,398	-3,479	2,486	12,165
Other in Kensington & Chelsea	n/a	-597	6	1,178	2,872
<b>Total</b>	<b>n/a</b>	<b>-2,986</b>	<b>6,830</b>	<b>26,798</b>	<b>60,077</b>
<b>Gross Floorspace (Sq M Gross)</b>					
South - Kensington & Chelsea Main Centres	n/a	5,345	13,738	30,845	60,054
Central/North - Kensington & Chelsea Main Centres	n/a	-8,531	-4,639	3,314	16,220
Other in Kensington & Chelsea	n/a	-796	7	1,571	3,829
<b>Total</b>	<b>n/a</b>	<b>-3,981</b>	<b>9,106</b>	<b>35,731</b>	<b>80,103</b>

## **Appendix D**

### Operators' Requirements

## ROYAL BOROUGH OF KENSINGTON & CHELSEA OPERATOR REQUIREMENTS SURVEY

Over 300 questionnaires were sent to a range of national/regional retail and leisure companies.

27 responses were received (9% response rate) from the following companies:

### Companies with a requirement

Operator & Trading Names	Space Required Sq Ft	Locations
Maplin Electronics	2,500 – 5,000	Kensington High Street; Fulham Road
Primark	45,000 +	No specific requirement – remain opportunistic in search
Regis International (Supercuts, Hair Express, Sassoon Studio)	750	Kensington High Street; South Kensington; King's Road; Notting Hill Gate; Fulham Road; Portobello Road; Local Centres.
Dolland & Aitcheson	900	Notting Hill Gate
Staples	4,000	Kensington High Street
Nicholas UK Ltd (Off License)	1,400	King's Road
Majestic Wine Warehouse	2,500 – 3,500	Knightsbridge; Kensington High Street; South Kensington (new or expanded unit); King's Road; Notting Hill Gate; Fulham Road; Westbourne Grove.
Esporta Health & Fitness	23,000 – 30,000	Knightsbridge; Kensington High Street; South Kensington; King's Road; Notting Hill Gate.

### Companies with no current requirement

Next	House Of Fraser
Jigsaw	Barnardo's
BHS	Woolworths
SCS Upholstery	Specsavers
Morgan	Rosebys
Mosaic Fashions (Oasis, Coast, Principles, Warehouse, Karen Millen)	DSGi (Currys, Currys Digital, PC World)
Ann Summers	The Edinburgh Woollen Mill
Claire's Accessories	Viyella
Matalan	DFS
Clarks	

**Questionnaire Results**

Does your company have a requirement for new or expanded premises in the Borough of Wandsworth?

Yes	8 (30%)
No	19 (70%)
Total	27

What are the main reasons why you are not looking for premises?

Reasons cited:

'Requirements met/sufficient representation'	7
'Market profile not correct for our brand'	3
'Locations would not sustain a store'	1
'We are taking on a store in White City'	1
'Trade in out of town Retail Parks'	1
'Not looking to move'	1
No reason cited	5

What additional information might influence you in deciding to locate in the Borough?

Information cited:

'Parking Facilities'	1
No information cited	7

What has prevented you from securing this requirement to date?

Reasons cited:

'Lack of available/suitable premises/sites/opportunities'	3
'High rents'	2
'Have not previously looked in these locations'	1
'Available Car Parking'	1
No reason cited	1

**ESTATES GAZETTE (EGI) – RETAILER AND LEISURE REQUIREMENTS  
(SEPTEMBER 2007 TO MARCH 2008)**

<b>COMPANY NAME</b>	<b>SECTOR</b>	<b>REQUIREMENT (SQ M)</b>	<b>REQUIREMENT (CENTRE/AREA)</b>
Moyses Stevens	Florists	60	Kensington Notting Hill
Smollensky's	Bar/Brasserie/Restaurant	139 – 557	Chelsea Kensington Notting Hill
Sports Direct	Sports Clothing & Equipment	465 – 929	Kensington
TK Maxx	Clothing	1,800 – 6,500	Notting Hill Gate Kensington Chelsea Notting Hill
Yo! Sushi	Bar/Brasserie/Restaurant	186 – 232	Kensington Chelsea Notting Hill
Costa Coffee	Coffee Boutique	93 – 186	Kensington Church St. Kensington High St. Notting Hill Old Brompton Road Westbourne Grove Notting Hill Gate
Giraffe	Bar/Brasserie/Restaurant	139 – 372	Holland Park Notting Hill
Gourmet Burger Kitchen	Bar/Brasserie/Restaurant	149 – 260	Chelsea Holland Park Kensington High St. King's Road Knightsbridge Notting Hill
Monsoon	Clothing	93 – 372	Notting Hill
La Senza	Clothing	139 – 186	Kensington High St. Knightsbridge
Pret A Manger	Fastfood/Takeaway/Sandwiches		Earl's Court Fulham Road Knightsbridge
Whistles	Clothing	111 – 232	Kensington Church Street Westbourne Grove
Blacks Outdoor Leisure	Sports Clothing & Equipment	465 – 929	King's Road

<b>COMPANY NAME</b>	<b>SECTOR</b>	<b>REQUIREMENT (SQ M)</b>	<b>REQUIREMENT (CENTRE/AREA)</b>
Desa	Accessories & Jewellery	139 – 186	Brompton Road King's Road
Esprit	Clothing	465 – 734	King's Road
Uniglo	Clothing	929 – 2,787	Brompton Road King's Road
Habitat	Household Goods	929 – 1,858	Brompton Road
LK Bennett	Clothing	75 – 230	Brompton Brompton Cross Brompton Road
Reiss	Clothing	167 – 279	Brompton Cross Westbourne Grove
Holland & Barrett	Health/Natural Remedies	93 – 139	Portobello Road
Abel & Cole	Food	279 – 465	Earl's Court

## **Appendix E**

### Household Survey Results

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmith & Fulham South	Hammersmith & Fulham Central	Hammersmith & Fulham North											
<b>Q01 Which store or shop did you do your household's last main food and grocery shopping ?</b>																						
Sainsbury's, Kensal Gas Works, Canal Walk, Ladbroke Grove	8.1%	81	34.4%	31	0.0%	0	0.0%	0	11.0%	11	26.2%	28	1.1%	1	0.8%	1	0.0%	0	0.8%	1	10.0%	8
Waitrose, Kings Road, Chelsea	5.0%	50	0.0%	0	0.0%	0	36.5%	31	0.0%	0	0.0%	0	2.1%	2	10.0%	13	3.3%	3	0.0%	0	1.3%	1
Sainsbury's, Wilton Road, Victoria	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.1%	39	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Internet	3.9%	39	5.6%	5	4.8%	5	2.4%	2	1.0%	1	3.7%	4	0.0%	0	5.4%	7	3.3%	3	8.3%	10	2.5%	2
Tesco, Shepherds Bush Road, Hammersmith	3.9%	39	1.1%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	23.3%	28	8.8%	7
Tesco, West Cromwell Road, Kensington	3.4%	34	0.0%	0	13.3%	14	4.7%	4	2.0%	2	0.9%	1	1.1%	1	2.3%	3	5.6%	5	2.5%	3	1.3%	1
Sainsbury's, Townmead Road, Fulham	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	6.9%	9	25.6%	23	0.0%	0	0.0%	0
Asda, Clapham Junction	2.9%	29	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	19.2%	25	2.2%	2	0.0%	0	0.0%	0
Asda, Park Royal, Ealing	2.7%	27	2.2%	2	0.0%	0	0.0%	0	5.0%	5	2.8%	3	0.0%	0	0.0%	0	1.7%	2	18.8%	15		
Sainsbury's, Garrett Lane, Wandsworth	2.3%	23	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	11.5%	15	4.4%	4	0.8%	1	0.0%	0
Waitrose, High Street, Kensington	2.2%	22	0.0%	0	14.3%	15	0.0%	0	0.0%	0	1.9%	2	3.2%	3	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Sainsbury's, High Road, Willesden Green	2.1%	21	1.1%	1	0.0%	0	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, North End Road, Fulham	2.0%	20	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	16.7%	15	2.5%	3	0.0%	0
Sainsbury's, West End Air Terminal, Cromwell Road	1.9%	19	1.1%	1	12.4%	13	2.4%	2	0.0%	0	0.0%	0	2.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road	1.8%	18	0.0%	0	12.4%	13	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	1.7%	2	0.0%	0
Morrisons, Shepherds Bush	1.6%	16	3.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	10	2.5%	2
Tesco Metro, Portobello Road, Notting Hill	1.6%	16	14.4%	13	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Kilburn High Road, Kilburn	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.0%	7	7.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Motcombe Street, Belgravia	1.3%	13	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	10.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Whiteleys Centre, Queensway	1.3%	13	2.2%	2	1.0%	1	0.0%	0	0.0%	0	9.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Kings Road, Chelsea	1.3%	13	0.0%	0	0.0%	0	9.4%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	2	3.3%	3	0.0%	0	0.0%	0
Waitrose, Finchley Road, London	1.2%	12	0.0%	0	1.0%	1	0.0%	0	5.0%	5	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Fulham Road, Fulham Broadway	1.1%	11	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	8.9%	8	0.0%	0	0.0%	0
Marks & Spencer Food Hall,	1.1%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	6	3.8%	3

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North				
King Street, Hammersmith																						
Waitrose, High Street, Putney	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	4.4%	4	0.0%	0	0.0%	0
Tesco, Brent Park, Neasden	1.0%	10	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Chiswick High Road, Chiswick	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	3.8%	3
Tesco Metro, Notting Hill Gate, Notting Hill	1.0%	10	3.3%	3	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Way, Pimlico	1.0%	10	0.0%	0	1.0%	1	2.4%	2	0.0%	0	0.9%	1	5.3%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Local, Westbourne Grove, London	0.9%	9	2.2%	2	2.9%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	1.1%	1	0.8%	1	0.0%	0
Asda, Forty Lane, Wembley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, London	0.8%	8	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	2.3%	3	1.1%	1	1.7%	2	0.0%	0
Sainsbury's, Kings Mall, Hammersmith	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	2.5%	2		
Tesco, High Street, Kensington	0.8%	8	0.0%	0	3.8%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.8%	1	0.0%	0
Morrisons, King Street, Acton	0.7%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.3%	5		
Sainsbury's, Cromwell Road, Kensington	0.7%	7	1.1%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.3%	1
Marks & Spencer Food Hall, High Street, Kensington	0.7%	7	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.8%	1	0.0%	0
Sainsbury's, Essex Place, Chiswick	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	1.3%	1		
Sainsbury's, Finchley Road, Swiss Cottage	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Express, Old Brompton Road, South Kensington	0.6%	6	1.1%	1	1.0%	1	1.2%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Portobello Road Market	0.6%	6	4.4%	4	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clifton Road, Maida Vale	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco, Brent Cross	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Southside, Wandsworth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nine Elms	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goldhawk Road, Shepherds Bush	0.5%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.3%	1		
Somerfield, Doddington Estate, Battersea	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea	0.5%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenford Hoover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.0%	4		

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmith & Fulham South	Hammersmith & Fulham Central	Hammersmith & Fulham North
Building, Western Avenue, Perivale											
Tesco Express, King Steet, Hammersmith	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 82 Holland Park Avenue, Notting Hill	0.5%	5	3.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%
Local Shops	0.5%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Marks & Spencer, Oxford Street, London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.2%
Somerfield, Kings Road, Chelsea	0.5%	5	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%
Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill	0.5%	5	4.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%
Somerfield, North End Road, Fulham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Fulham Road, Chelsea	0.5%	5	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%
Sainsbury's, Werter Road, Putney	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Edgware Road, Paddington	0.4%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%
Iceland, Old Oak Common Lane, East Acton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wholefoods	0.4%	4	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%
Tesco Express, North End Road, Hammersmith	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Canal Way, Ladbroke Grove	0.4%	4	2.2%	2	1.0%	1	0.0%	0	0.9%	1	0.0%
Somerfield, Harrow Road, Maida Vale	0.4%	4	2.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%
Sainsbury's Local, Clapham Junction	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Marks & Spencer Food Hall, Clapham Junction	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Marks & Spencer, High Street, Putney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Marks & Spencer Simply Food, Brompton Road, Kensington	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%
Asda, Lavender Hill, Clapham	0.3%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Marks & Spencer, Victoria Railway Station, Victoria	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Waitrose, Alexandria Road, West Ealing	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Sloane	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
Avenue, Chelsea	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 279 Kings Road, Chelsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Harrow Road, Kensal Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hendon Way, Brent Cross	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Earls Court Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Iceland, North End Road, Fulham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Edgware Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morgans, Church Road, Willesden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Iceland Extra, King Street, Hammersmith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Co-Op Welcome, Uxbridge Road, Shepherds Bush	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers market, Waterstones Carpark, Notting Hill	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Jerden Place, Fulham	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's Local, Earls Court Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 62-64 Queensway, Bayswater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Local, Fulham Palace Road, Hammersmith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Honeypot Lane, Queensbury	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Road, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrods, Brompton Road, London	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 180-184 Fulham Road, Chelsea	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plant Organic, Westbourne Grove, Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, Long Acre, Covent Garden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Budgens, Munster Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers market, Marylebone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Farmers market, Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farmers market, Salisbury Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Road, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ealing Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Broadway, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, 289-291 Fulham Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maida Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 601 Kings Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, Kilburn High Road, Kilburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Royal Hospital Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Edgware Road, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Pioneer Way, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St Ann's Road, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Budgens, Bishops Road, Queensway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Edgware Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hyde, Hollandale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Walm Lane, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Holland Park, London	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kennington Lane, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Khyber Road, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Osterley Park, Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Selfridges, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Brompton Road, Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda, Edgware Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
Colindale																						
Tesco, Willesden Lane, Kilburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Clapham Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 107-109 Gloucester Road, South Kensington	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Paddington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 248 Fulham Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Broadway, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Waitrose, High Street, Marylebone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Borough High Street, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chalk Farm Road, Camden	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 87-93 Gloucester Road	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dog Kennel Hill, London	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Way to Save, Willesden Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Edgware Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Don't know / varies)	3.8%	38	0.0%	0	2.9%	3	3.5%	3	10.0%	10	6.5%	7	4.2%	4	1.5%	2	1.1%	1	1.7%	2	7.5%	6
Base:	1002	90	105	85	100	107	95	130	90	120	80											

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q02 Is there any other store or shop you do your main food and grocery shopping ?</b>																						
Tesco, West Cromwell Road, Kensington	2.6%	26	6.7%	6	7.6%	8	7.1%	6	0.0%	0	0.9%	1	1.1%	1	0.0%	0	2.2%	2	0.8%	1	1.3%	1
Waitrose, North End Road, Fulham	2.4%	24	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	18.9%	17	4.2%	5	0.0%	0
Sainsbury's, Kensal Gas Works, Canal Walk, Ladbroke Grove	2.4%	24	13.3%	12	0.0%	0	0.0%	0	3.0%	3	6.5%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Waitrose, High Street, Kensington	2.3%	23	4.4%	4	7.6%	8	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.8%	1	1.1%	1	5.8%	7	0.0%	0
Waitrose, Kings Road, Chelsea	2.2%	22	0.0%	0	0.0%	0	12.9%	11	0.0%	0	0.0%	0	5.3%	5	3.1%	4	2.2%	2	0.0%	0	0.0%	0
Asda, Park Royal, Ealing	1.7%	17	4.4%	4	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.8%	7
Sainsbury's, Kings Mall, Hammersmith	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	11	6.3%	5
Marks & Spencer Food Hall, High Street, Kensington	1.6%	16	1.1%	1	6.7%	7	1.2%	1	1.0%	1	0.9%	1	0.0%	0	0.8%	1	1.1%	1	1.7%	2	1.3%	1
Asda, Clapham Junction	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	9.2%	12	1.1%	1	0.0%	0	0.0%	0
Morrisons, Shepherds Bush	1.3%	13	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	7.5%	6
Marks & Spencer Food Hall, Kings Road, Chelsea	1.3%	13	0.0%	0	1.0%	1	9.4%	8	0.0%	0	0.0%	0	1.1%	1	1.5%	2	1.1%	1	0.0%	0	0.0%	0
Tesco, Shepherds Bush Road, Hammersmith	1.2%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	9	2.5%	2
Sainsbury's, Wilton Road, Victoria	1.2%	12	0.0%	0	0.0%	0	2.4%	2	1.0%	1	0.0%	0	9.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Westbourne Grove, London	1.1%	11	3.3%	3	0.0%	0	0.0%	0	3.0%	3	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Portobello Road, Notting Hill	1.1%	11	7.8%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Sainsbury's, Townmead Road, Fulham	1.1%	11	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	4	6.7%	6	0.0%	0	0.0%	0
Marks & Spencer Food Hall, King Street, Hammersmith	1.0%	10	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	4.2%	5	2.5%	2
Tesco, Warwick Way, Pimlico	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garrett Lane, Wandsworth	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	9	0.0%	0	0.8%	1	0.0%	0
Waitrose, High Street, Putney	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	3.3%	3	0.8%	1	0.0%	0
Sainsbury's, West End Air Terminal, Cromwell Road	0.9%	9	0.0%	0	7.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Waitrose, High Street, Southside, Wandsworth	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cromwell Road, Kensington	0.8%	8	0.0%	0	1.9%	2	2.4%	2	1.0%	1	1.9%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Local Shops	0.8%	8	0.0%	0	2.9%	3	0.0%	0	2.0%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.8%	1	0.0%	0
Internet	0.8%	8	1.1%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Essex Place, Chiswick	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	1.3%	1
Marks & Spencer, Kilburn High Road, Kilburn	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road	0.7%	7	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Wholefoods	0.6%	6	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.3%	1
Marks & Spencer Simply Food, Earls Court Road	0.6%	6	0.0%	0	3.8%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clifton Road, Maida Vale	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Oxford Street, London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.2%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill	0.5%	5	2.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, High Street, Kensington	0.5%	5	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Sainsbury's, Kilburn High Road, Kilburn	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Colonnades, Bayswater	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.8%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Brompton Road, Kensington	0.4%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Clapham Junction	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Whiteleys Centre, Queensway	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Earls Court Road, London	0.4%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Sloane Avenue, Chelsea	0.4%	4	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Somerfield, Harrow Road, Maida Vale	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Werter Road, Putney	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.2%	2	0.0%	0	0.0%	0
Sainsbury's, Fulham Road, Fulham Broadway	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.3%	3	0.0%	0	0.0%	0
Sainsbury's Local, Clapham Junction	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham Junction	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total		Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North										
Netto, Hardwicke Road, Acton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.5%	2
Morrisons, King Street, Acton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	2
Somerfield, North End Road, Fulham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.8%	1	0.0%	0
Marks & Spencer, Brent Cross	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Metro, Notting Hill Gate, Notting Hill	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Somerfield, Earls Court Road, Earls Court	0.3%	3	0.0%	0	1.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 138-142 Queensway, Bayswater	0.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kings Road, Chelsea	0.3%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Old Oak Common Lane, East Acton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Asda, Forty Lane, Wembley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brent Cross	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Welcome, Uxbridge Road, Shepherds Bush	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	2
Tesco Express, 279 Kings Road, Chelsea	0.3%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Edgware Road, Paddington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Willesden Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Road, Chiswick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Tesco, High Road, Chiswick	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dodington Estate, Battersea	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Clapham Junction	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Putney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer Food Hall, 289-291 Fulham Road, Chelsea	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Edgware Road, Colindale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road Market	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyndham Butchers, Fulham Road, London	0.2%	2	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Motcombe Street, Belgravia	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
London																						
Sainsbury's Local, Fulham Road, Chelsea	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 82 Holland Park Avenue, Notting Hill	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Finchley Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Tesco Express, North End Road, Hammersmith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Jerden Place, Fulham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Brent Park, Neasden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road Market, Fulham	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh and Wild, Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvey Nicholls, Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Welcome, North End Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Farmers market, Wellington Baracks	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Edgware Road, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clapham Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Jones, Sloane Square, Chelsea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers market, Oval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harlesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Market	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutters, Upper Richmond Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bryanston Street, Marble Arch, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackbird Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Praed Street, Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 107-109 Gloucester Road, South Kensington	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 115 Maida Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North										
Sainsbury's, Walm Lane, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Victoria Railway Station, Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Park Royal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damas Gate, Uxbridge Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, 601 Kings Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, 62-64 Queensway, Bayswater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 700-702 Fulham Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Somerfield, Cricklewood Lane, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Harrow Road, Kensal Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North End Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Fulham Palace Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, Kiln Lane, Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Royal Hospital Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, West End Quay, Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Munster Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, Uxbridge Road, Shepherds Bush	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Beverley Way, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wandsworth Bridge Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Broadway, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco, Broadway, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco, Church Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selfridges, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nature Intended, High Street, Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, High Street, Ryde, Isle of Wight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0

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	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Tesco Express, Brompton Road, Knightsbridge	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Partridges, Sloane Square, Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Uxbridge Road, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Plant Organic, Westbourne Grove, Kensington	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Paddington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Willesden Lane, Kilburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tachbrook Market, Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hendon Way, Brent Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fulham Palace Road, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lidl, Uxbridge Road, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Express, 248 Fulham Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Luscious Organic, High Street, Kensington	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 459 Fulham Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Borough High Street, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Upper Richmond Road West, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Waitrose, West Street, Marlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highbridge Road, Barking	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Finchley Road, Swiss Cottage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other store)	27.6%	277	37.8%	34	21.9%	23	18.8%	16	31.0%	31	29.0%	31	28.4%	27	33.8%	44	23.3%	21	24.2%	29	26.3%	21
(Don't know / varies)	13.0%	130	8.9%	8	13.3%	14	12.9%	11	22.0%	22	18.7%	20	14.7%	14	4.6%	6	10.0%	9	8.3%	10	20.0%	16
AA King, New Kings Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
<b>Q03 How do you normally travel to do your main food shopping?</b>																						
Car-driver	31.9%	320	28.9%	26	15.2%	16	25.9%	22	48.0%	48	32.7%	35	21.1%	20	34.6%	45	41.1%	37	34.2%	41	37.5%	30
Car-passenger	6.3%	63	4.4%	4	1.9%	2	7.1%	6	12.0%	12	7.5%	8	5.3%	5	3.1%	4	4.4%	4	5.0%	6	15.0%	12
Bus / coach	15.7%	157	17.8%	16	8.6%	9	4.7%	4	17.0%	17	19.6%	21	16.8%	16	14.6%	19	13.3%	12	15.8%	19	30.0%	24
Train	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tube	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Taxi	0.7%	7	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.9%	1	2.1%	2	0.8%	1	1.1%	1	0.0%	0	0.0%	0
Walk	35.7%	358	41.1%	37	63.8%	67	52.9%	45	15.0%	15	28.0%	30	45.3%	43	36.2%	47	30.0%	27	32.5%	39	10.0%	8
Bicycle	1.5%	15	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.9%	2	3.2%	3	2.3%	3	1.1%	1	2.5%	3	1.3%	1
Other	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	2.8%	28	3.3%	3	5.7%	6	1.2%	1	0.0%	0	1.9%	2	0.0%	0	3.8%	5	1.1%	1	5.8%	7	3.8%	3
(Don't know / varies)	4.3%	43	3.3%	3	2.9%	3	7.1%	6	2.0%	2	7.5%	8	5.3%	5	4.6%	6	7.8%	7	1.7%	2	1.3%	1
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q04 In addition to your main food shopping at which store or shop did you last visit for small scale/top up shopping for things like bread, milk or newspapers?</b>																						
Local Shops	12.4%	124	18.9%	17	9.5%	10	9.4%	8	10.0%	10	13.1%	14	16.8%	16	8.5%	11	11.1%	10	19.2%	23	6.3%	5
Sainsbury's, Kensal Gas Works, Canal Walk, Ladbroke Grove	1.8%	18	2.2%	2	0.0%	0	0.0%	0	8.0%	8	3.7%	4	1.1%	1	0.0%	0	0.0%	0	0.8%	1	2.5%	2
Waitrose, Kings Road, Chelsea	1.7%	17	0.0%	0	0.0%	0	9.4%	8	0.0%	0	0.0%	0	0.0%	0	6.9%	9	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shepherds Bush	1.3%	13	2.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	3.8%	3
Tesco Metro, Portobello Road, Notting Hill	1.1%	11	10.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Sainsbury's, High Road, Willesden Green	1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Kensington	1.0%	10	2.2%	2	5.7%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Local, Westbourne Grove, London	1.0%	10	2.2%	2	1.9%	2	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Shepherds Bush Road, Hammersmith	1.0%	10	1.1%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	2.5%	2
Iceland, Old Oak Common Lane, East Acton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	9
Tesco, West Cromwell Road, Kensington	0.9%	9	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, North End Road, Hammersmith	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	9	0.0%	0
Co-Op Welcome, Uxbridge Road, Shepherds Bush	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	2.5%	2
Marks & Spencer Food Hall, High Street, Kensington	0.9%	9	1.1%	1	5.7%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Local, Clapham Junction	0.8%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 279 Kings Road, Chelsea	0.8%	8	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	1.1%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road	0.8%	8	0.0%	0	7.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Clapham Junction	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garrett Lane, Wandsworth	0.8%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	1.1%	1	0.0%	0	0.0%	0
Tesco Metro, Notting Hill Gate, Notting Hill	0.7%	7	3.3%	3	2.9%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kilburn High Road, Kilburn	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townmead Road, Fulham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	5.6%	5	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total		Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North										
Sainsbury's, Wilton Road, Victoria	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Fulham Road, Fulham Broadway	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.8%	1	0.0%	0
Tesco Express, Clifton Road, Maida Vale	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 82 Holland Park Avenue, Notting Hill	0.6%	6	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0
Waitrose, North End Road, Fulham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	2.5%	3	0.0%	0
Tesco Express, 601 Kings Road, Fulham	0.5%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.8%	1	0.0%	0
Marks & Spencer Food Hall, King Street, Hammersmith	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0
Somerfield, North End Road, Fulham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0
Morrisons, King Street, Acton	0.5%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.8%	3
Asda, Park Royal, Ealing	0.5%	5	1.1%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Somerfield, Kings Road, Chelsea	0.5%	5	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, West End Air Terminal, Cromwell Road	0.5%	5	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goldhawk Road, Shepherds Bush	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	2.5%	2
Sainsbury's Local, Fulham Road, Chelsea	0.5%	5	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Clapham Junction	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.5%	3	1.3%	1
Somerfield, Dodington Estate, Battersea	0.5%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Kings Road, Chelsea	0.5%	5	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.2%	2	0.0%	0	0.0%	0
Somerfield, Earls Court Road, Earls Court	0.5%	5	0.0%	0	3.8%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Lupus Street, Pimlico	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 115 Maida Vale	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Harrow Road, Kensal Green	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Whiteleys Centre, Queensway	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
Palace Road, Fulham																						
Sainsbury's Local, Sloane Avenue, Chelsea	0.4%	4	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fulham Palace Road, Hammersmith	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	3	0.0%	0
Budgens, Munster Road, Fulham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill	0.4%	4	3.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Brompton Road, South Kensington	0.4%	4	1.1%	1	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clapham Junction	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, King Street, Hammersmith	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Sainsbury's, Cromwell Road, Kensington	0.3%	3	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Paddington Station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Willesden Lane, Kilburn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Putney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.1%	1	0.0%	0	0.0%	0
Budgens, The Colonnades, Bayswater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Southside, Wandsworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham Junction	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Steet, Hammersmith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Tesco, Brent Park, Neasden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Earls Court Road	0.3%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Partridges, Sloane Square, Chelsea	0.3%	3	0.0%	0	1.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.3%	1
Marks & Spencer Food Hall, 289-291 Fulham Road, Chelsea	0.3%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-Op, Askew Road, Shepherds Bush	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.3%	1
Iceland, North End Road,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
Fulham																						
Sainsbury's Local, Brompton Road, Kensington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Motcombe Street, Belgravia	0.3%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 459 Fulham Road, Chelsea	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Finchley Road, Swiss Cottage	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Marylebone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Shepherds Bush Market	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Plant Organic, Westbourne Grove, Kensington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Portobello Road Market	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 700-702 Fulham Road, Fulham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Tesco Express, Royal Hospital Road, Chelsea	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Broadway, Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Uxbridge Road, West Kensington	0.2%	2	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Battersea Park Road, Battersea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 248 Fulham Road, Chelsea	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Waitrose, High Street, Putney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.0%	0
North End Road Market, Fulham	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Khyber Road, Battersea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Budgens, Parsons Green, Fulham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Sainsbury's, Chiswick High Road, Chiswick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Marks & Spencer Simply Food, Brompton Road, Kensington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, 107-109 Gloucester Road, South Kensington	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers market, Salisbury Road, Queenspark	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

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	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
Cross																						
Marks & Spencer Simply Food, Jerden Place, Fulham	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eurofoods, Charlwood Street, Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Clapham Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St John's Road, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Eurofoods, Church Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers market, Orange Square	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ealing Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Kensington Church Street, Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Corner, Earls Court	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Westbourne Park	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denby Street Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cricklewood Lane, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bybus, London Gardens, Notting Hill Gate	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers market, Notting Hill	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Welcome, North End Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Somerfield, Harrow Road, Maida Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Harlesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Rowley Way, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Southside Shopping Centre, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kensington Food & Wine, Russell Gardens, Kensington	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L'Eau A La Bouche, Broadway Market, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 62-64 Queensway, Bayswater	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AA King, New Kings Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Londis, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Londis, High Road, Willesden Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North										
Fields, Chesterton Road, North Kensington	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Merton Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best Foods, Westminster	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Many Thanks, Fulham Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Food Market, North End Road, Fulham	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Valley, Marble Arch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queensway	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, West End Quay, Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nine Elms	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Clapham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brent Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wandsworth Road, South Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenford Hoover Building, Western Avenue, Perivale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Costcutter, Uxbridge Road, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco, Monk Street, SW1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Queens Road, Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Oxford Street, London	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Way, Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Victoria Railway Station, Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Edgware Road, Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Canada Square	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Finchley Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Somerfield, Upper Richmond Road, Putney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshco, Wandsworth Bridge Road, Fulham	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Craven Road, Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Superstore, Queenstown Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Battersea																						
Tackbrook Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Hyde, Hollandale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harlesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 180-184 Fulham Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Way to Save, Willesden Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellworth Foods, Old Brompton Road, North Kensington	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do top-up food shopping)	23.2%	232	26.7%	24	21.9%	23	18.8%	16	23.0%	23	31.8%	34	26.3%	25	16.9%	22	18.9%	17	20.8%	25	28.8%	23
(Don't know / varies)	13.0%	130	7.8%	7	12.4%	13	16.5%	14	16.0%	16	15.0%	16	15.8%	15	13.1%	17	10.0%	9	5.0%	6	21.3%	17
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q05 In which location do you buy most of your household's non-food shopping?</b>																						
London West End	17.5%	175	17.8%	16	15.2%	16	8.2%	7	19.0%	19	36.4%	39	26.3%	25	16.2%	21	7.8%	7	12.5%	15	12.5%	10
Kensington High Street	12.2%	122	22.2%	20	40.0%	42	2.4%	2	2.0%	2	6.5%	7	5.3%	5	3.8%	5	11.1%	10	16.7%	20	11.3%	9
Kings Road	10.9%	109	1.1%	1	6.7%	7	54.1%	46	0.0%	0	0.9%	1	15.8%	15	15.4%	20	17.8%	16	2.5%	3	0.0%	0
Hammersmith	6.9%	69	6.7%	6	1.9%	2	2.4%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	6.7%	6	28.3%	34	22.5%	18
Several different locations	5.5%	55	5.6%	5	3.8%	4	3.5%	3	7.0%	7	2.8%	3	13.7%	13	6.2%	8	2.2%	2	5.8%	7	3.8%	3
Brent Cross	4.5%	45	1.1%	1	0.0%	0	0.0%	0	34.0%	34	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.3%	5
Internet / delivered	3.8%	38	4.4%	4	5.7%	6	2.4%	2	3.0%	3	6.5%	7	1.1%	1	3.1%	4	4.4%	4	3.3%	4	3.8%	3
Kilburn	2.6%	26	1.1%	1	0.0%	0	0.0%	0	16.0%	16	8.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	2.6%	26	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	2.3%	3	21.1%	19	0.8%	1	0.0%	0
Clapham Junction	2.4%	24	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	16.9%	22	1.1%	1	0.0%	0	0.0%	0
Putney	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.8%	5	12.2%	11	0.8%	1	0.0%	0
Notting Hill Gate	1.6%	16	7.8%	7	5.7%	6	1.2%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	13	1.1%	1	0.8%	1	0.0%	0
Shepherds Bush	1.5%	15	1.1%	1	1.0%	1	1.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	5.8%	7	3.8%	3
Kingston-Upon-Thames	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	10	0.0%	0	1.7%	2	1.3%	1
Portobello Road	1.2%	12	11.1%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria	1.2%	12	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	11.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	1.0%	10	0.0%	0	2.9%	3	2.4%	2	0.0%	0	0.9%	1	2.1%	2	0.8%	1	1.1%	1	0.0%	0	0.0%	0
Central London	1.0%	10	1.1%	1	1.9%	2	0.0%	0	0.0%	0	1.9%	2	3.2%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Willesden Green	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.6%	6	1.1%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Ladbroke Grove	0.6%	6	3.3%	3	0.0%	0	0.0%	0	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5
Chiswick	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	1.3%	1
Westminster	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Ealing Broadway	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5
Battersea	0.5%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Maida Vale	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	4	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.4%	4	1.1%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court	0.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Wembley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Fulham Road West	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.8%	1	0.0%	0
Marylebone	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Richmond	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Westbourne Grove	0.3%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimlico	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Queensway, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Gardens	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1
Tooting	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kilburn High Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Church Road, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmith & Fulham South	Hammersmith & Fulham Central	Hammersmith & Fulham North
Marks & Spencer, Whiteleys Of Bayswater, Queensway, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Old Kent Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hemel Hempstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Perivale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Cricklewood Broadway	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Cromwell Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Brook Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Neasden	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Harrods, Brompton Road, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Canal Way, Ladbroke Grove	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Edgware Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Sheldon Square	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Fulham Road East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Shopping Centre, Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Bloomsbury, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Fulham Road, Fulham	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Hampstead	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Street, Westminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Camden Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Park Royal, Hounslow	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
West Ealing	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
High Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Whiteleys Shopping Centre, Queensway, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
(Don't know)	6.9%	69	6.7%	6	7.6%	8	14.1%	12	3.0%	3	8.4%
(Don't regularly buy these kind of goods)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Base:	1002	90	105	85	100	107	95	130	90	120	80

**Q06 Have you heard of Westfield's White City Shopping Centre development due to open this year?**

Yes	59.3%	594	82.2%	74	67.6%	71	41.2%	35	56.0%	56	58.9%	63	44.2%	42	27.7%	36	55.6%	50	79.2%	95	90.0%	72
No	40.7%	408	17.8%	16	32.4%	34	58.8%	50	44.0%	44	41.1%	44	55.8%	53	72.3%	94	44.4%	40	20.8%	25	10.0%	8
Base:	1002	90	105	85	100	107	95	130	90	120	80											

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
<b>Q07 Will you consider shopping there regularly?</b>																						
Yes	53.2%	316	64.9%	48	46.5%	33	31.4%	11	51.8%	29	47.6%	30	26.2%	11	27.8%	10	42.0%	21	65.3%	62	84.7%	61
No	46.8%	278	35.1%	26	53.5%	38	68.6%	24	48.2%	27	52.4%	33	73.8%	31	72.2%	26	58.0%	29	34.7%	33	15.3%	11
Base:		594		74		71		35		56		63		42		36		50		95		72
<b>Q08 How do you normally travel to do your non-food shopping ?</b>																						
Car-driver	20.6%	206	20.0%	18	13.3%	14	17.6%	15	43.0%	43	21.5%	23	7.4%	7	21.5%	28	16.7%	15	18.3%	22	26.3%	21
Car-passenger	2.8%	28	2.2%	2	2.9%	3	3.5%	3	5.0%	5	0.9%	1	0.0%	0	3.8%	5	2.2%	2	0.8%	1	7.5%	6
Bus / coach	33.0%	331	36.7%	33	20.0%	21	27.1%	23	28.0%	28	41.1%	44	43.2%	41	32.3%	42	38.9%	35	26.7%	32	40.0%	32
Train	6.9%	69	3.3%	3	7.6%	8	2.4%	2	9.0%	9	7.5%	8	5.3%	5	7.7%	10	10.0%	9	8.3%	10	6.3%	5
Taxi	0.9%	9	0.0%	0	2.9%	3	2.4%	2	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Walk	18.5%	185	16.7%	15	34.3%	36	30.6%	26	7.0%	7	13.1%	14	20.0%	19	18.5%	24	18.9%	17	16.7%	20	8.8%	7
Bicycle	2.9%	29	2.2%	2	3.8%	4	1.2%	1	0.0%	0	2.8%	3	5.3%	5	3.8%	5	2.2%	2	4.2%	5	2.5%	2
Tube	3.0%	30	1.1%	1	4.8%	5	1.2%	1	1.0%	1	5.6%	6	2.1%	2	2.3%	3	2.2%	2	6.7%	8	1.3%	1
Delivered	0.8%	8	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	2	1.1%	1	0.8%	1	1.3%	1
Motorcycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.5%	105	16.7%	15	9.5%	10	14.1%	12	6.0%	6	7.5%	8	11.6%	11	8.5%	11	7.8%	7	16.7%	20	6.3%	5
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q09 At which location did your household last buy clothes and shoes ?</b>																						
London West End	21.5%	215	20.0%	18	17.1%	18	12.9%	11	16.0%	16	52.3%	56	30.5%	29	16.2%	21	13.3%	12	15.8%	19	18.8%	15
Kensington High Street	13.3%	133	25.6%	23	43.8%	46	8.2%	7	4.0%	4	7.5%	8	3.2%	3	6.2%	8	10.0%	9	15.0%	18	8.8%	7
Kings Road	11.1%	111	1.1%	1	6.7%	7	47.1%	40	0.0%	0	0.9%	1	16.8%	16	18.5%	24	16.7%	15	5.0%	6	1.3%	1
Hammersmith	7.4%	74	10.0%	9	2.9%	3	3.5%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	10.0%	9	25.8%	31	22.5%	18
Brent Cross	4.2%	42	0.0%	0	0.0%	0	0.0%	0	34.0%	34	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.3%	5
Central London	3.4%	34	4.4%	4	4.8%	5	1.2%	1	2.0%	2	2.8%	3	8.4%	8	1.5%	2	2.2%	2	2.5%	3	5.0%	4
Internet / delivered	2.8%	28	3.3%	3	0.0%	0	3.5%	3	3.0%	3	3.7%	4	3.2%	3	1.5%	2	2.2%	2	4.2%	5	3.8%	3
Abroad	2.2%	22	0.0%	0	4.8%	5	4.7%	4	0.0%	0	1.9%	2	0.0%	0	0.8%	1	4.4%	4	4.2%	5	1.3%	1
Wandsworth Town	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	14	5.6%	5	0.8%	1	0.0%	0
Kilburn	1.7%	17	2.2%	2	0.0%	0	0.0%	0	11.0%	11	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	1.7%	17	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	10.0%	9	1.7%	2	0.0%	0
Knightsbridge	1.6%	16	1.1%	1	3.8%	4	3.5%	3	0.0%	0	0.9%	1	3.2%	3	0.0%	0	3.3%	3	0.8%	1	0.0%	0
Brent Cross Shopping Centre, Prince Charles Drive, London	1.5%	15	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Clapham Junction	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	10.8%	14	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	1.1%	1	2.5%	3	1.3%	1
Notting Hill Gate	1.1%	11	6.7%	6	1.9%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.9%	9	2.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	1	2.2%	2	0.8%	1	2.5%	2
Wimbledon	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	2.2%	2	0.0%	0	0.0%	0
Putney	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	2.2%	2	0.8%	1	0.0%	0
Victoria	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ealing	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	5.0%	4
Portobello Road	0.6%	6	4.4%	4	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.6%	6	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Ealing Broadway	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6
Croydon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.3%	3	1.1%	1	0.0%	0	0.0%	0
Harrow	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
South Kensington	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Harlesden	0.4%	4	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Westbourne Grove	0.4%	4	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covent Garden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.7%	2	0.0%	0
Several different locations	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Queensway, London	0.3%	3	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marylebone	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Barnes	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Fulham Road West	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Marks & Spencer, Whiteleys Of Bayswater, Queensway, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bayswater	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrods, Brompton Road, London	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

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	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Somerset	0.2%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Retail Park, Kew	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Whiteleys Shopping Centre, Queensway, London	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kilburn High Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimlico	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Gardens	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0
Marble Arch	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
High Road, Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Camberwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0
Holloway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cardinal Place, Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Berwick St James	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Acton	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northcote Road, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Oxfordshire	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
North London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Devonshire Road, Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, The Broadway, Ealing Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Kingsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court Road, Kensington	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Centre, Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Glasgow	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maida Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury-on-Thames	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

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	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North				
Hemel Hempstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Victoria Street, Westminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
High Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Ilkeston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Park Royal, Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Petworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Willesden Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kensington South	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	2.7%	27	2.2%	2	1.9%	2	4.7%	4	1.0%	1	5.6%	6	5.3%	5	3.1%	4	1.1%	1	1.7%	2		
(Don't know)	2.4%	24	1.1%	1	2.9%	3	3.5%	3	1.0%	1	2.8%	3	2.1%	2	3.1%	4	5.6%	5	0.8%	1		
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North	
<b>Q10 At which other locations do you shop for clothes and shoes ?</b> <i>Only those who shop for clothing and shoes</i>												
London West End	14.4%	137 18.4%	16 15.0%	15 14.1%	11 16.3%	16 11.2%	11 13.6%	12 11.5%	14 9.5%	8 20.5%	24 12.7%	10
Kensington High Street	9.5%	90 9.2%	8 12.0%	12 9.0%	7 6.1%	6 8.2%	8 4.5%	4 4.9%	6 13.1%	11 18.8%	22 7.6%	6
Kings Road	4.6%	44 1.1%	1 7.0%	7 10.3%	8 0.0%	0 2.0%	2 1.1%	1 12.3%	15 7.1%	6 2.6%	3 1.3%	1
Hammersmith	4.6%	44 5.7%	5 3.0%	3 2.6%	2 0.0%	0 1.0%	1 0.0%	0 0.8%	1 4.8%	4 18.8%	22 7.6%	6
Central London	3.4%	32 4.6%	4 5.0%	5 1.3%	1 1.0%	1 6.1%	6 6.8%	6 2.5%	3 2.4%	2 1.7%	2 2.5%	2
Knightsbridge	2.4%	23 0.0%	0 6.0%	6 5.1%	4 0.0%	0 0.0%	0 3.4%	3 2.5%	3 6.0%	5 0.9%	1 1.3%	1
Internet / delivered	2.3%	22 1.1%	1 4.0%	4 5.1%	4 3.1%	3 1.0%	1 1.1%	1 3.3%	4 1.2%	1 1.7%	2 1.3%	1
Several different locations	1.7%	16 1.1%	1 2.0%	2 0.0%	0 1.0%	1 0.0%	0 4.5%	4 1.6%	2 1.2%	1 0.9%	1 5.1%	4
Brent Cross	1.7%	16 2.3%	2 0.0%	0 0.0%	0 7.1%	7 1.0%	1 0.0%	0 0.0%	0 1.2%	1 1.7%	2 3.8%	3
Brent Cross Shopping Centre, Prince Charles Drive, London	1.4%	13 4.6%	4 0.0%	0 0.0%	0 7.1%	7 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.3%	1
Kingston-Upon-Thames	1.4%	13 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.3%	2 4.1%	5 6.0%	5 0.0%	0 1.3%	1
Wandsworth Town	1.1%	10 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 4.9%	6 3.6%	3 0.0%	0 0.0%	0
Putney	1.1%	10 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.3%	4 6.0%	5 0.9%	1 0.0%	0
Notting Hill Gate	0.9%	9 1.1%	1 2.0%	2 0.0%	0 1.0%	1 2.0%	2 2.3%	2 0.0%	0 0.0%	0 0.9%	1 0.0%	0
Portobello Road	0.8%	8 6.9%	6 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%	0
Shepherds Bush	0.7%	7 0.0%	0 0.0%	0 1.3%	1 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.7%	2 2.5%	2
Abroad	0.7%	7 0.0%	0 2.0%	2 1.3%	1 0.0%	0 1.0%	1 2.3%	2 0.0%	0 0.0%	0 0.9%	1 0.0%	0
Clapham Junction	0.7%	7 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 4.9%	6 0.0%	0 0.0%	0 0.0%	0
Kilburn	0.6%	6 0.0%	0 0.0%	0 0.0%	0 4.1%	4 1.0%	1 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Victoria	0.6%	6 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 5.7%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Fulham Road West	0.5%	5 0.0%	0 0.0%	0 3.8%	3 0.0%	0 0.0%	0 1.1%	1 0.0%	0 1.2%	1 0.0%	0 0.0%	0
Wimbledon	0.5%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.3%	4 0.0%	0 0.9%	1 0.0%	0
Fulham	0.4%	4 0.0%	0 0.0%	0 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.4%	2 0.9%	1 0.0%	0
Ealing	0.4%	4 1.1%	1 0.0%	0 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.5%	2
Queensway, London	0.3%	3 1.1%	1 0.0%	0 0.0%	0 1.0%	1 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Brompton Cross	0.3%	3 0.0%	0 0.0%	0 1.3%	1 0.0%	0 0.0%	0 2.3%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Westbourne Grove	0.3%	3 0.0%	0 2.0%	2 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Camden Town	0.3%	3 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.8%	1 0.0%	0 0.0%	0 0.0%	0
Cricklewood	0.2%	2 0.0%	0 0.0%	0 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
High Street, Marylebone	0.2%	2 0.0%	0 1.0%	1 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Edgware Road	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%	1 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Willesden Green	0.2%	2 0.0%	0 0.0%	0 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Harrow	0.2%	2 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.3%	1
Sutton	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.6%	2 0.0%	0 0.0%	0 0.0%	0
High Road, Chiswick	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.7%	2 0.0%	0
Croydon	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.8%	1 0.0%	0 0.0%	0 0.0%	0
Kilburn High Road, London	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tooting	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.2%	1 0.9%	1 0.0%	0
Richmond	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.6%	2 0.0%	0 0.0%	0 0.0%	0
Piccadilly	0.2%	2 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.0%	0
Brixton	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.8%	1 0.0%	0 0.0%	0 0.0%	0
Harlequin Centre, Watford	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North				
Ealing Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Bank	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0		
Bayswater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0		
Covent Garden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Bromley	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Birmingham	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bluewater Shopping Centre, Kent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Oxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Church Road, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Holborn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Staples Corner Business Park, Edgware Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Stratford	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Suffolk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
East Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
St Leonards	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0		
Norfolk	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0		
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Harrods, Brompton Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Westminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harrow Shopping Centre, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Windsor	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
High Street, Stratford	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(No other mention / no other centre)	40.4%	384	41.4%	36	37.0%	37	38.5%	30	43.9%	43	55.1%	54	46.6%	41	34.4%	42	40.5%	34	29.9%	35	40.5%	32
(Don't know)	2.3%	22	2.3%	2	4.0%	4	2.6%	2	3.1%	3	2.0%	2	1.1%	1	2.5%	3	0.0%	0	1.7%	2	3.8%	3
Base:		951		87		100		78		98		98		88		122		84		117		79

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q11 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?</b>																						
London West End	13.2%	132	15.6%	14	12.4%	13	3.5%	3	4.0%	4	29.9%	32	16.8%	16	10.8%	14	10.0%	9	15.8%	19	10.0%	8
Kings Road	13.1%	131	3.3%	3	11.4%	12	48.2%	41	0.0%	0	0.0%	0	18.9%	18	20.0%	26	20.0%	18	8.3%	10	3.8%	3
Internet / delivered	10.1%	101	10.0%	9	12.4%	13	8.2%	7	9.0%	9	11.2%	12	10.5%	10	13.8%	18	8.9%	8	8.3%	10	6.3%	5
Kensington High Street	3.7%	37	5.6%	5	16.2%	17	3.5%	3	0.0%	0	0.0%	0	2.1%	2	0.8%	1	3.3%	3	5.0%	6	0.0%	0
Hammersmith	3.5%	35	4.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	18.3%	22	8.8%	7
Wandsworth Town	2.8%	28	1.1%	1	1.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	10.8%	14	6.7%	6	3.3%	4	0.0%	0
Brent Cross	2.7%	27	2.2%	2	0.0%	0	0.0%	0	18.0%	18	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6
Fulham	2.3%	23	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	7	12.2%	11	1.7%	2	0.0%	0
Shepherds Bush	2.1%	21	6.7%	6	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.2%	5	8.8%	7
Central London	1.5%	15	1.1%	1	2.9%	3	0.0%	0	0.0%	0	0.9%	1	6.3%	6	0.0%	0	1.1%	1	0.0%	0	3.8%	3
Brent Cross Shopping Centre, Prince Charles Drive, London	1.3%	13	1.1%	1	0.0%	0	0.0%	0	11.0%	11	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	1.1%	11	5.6%	5	2.9%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0
Putney	1.0%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	6.7%	6	0.0%	0	0.0%	0
Knightsbridge	1.0%	10	0.0%	0	0.0%	0	4.7%	4	0.0%	0	1.9%	2	3.2%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Kilburn	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.0%	5	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria	0.9%	9	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	9	0.0%	0	0.0%	0	0.0%	0
Edgware Road	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.0%	4	3.7%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbroke Grove	0.7%	7	3.3%	3	1.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wembley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Kingston-Upon-Thames	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.3%	3	0.0%	0	0.8%	1	1.3%	1
Westbourne Grove	0.6%	6	4.4%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road, Hammersmith	0.6%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.4%	4	0.0%	0	0.0%	0
Ealing Broadway	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.0%	4	0.0%	0
Willesden Green	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	3.8%	3
Fulham Road West	0.4%	4	0.0%	0	1.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Neasden	0.4%	4	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	2
Brentford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.8%	3
Currys, Staples Corner Retail Park, Geron Way, London	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	1.7%	2	0.0%	0	0.0%	0
Harrow Road, London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal, Hounslow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Middlesex	0.3%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Portobello Road	0.3%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Earls Court	0.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Pimlico	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, Wembley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.8%	1	1.3%	1
Abroad	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North	
Ruislip	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1	
Several different locations	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	
Purley Way, Croydon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.0%	0	
John Lewis, Brent Cross Shopping Centre, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Queensway, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Staples Corner Business Park, Edgware Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kilburn High Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
South Kensington	0.2%	2	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Currys, Brent Cross Shopping Centre, Brent Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hayes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1	
Barnes	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Industrial Estate, Brentford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	
Paddington	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Alfreton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	
Kent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
Currys, Moorfields, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
Currys, Stadium Retail Park, Wembley Park Drive, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
John Lewis, Wood Street, Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	
Makro, Atlas Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	
Kings Mall, Hammersmith	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Balham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	
Argos, Vauxhall Bridge Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
John Lewis, Oxford Street, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	
Currys, Great West Road, Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	
Currys, Kingston Road, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
Mill Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	
Chapel Market, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
St Leonards	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
Retail Park, Kew	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Beckton	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Buckingham Palace Road, London	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Whiteleys Shopping Centre, Queensway, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlequin Centre, Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrods, Brompton Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Clapham Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon Road, Tooting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lea Square, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	17.6%	176	22.2%	20	16.2%	17	17.6%	15	23.0%	23	21.5%	23	17.9%	17	14.6%	19	14.4%	13	13.3%	16	16.3%	13
(Don't know)	3.7%	37	4.4%	4	6.7%	7	1.2%	1	3.0%	3	7.5%	8	4.2%	4	2.3%	3	3.3%	3	2.5%	3	1.3%	1
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q12 At which other locations do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ?</b>																						
<i>Only those who shop for domestic electrical appliances</i>																						
Internet / delivered	4.6%	36	6.1%	4	2.5%	2	7.2%	5	1.4%	1	3.9%	3	2.7%	2	4.6%	5	5.4%	4	6.9%	7	4.5%	3
Kings Road	3.9%	31	1.5%	1	3.7%	3	8.7%	6	0.0%	0	0.0%	0	5.4%	4	6.5%	7	5.4%	4	5.0%	5	1.5%	1
London West End	2.9%	23	3.0%	2	3.7%	3	5.8%	4	2.7%	2	1.3%	1	0.0%	0	1.9%	2	0.0%	0	6.9%	7	3.0%	2
Kensington High Street	2.3%	18	1.5%	1	11.1%	9	2.9%	2	1.4%	1	0.0%	0	1.4%	1	0.0%	0	2.7%	2	2.0%	2	0.0%	0
Wandsworth Town	1.5%	12	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	7	4.1%	3	1.0%	1	0.0%	0
Hammersmith	1.4%	11	1.5%	1	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.9%	6	1.5%	1
Central London	1.1%	9	1.5%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.7%	2	2.0%	2	1.5%	1
Fulham	1.0%	8	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	3	4.1%	3	0.0%	0	0.0%	0
Clapham Junction	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	1.4%	1	1.0%	1	0.0%	0
Brent Cross	0.9%	7	0.0%	0	1.2%	1	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Kilburn	0.8%	6	1.5%	1	0.0%	0	0.0%	0	5.4%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.6%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.4%	1	1.0%	1	0.0%	0
Wimbledon	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.4%	1	0.0%	0	0.0%	0
Queensway, London	0.5%	4	1.5%	1	0.0%	0	1.4%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	4	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.5%	1
Victoria	0.5%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Several different locations	0.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Brent Cross Shopping Centre, Prince Charles Drive, London	0.4%	3	1.5%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road	0.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Gloucester Road, London	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Holborn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Hospital Road, Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ikea, Drury Way, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
High Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensal Green	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Argos, High Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, King Street, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Atlas Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marble Arch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	1	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
Currys, Hurlingham Retail Park, Wandsworth Bridge Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Portobello Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Currys, Brent Cross Shopping Centre, Brent Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Ryde, Isle of Wight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Ealing Broadway	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%											
Earls Court	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%											
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Finchley Road, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
South London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Staples Corner Business Park, Edgware Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%											
Stroud	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Tottenham Court Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Guildford	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%											
Park Royal, Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Willesden Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%											
Wiltshire	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%											
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Woolwich	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%											
Homebase, Churchfield Road, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
(No other mention / no other centre)	65.4%	516	69.7%	46	64.2%	52	53.6%	37	64.9%	48	85.5%											
(Don't know)	3.9%	31	7.6%	5	4.9%	4	2.9%	2	4.1%	3	3.9%											
Base:		789		66		81		69		74		76		74		108		74		101		66

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q13 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?</b>																						
Internet / delivered	16.0%	160	11.1%	10	17.1%	18	14.1%	12	18.0%	18	28.0%	30	14.7%	14	13.8%	18	13.3%	12	13.3%	16	15.0%	12
London West End	11.5%	115	15.6%	14	11.4%	12	7.1%	6	5.0%	5	23.4%	25	12.6%	12	9.2%	12	5.6%	5	14.2%	17	8.8%	7
Kings Road	9.3%	93	1.1%	1	7.6%	8	32.9%	28	0.0%	0	0.0%	0	14.7%	14	15.4%	20	10.0%	9	10.0%	12	1.3%	1
Kensington High Street	6.0%	60	14.4%	13	25.7%	27	7.1%	6	0.0%	0	1.9%	2	2.1%	2	2.3%	3	2.2%	2	4.2%	5	0.0%	0
Hammersmith	2.9%	29	3.3%	3	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	3	3.3%	3	12.5%	15	7.5%	6
Wandsworth Town	2.8%	28	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.1%	2	11.5%	15	8.9%	8	1.7%	2	0.0%	0
Fulham	2.5%	25	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	8	14.4%	13	1.7%	2	0.0%	0
Central London	2.0%	20	1.1%	1	3.8%	4	0.0%	0	1.0%	1	1.9%	2	5.3%	5	0.0%	0	2.2%	2	2.5%	3	2.5%	2
Brent Cross	1.6%	16	1.1%	1	0.0%	0	0.0%	0	8.0%	8	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6
Shepherds Bush	1.4%	14	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	3.3%	4	3.8%	3
Victoria	1.0%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	9.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tottenham Court Road, London	0.8%	8	2.2%	2	1.0%	1	0.0%	0	0.0%	0	0.9%	1	2.1%	2	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Brent Cross Shopping Centre, Prince Charles Drive, London	0.8%	8	1.1%	1	0.0%	0	0.0%	0	6.0%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.6%	6	1.1%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Clapham Junction	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal, Hounslow	0.6%	6	1.1%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Queensway, London	0.5%	5	2.2%	2	1.0%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	3.8%	3
Fulham Road East	0.5%	5	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.8%	1	0.0%	0
Putney	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	2.2%	2	0.0%	0	0.0%	0
Knightsbridge	0.5%	5	0.0%	0	1.0%	1	2.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Notting Hill Gate	0.5%	5	2.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0
Abroad	0.4%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Brentford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.3%	1
Wimbledon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	1.1%	1	0.0%	0	0.0%	0
Staples Corner Business Park, Edgware Road, London	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Several different locations	0.4%	4	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Alperton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Ealing Broadway	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Ladbroke Grove	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wandsworth Bridge Road, Hammersmith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.1%	1	0.0%	0	0.0%	0
Currys, Staples Corner Retail Park, Geron Way, London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brent Cross Shopping Centre, Brent	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Cross																				
Fulham Road West	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston-Upon-Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
PC World, Staples Corner Business Park, Edgware Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood Broadway Acton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Kingston-Upon-Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Westbourne Grove	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Comet, Engineers Way, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lea Square, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Vauxhall Bridge Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Euston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Fulham	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Brompton Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Osterley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Harlesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
PC World, Tottenham Court Road, Bloomsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromwell Road, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Kew	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Currys, Moorfields, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Kensington North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Hyde Estate Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Pydar Street, Truro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
PC World, Hurlingham Retail Park, Wandsworth Bridge Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Somerset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sony Centre, Queensway, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North				
South Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Middlesex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stonebridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Tesco, North Circular Road, Brent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, Surrey Quays Shopping Centre, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Tesco, Western Avenue, Perivale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Currys, Victoria Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Harlequin Centre, Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Harrods, Brompton Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Hayes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
High Road, Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
High Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Willesden Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ruislip	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Sainsbury's, Ealing Road, Alperton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	20.5%	205	24.4%	22	22.9%	24	21.2%	18	23.0%	23	19.6%	21	22.1%	21	19.2%	25	20.0%	18	15.0%	18	18.8%	15
(Don't know)	4.8%	48	7.8%	7	1.9%	2	3.5%	3	4.0%	4	6.5%	7	3.2%	3	3.1%	4	7.8%	7	6.7%	8	3.8%	3
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q14 At which other locations do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ?</b>																						
<i>Only those who shop for other electric goods</i>																						
London West End	6.0%	45	4.9%	3	13.9%	11	1.6%	1	5.5%	4	7.6%	6	2.8%	2	3.0%	3	12.3%	8	6.4%	6	1.6%	1
Internet / delivered	4.0%	30	1.6%	1	8.9%	7	4.7%	3	1.4%	1	0.0%	0	7.0%	5	3.0%	3	6.2%	4	6.4%	6	0.0%	0
Kings Road	2.8%	21	1.6%	1	3.8%	3	12.5%	8	0.0%	0	0.0%	0	2.8%	2	3.0%	3	3.1%	2	1.1%	1	1.6%	1
Kensington High Street	1.9%	14	4.9%	3	3.8%	3	6.3%	4	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Wandsworth Town	1.3%	10	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	1.4%	1	5.9%	6	0.0%	0	0.0%	0	0.0%	0
Brent Cross	1.1%	8	0.0%	0	0.0%	0	0.0%	0	5.5%	4	3.8%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	3.2%	2
Several different locations	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	2.0%	2	0.0%	0	1.1%	1	0.0%	0
Central London	0.7%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	1.5%	1	1.1%	1	0.0%	0
Fulham	0.7%	5	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	2	1.1%	1	0.0%	0
Fulham Road West	0.5%	4	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.1%	1	0.0%	0
Knightsbridge	0.5%	4	0.0%	0	2.5%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Clapham Junction	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre, Prince Charles Drive, London	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Edgware Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.3%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Cross Station, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Makro, Atlas Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Staples Corner Business Park, Edgware Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piccadilly	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selfridges, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Chimes Shopping Centre, Uxbridge	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North
Staples Corner Business Park, Edgware Road, London	0.1%	1	0	0	0	0	1	0	0	0	0
Truro	0.1%	1	0	1	0	0	0	0	0	0	0
Norwich	0.1%	1	0	1	0	0	0	0	0	0	0
Park Royal, Hounslow	0.1%	1	0	0	0	1	0	0	0	0	0
Watford	0.1%	1	0	0	0	0	0	0	0	1	0
Wembley	0.1%	1	0	0	0	0	0	0	0	0	1
Westminster	0.1%	1	0	0	0	1	0	0	0	0	0
Wimbledon	0.1%	1	0	0	0	0	0	1	0	0	0
Kilburn	0.1%	1	0	0	0	0	0	0	0	0	1
(No other mention / no other centre)	70.0%	524	47	46	36	54	56	75	39	70	48
(Don't know)	4.7%	35	2	4	6	3	6	4	6	0	4
Base:		749	61	79	64	73	79	101	65	94	62

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q15 At which location did your household last buy furniture, soft furnishings and floor-coverings ?</b>																						
Kings Road	10.1%	101	1.1%	1	16.2%	17	38.8%	33	1.0%	1	2.8%	3	8.4%	8	13.8%	18	12.2%	11	7.5%	9	0.0%	0
London West End	8.6%	86	13.3%	12	5.7%	6	5.9%	5	4.0%	4	17.8%	19	10.5%	10	5.4%	7	5.6%	5	11.7%	14	5.0%	4
Internet / delivered	5.2%	52	3.3%	3	3.8%	4	3.5%	3	3.0%	3	9.3%	10	4.2%	4	9.2%	12	3.3%	3	5.0%	6	5.0%	4
Wembley	2.8%	28	2.2%	2	1.0%	1	3.5%	3	2.0%	2	2.8%	3	2.1%	2	0.0%	0	7.8%	7	1.7%	2	7.5%	6
Brent	2.7%	27	1.1%	1	0.0%	0	1.2%	1	16.0%	16	3.7%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	2	3.8%	3
Kensington High Street	2.5%	25	6.7%	6	5.7%	6	0.0%	0	1.0%	1	1.9%	2	2.1%	2	2.3%	3	0.0%	0	3.3%	4	1.3%	1
Ikea, Drury Way, Wembley	2.4%	24	4.4%	4	3.8%	4	0.0%	0	4.0%	4	1.9%	2	2.1%	2	0.8%	1	1.1%	1	2.5%	3	3.8%	3
Hammersmith	1.8%	18	1.1%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2	7.5%	9	3.8%	3
Shepherds Bush	1.5%	15	3.3%	3	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	4	7.5%	6
Central London	1.4%	14	3.3%	3	1.9%	2	0.0%	0	1.0%	1	0.9%	1	5.3%	5	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Fulham	1.2%	12	0.0%	0	1.9%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0
Wandsworth Town	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.6%	6	3.3%	3	0.8%	1	0.0%	0
Brent Cross Shopping Centre, Prince Charles Drive, London	0.9%	9	1.1%	1	0.0%	0	0.0%	0	4.0%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.3%	1
Several different locations	0.8%	8	1.1%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.8%	1	1.3%	1
Clapham Junction	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	1.1%	1	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.7%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.8%	1	0.0%	0
Wimbledon	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	1.1%	1	0.0%	0	0.0%	0
Knightsbridge	0.7%	7	0.0%	0	1.0%	1	2.4%	2	0.0%	0	0.9%	1	1.1%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Portobello Road	0.7%	7	3.3%	3	0.0%	0	1.2%	1	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kilburn	0.6%	6	1.1%	1	0.0%	0	0.0%	0	4.0%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.6%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.8%	3
Croydon	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.8%	5	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	0.6%	6	3.3%	3	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Park Royal, Hounslow	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	3.8%	3
Edgware Road	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.8%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.5%	5	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.3%	1
Ealing	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Acton	0.5%	5	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	2
Harrods, Brompton Road, London	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Putney	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.2%	2	0.0%	0	0.0%	0
Battersea	0.4%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	4	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	0.3%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.0%	0
Earls Court	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	2	0.0%	0
Ikea, Valley Park, Purley Way, Croydon	0.3%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
New Malden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	1.1%	1	0.0%	0	0.0%	0
West Hampstead	0.3%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Business Park, Edgware Road, London	0.3%	3	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Willesden Green	0.3%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
DFS, Shannon Corner Retail Park, Burlington Road, New Malden	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Pimlico	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town	0.3%	3	1.1%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Churchfield Road, Acton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.3%	1
Victoria	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ruislip	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Brent Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
DFS, Tilling Road, Cricklewood	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
North London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way, Croydon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.0%	0
Watford	0.2%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wood Street, Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Argos, Vauxhall Bridge Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Gunnersbury Road, Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Fulham Road East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Land of Leather, Westgate Park, Fodderwick	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbroke Grove	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesex	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Oxfordshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Broadway Retail Park, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Crucial Trading, King's Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lewisham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kensal Green	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Leonards	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Fulham Broadway	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
South Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tottenham Court Road, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Vauxhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
High Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street, Putney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Hillingdon	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End Lane, Kilburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Straiton Road, Loanhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Westbourne Grove	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Industrial Estate, Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Penzance	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
John Lewis, Brent Cross Shopping Centre, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Don't regularly buy these kind of goods)	31.1%	312	32.2%	29	34.3%	36	22.4%	19	35.0%	35	38.3%	41	33.7%	32	26.9%	35	32.2%	29	29.2%	35	26.3%	21
(Don't know)	6.3%	63	4.4%	4	7.6%	8	10.6%	9	3.0%	3	6.5%	7	9.5%	9	5.4%	7	8.9%	8	4.2%	5	3.8%	3
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q16 Which other locations do you visit to buy furniture, soft furnishings and floor-coverings ?</b>																						
<i>Only those who shop for furniture and floor coverings</i>																						
Kings Road	4.8%	30	0.0%	0	9.8%	6	14.0%	8	1.6%	1	0.0%	0	1.9%	1	10.2%	9	7.5%	4	1.3%	1	0.0%	0
London West End	3.5%	22	1.8%	1	4.9%	3	5.3%	3	1.6%	1	3.4%	2	1.9%	1	3.4%	3	0.0%	0	5.0%	4	7.1%	4
Internet / delivered	2.1%	13	0.0%	0	0.0%	0	1.8%	1	1.6%	1	1.7%	1	0.0%	0	4.5%	4	3.8%	2	5.0%	4	0.0%	0
Hammersmith	1.6%	10	1.8%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	3.6%	2
Wembley	1.4%	9	1.8%	1	0.0%	0	1.8%	1	3.2%	2	1.7%	1	1.9%	1	0.0%	0	0.0%	0	2.5%	2	1.8%	1
Several different locations	1.3%	8	0.0%	0	1.6%	1	1.8%	1	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	2.5%	2	1.8%	1
Croydon	1.1%	7	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	3.4%	3	3.8%	2	0.0%	0	0.0%	0
Kensington High Street	0.8%	5	3.5%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	0.8%	5	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Central London	0.8%	5	1.8%	1	0.0%	0	1.8%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wandsworth Town	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.8%	2	0.0%	0	0.0%	0
Brent Cross	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.7%	1	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0
Ikea, Drury Way, Wembley	0.6%	4	0.0%	0	3.3%	2	1.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.6%	4	5.3%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.3%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Fulham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.3%	1	0.0%	0
Battersea	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Wimbledon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.9%	1	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.3%	1	0.0%	0
Cricklewood Broadway	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road East	0.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Road, Kensington	0.3%	2	1.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cargo Homeshop, Tottenham Court Road, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre, Prince Charles Drive, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Acton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Brent Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Market (unspecified location)	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Circular Road, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Fulham	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Valley Park, Purley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0



## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North
<b>Q17 At which location did your household last buy DIY / hardware and garden items?</b>											
Wandsworth Town	13.2%	132	1.1%	1	0.0%	0	10.6%	9	0.0%	0	0.0%
Homebase, Warwick Road, Kensington	10.1%	101	17.8%	16	35.2%	37	14.1%	12	1.0%	1	2.8%
Kensington High Street	3.8%	38	11.1%	10	7.6%	8	4.7%	4	0.0%	0	0.9%
Acton	3.6%	36	5.6%	5	0.0%	0	0.0%	0	1.0%	1	0.9%
Willesden Green	3.2%	32	2.2%	2	0.0%	0	0.0%	0	25.0%	25	1.9%
Shepherds Bush	1.5%	15	1.1%	1	0.0%	0	0.0%	0	1.9%	2	1.1%
Kings Road	1.5%	15	0.0%	0	0.0%	0	12.9%	11	0.0%	0	0.9%
Fulham	1.5%	15	0.0%	0	1.9%	2	2.4%	2	0.0%	0	0.0%
Earls Court	1.5%	15	0.0%	0	3.8%	4	7.1%	6	0.0%	0	0.9%
Notting Hill Gate	1.4%	14	3.3%	3	7.6%	8	0.0%	0	1.9%	2	0.0%
Cricklewood	1.3%	13	1.1%	1	0.0%	0	0.0%	0	8.0%	8	3.7%
Internet / delivered	1.2%	12	3.3%	3	0.0%	0	1.2%	1	1.0%	1	0.9%
Hammersmith	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
London West End	1.1%	11	2.2%	2	0.0%	0	0.0%	0	1.0%	1	2.8%
Kilburn	1.1%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.5%
B&Q, Broadway Retail Park, Cricklewood	1.0%	10	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.9%
Pimlico	0.9%	9	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Homebase, Churchfield Road, Acton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Chiswick	0.9%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Smugglers Way, Wandsworth	0.8%	8	0.0%	0	1.9%	2	1.2%	1	0.0%	0	0.0%
Battersea	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Fulham Road West	0.8%	8	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%
Westbourne Grove	0.8%	8	1.1%	1	1.9%	2	0.0%	0	0.0%	0	3.7%
Portobello Road	0.7%	7	6.7%	6	0.0%	0	0.0%	0	0.0%	0	1.1%
Victoria	0.6%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Clapham Junction	0.6%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
South Kensington	0.6%	6	1.1%	1	1.0%	1	2.4%	2	0.0%	0	0.0%
Harlesden	0.6%	6	1.1%	1	0.0%	0	0.0%	0	3.0%	3	0.9%
Several different locations	0.6%	6	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.9%
B&Q, Western Avenue, Acton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%
Edgware Road	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.9%
Park Royal, Hounslow	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%
Putney	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, High Road, North Finchley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%
Homebase, York Road, Battersea	0.5%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Brent Cross	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.9%
High Road, Chiswick	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swiss Cottage	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.1%

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Wembley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.5%	2
London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	2
Fulham Road East	0.3%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Gunnersbury Road, Chiswick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Wimbledon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.1%	1	0.0%	0	0.0%	0
Harrow Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorset	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Neasden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maida Vale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ealing Broadway	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Richmond	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Kensington West	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Leylands Decorating Centre, Rye Lane, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirland Road, Bayswater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Gardens	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchley Road, Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Road, Kensington	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensal Green	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ikea, Drury Way, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
North End Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Fulham Road, Fulham	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfordshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ladbroke Grove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Queensway, London	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raffles, Earls Court Road, Earl's Court	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Robert Dyas, Artillery Row, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
St Leonards	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marshall Road, Eastbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kilburn High Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
South Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ginkgo Garden Centre, Ravenscourt Avenue, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Atlas Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Waterloo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Bridgend Retail Park, Bridgend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Wickham	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Brompton Road, London	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Pentavia Retail Park, Watford Way, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cromwell Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	27.5%	276	33.3%	30	29.5%	31	22.4%	19	26.0%	26	37.4%	40	38.9%	37	19.2%	25	20.0%	18	25.8%	31	23.8%	19
(Don't know)	2.5%	25	2.2%	2	1.0%	1	1.2%	1	4.0%	4	4.7%	5	1.1%	1	2.3%	3	0.0%	0	4.2%	5	3.8%	3
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q18 Which other locations do you visit to buy DIY / hardware and garden items ?</b>																						
<i>Only those who shop for DIY / hardware and garden items</i>																						
Knightsbridge	3.3%	23	0.0%	0	1.4%	1	3.1%	2	0.0%	0	0.0%	0	12.3%	7	9.8%	10	1.4%	1	2.4%	2	0.0%	0
Kensington High Street	2.9%	20	5.2%	3	6.8%	5	0.0%	0	1.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	9.5%	8	3.4%	2
Fulham Road West	2.6%	18	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0	1.8%	1	5.9%	6	8.3%	6	0.0%	0	0.0%	0
Earls Court	2.6%	18	5.2%	3	6.8%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.8%	2	7.1%	6	1.7%	1
Kings Road	2.3%	16	3.4%	2	0.0%	0	7.7%	5	1.4%	1	1.6%	1	3.5%	2	1.0%	1	0.0%	0	3.6%	3	1.7%	1
Wandsworth Town	1.4%	10	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	3.5%	2	1.0%	1	4.2%	3	1.2%	1	0.0%	0
Several different locations	1.1%	8	0.0%	0	2.7%	2	3.1%	2	1.4%	1	0.0%	0	1.8%	1	0.0%	0	1.4%	1	0.0%	0	1.7%	1
London West End	0.9%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.2%	2	1.8%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Willesden Green	0.7%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	3	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Broadway Retail Park, Cricklewood	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road	0.6%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.6%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.7%	1
Westminster	0.6%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.2%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.4%	2
Internet / delivered	0.4%	3	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fulham Road East	0.4%	3	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Fulham	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Shepherds Bush	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
B&Q, Western Avenue, Acton	0.3%	2	1.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway, London	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	0.3%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Kilburn	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Clacton-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Finchley Road, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick Business Park, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Mill Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norfolk	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgravia	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham Palace Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Brompton Road, London	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, Wembley	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North London	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Notting Hill Gate	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Kew	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Meads Court, Eastbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Ginkgo Garden Centre, Ravenscourt Avenue, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Vauxhall	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, York Road, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Warwick Avenue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Kent Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne Grove	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal, Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Gardens	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other mention / no other centre)	67.8%	475	75.9%	44	68.5%	50	53.8%	35	65.7%	46	75.8%	47	57.9%	33	79.4%	81	62.5%	45	57.1%	48	79.3%	46
(Don't know)	4.3%	30	1.7%	1	5.5%	4	4.6%	3	4.3%	3	4.8%	3	0.0%	0	1.0%	1	9.7%	7	6.0%	5	5.2%	3
Base:		701		58		73		65		70		62		57		102		72		84		58

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q19 At which location did your household last buy chemist, health and beauty items?</b>																						
Kensington High Street	11.6%	116	21.1%	19	50.5%	53	8.2%	7	4.0%	4	7.5%	8	6.3%	6	1.5%	2	3.3%	3	6.7%	8	7.5%	6
Hammersmith	8.5%	85	5.6%	5	1.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	48.3%	58	17.5%	14
Kings Road	7.7%	77	0.0%	0	1.9%	2	54.1%	46	0.0%	0	0.9%	1	10.5%	10	8.5%	11	5.6%	5	0.8%	1	1.3%	1
London West End	6.8%	68	5.6%	5	1.9%	2	0.0%	0	5.0%	5	19.6%	21	12.6%	12	4.6%	6	7.8%	7	4.2%	5	6.3%	5
Fulham	4.5%	45	0.0%	0	1.0%	1	2.4%	2	0.0%	0	0.9%	1	0.0%	0	0.8%	1	40.0%	36	3.3%	4	0.0%	0
Clapham Junction	4.2%	42	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.5%	41	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	4.1%	41	6.7%	6	1.0%	1	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	15.8%	19	15.0%	12
Notting Hill Gate	3.6%	36	20.0%	18	7.6%	8	1.2%	1	0.0%	0	5.6%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Kilburn	3.2%	32	0.0%	0	0.0%	0	0.0%	0	17.0%	17	14.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	13	13.3%	12	1.7%	2	0.0%	0
Wandsworth Town	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	23	2.2%	2	0.8%	1	0.0%	0
Victoria	2.4%	24	0.0%	0	0.0%	0	1.2%	1	2.0%	2	0.0%	0	18.9%	18	1.5%	2	0.0%	0	0.0%	0	0.0%	1
Brent Cross	2.0%	20	0.0%	0	0.0%	0	0.0%	0	17.0%	17	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Earls Court	1.5%	15	0.0%	0	10.5%	11	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	1.4%	14	1.1%	1	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimlico	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	16.3%	13
Queensway, London	1.3%	13	0.0%	0	3.8%	4	0.0%	0	0.0%	0	6.5%	7	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Battersea	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	13	0.0%	0	0.0%	0	0.0%	0
Portobello Road	1.3%	13	12.2%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Several different locations	1.1%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.8%	3	2.1%	2	1.5%	2	1.1%	1	0.0%	0	0.0%	0
South Kensington	0.9%	9	1.1%	1	2.9%	3	3.5%	3	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.9%	9	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	1.7%	2	2.5%	2
Fulham Road East	0.7%	7	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.8%	1	0.0%	0
Harlesden	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Brent Cross Shopping Centre, Prince Charles Drive, London	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Westbourne Grove	0.6%	6	3.3%	3	1.0%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbroke Grove	0.6%	6	2.2%	2	0.0%	0	0.0%	0	1.0%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Chiswick	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	3.8%	3
Knightsbridge	0.5%	5	0.0%	0	1.0%	1	2.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Central London	0.5%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maida Vale	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Road, London	0.4%	4	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	0.4%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Whiteleys Shopping Centre, Queensway, London	0.3%	3	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piccadilly	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Park Royal, Hounslow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Kilburn High Road, London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Holland Park	0.3%	3	2.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Road, Chiswick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Ealing Broadway	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Old Brompton Road, London	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
North End Road, Fulham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Brent	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Canal Way, Ladbroke Grove	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Park Avenue, Fulham	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Broadway	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Boots, Cathedral Walk, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Boots, Queensway, Bayswater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Gardens	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Gatwick Airport	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Gloucester Arcade, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Norfolk	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Clifton Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Pole Road, Kensington	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Place, Putney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgravia	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Clifton Gardens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Camden Town	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromwell Road, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holborn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Portchester Square, Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Elizabeth Street, Belgravia	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Chiswick High Road, Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Ealing Road, Alperton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North				
Boots, Gloucester Road, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Liverpool Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Tesco, Shepherds Bush Road, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Fulham Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		
Walm Lane, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gees, Warwick Way, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Warwick Way, Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Golders Green Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
West Ealing	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Harrow Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Heathrow Airport	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Connaught Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Pinner	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	4.9%	49	5.6%	5	2.9%	3	7.1%	6	7.0%	7	7.5%	8	2.1%	2	5.4%	7	2.2%	2	2.5%	3	7.5%	6
(Don't know)	2.6%	26	4.4%	4	1.0%	1	3.5%	3	5.0%	5	2.8%	3	0.0%	0	3.8%	5	3.3%	3	0.8%	1	1.3%	1
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q20 At which other locations do you visit to buy health, beauty and chemist items ?</b> <i>Only those who shop for health, beauty and chemist items</i>																						
Kensington High Street	4.4%	41	12.3%	10	5.9%	6	1.3%	1	1.1%	1	5.2%	5	0.0%	0	1.7%	2	2.4%	2	10.3%	12	2.7%	2
London West End	4.1%	38	1.2%	1	3.0%	3	2.6%	2	5.7%	5	7.3%	7	1.1%	1	5.1%	6	3.5%	3	3.4%	4	8.2%	6
Kings Road	3.5%	32	0.0%	0	1.0%	1	17.1%	13	0.0%	0	1.0%	1	5.4%	5	6.8%	8	3.5%	3	0.0%	0	1.4%	1
Several different locations	2.1%	19	1.2%	1	3.0%	3	1.3%	1	4.5%	4	2.1%	2	2.2%	2	0.8%	1	1.2%	1	2.6%	3	1.4%	1
Hammersmith	1.9%	18	4.9%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	9	5.5%	4
Fulham	1.2%	11	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	1.7%	2	0.0%	0
Notting Hill Gate	1.2%	11	6.2%	5	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.4%	1
Putney	1.0%	9	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.1%	6	0.0%	0	0.0%	0
Central London	1.0%	9	2.5%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	3.2%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	1.2%	1	0.9%	1	0.0%	0
Shepherds Bush	0.9%	8	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	2	4.1%	3
Brent Cross	0.9%	8	0.0%	0	0.0%	0	0.0%	0	3.4%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Clapham Junction	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.2%	5	0.0%	0	0.0%	0	0.0%	0
Victoria	0.6%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.6%	6	0.0%	0	1.0%	1	1.3%	1	0.0%	0	1.0%	1	2.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	2	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway, London	0.5%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.5%	5	0.0%	0	0.0%	0	2.6%	2	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Battersea	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	0.4%	4	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ealing	0.4%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.4%	1
Acton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.7%	2
Maida Vale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court	0.3%	3	0.0%	0	2.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	0.3%	3	2.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road East	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne Grove	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Rise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Harlesden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Westminster	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Road, Chiswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ladbroke Grove	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Brompton Road, London	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Liverpool Street, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Perivale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Fulham Road, Fulham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfordshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Reading	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russell Road, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marble Arch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meads Court, Eastbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Victoria Street, Westminster	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Whiteleys Shopping Centre, Queensway, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Queens Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other mention / no other centre)	64.9%	602	67.9%	55	67.3%	68	56.6%	43	69.3%	61	61.5%	59	71.0%	66	65.3%	77	63.5%	54	62.1%	72	64.4%	47
(Don't know)	2.4%	22	1.2%	1	2.0%	2	3.9%	3	3.4%	3	0.0%	0	0.0%	0	2.5%	3	5.9%	5	2.6%	3	2.7%	2
Base:		927		81		101		76		88		96		93		118		85		116		73

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q21 At which location did your household last buy other non-food items such as books, CD's, toys and gifts ?</b>																						
Internet / delivered	18.4%	184	18.9%	17	15.2%	16	14.1%	12	24.0%	24	18.7%	20	12.6%	12	22.3%	29	15.6%	14	20.0%	24	20.0%	16
London West End	9.1%	91	5.6%	5	6.7%	7	4.7%	4	5.0%	5	15.9%	17	23.2%	22	6.2%	8	5.6%	5	11.7%	14	5.0%	4
Kensington High Street	9.0%	90	14.4%	13	40.0%	42	8.2%	7	0.0%	0	5.6%	6	3.2%	3	1.5%	2	4.4%	4	6.7%	8	6.3%	5
Kings Road	6.1%	61	0.0%	0	2.9%	3	36.5%	31	1.0%	1	0.9%	1	10.5%	10	8.5%	11	4.4%	4	0.0%	0	0.0%	0
Hammersmith	4.8%	48	10.0%	9	1.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.2%	2	22.5%	27	8.8%	7
Fulham	3.2%	32	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	25.6%	23	2.5%	3	0.0%	0
Clapham Junction	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	26	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	2.6%	26	13.3%	12	5.7%	6	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	1.1%	1	1.7%	2	0.0%	0
Wandsworth Town	2.2%	22	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	13.1%	17	2.2%	2	0.8%	1	0.0%	0
Several different locations	2.2%	22	1.1%	1	1.0%	1	1.2%	1	6.0%	6	1.9%	2	4.2%	4	0.0%	0	3.3%	3	2.5%	3	1.3%	1
Kilburn	2.0%	20	0.0%	0	0.0%	0	0.0%	0	10.0%	10	8.4%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Putney	2.0%	20	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	8	11.1%	10	0.8%	1	0.0%	0
Victoria	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	15.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross	1.6%	16	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Shepherds Bush	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	5	6.3%	5
Central London	1.1%	11	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.9%	1	2.1%	2	1.5%	2	1.1%	1	0.0%	0	2.5%	2
Brent Cross Shopping Centre, Prince Charles Drive, London	0.9%	9	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Chiswick	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0
Knightsbridge	0.6%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	1	0.8%	1	1.3%	1
Portobello Road	0.6%	6	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Whiteleys Shopping Centre, Queensway, London	0.6%	6	3.3%	3	0.0%	0	0.0%	0	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.3%	5
Holland Park	0.5%	5	3.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.5%	5	1.1%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne Grove	0.4%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Road, Chiswick	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.3%	1
Piccadilly	0.4%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	0.4%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Westminster	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Fulham Road East	0.3%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Queensway, London	0.3%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Gatwick Airport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.2%	2	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covent Garden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Kingston-Upon-Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0
Wembley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Fulham	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marylebone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith h & Fulham South		Hammersmith h & Fulham Central		Hammersmith h & Fulham North				
Park Royal, Hounslow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Pimlico	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0		
Fulham Broadway	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0		
Willesden Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Lewisham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Kings Cross Station, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Charing Cross	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brixton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		
Oxford	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Western Road, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Balham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Perivale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Hemel Hempstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Brent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
North End Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		
Ealing Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Euston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Finchley Road, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bloomsbury, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Stroud	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Fulham Park Avenue, Fulham	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Daunts Books, Marylebone High Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Northcote Road, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Gloucester Road, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Camden Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
WH Smith, Paddington Station, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Somerset	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	14.1%	141	16.7%	15	10.5%	11	14.1%	12	18.0%	18	15.9%	17	11.6%	11	13.1%	17	5.6%	5	10.8%	13	27.5%	22
(Don't know)	2.5%	25	2.2%	2	1.9%	2	2.4%	2	3.0%	3	4.7%	5	3.2%	3	2.3%	3	2.2%	2	1.7%	2	1.3%	1
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q22 Which other locations do you visit to buy other non-food items such as books, CD's, toys and gifts ?</b>																						
<i>Only those who shop for other non-food goods such as books, CD's, toys and gifts</i>																						
London West End	7.4%	62	6.8%	5	6.5%	6	7.0%	5	3.8%	3	11.8%	10	7.4%	6	8.2%	9	3.6%	3	8.6%	9	10.5%	6
Kensington High Street	5.9%	49	12.3%	9	15.2%	14	4.2%	3	1.3%	1	1.2%	1	1.2%	1	3.6%	4	6.0%	5	8.6%	9	3.5%	2
Internet / delivered	5.7%	48	5.5%	4	6.5%	6	7.0%	5	6.3%	5	3.5%	3	9.9%	8	5.5%	6	2.4%	2	8.6%	9	0.0%	0
Kings Road	3.2%	27	0.0%	0	1.1%	1	14.1%	10	0.0%	0	0.0%	0	2.5%	2	9.1%	10	4.8%	4	0.0%	0	0.0%	0
Hammersmith	2.6%	22	1.4%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	8.6%	9	10.5%	6
Notting Hill Gate	2.5%	21	9.6%	7	5.4%	5	0.0%	0	1.3%	1	2.4%	2	1.2%	1	0.0%	0	1.2%	1	1.9%	2	3.5%	2
Several different locations	2.2%	18	0.0%	0	3.3%	3	1.4%	1	3.8%	3	1.2%	1	1.2%	1	0.0%	0	2.4%	2	4.8%	5	3.5%	2
Putney	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	13.3%	11	1.0%	1	0.0%	0
Wandsworth Town	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	13	3.6%	3	0.0%	0	0.0%	0
Abroad	1.4%	12	1.4%	1	1.1%	1	0.0%	0	1.3%	1	0.0%	0	6.2%	5	0.0%	0	0.0%	0	2.9%	3	1.8%	1
Acton	1.2%	10	0.0%	0	0.0%	0	0.0%	0	6.3%	5	3.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.8%	1
Shepherds Bush	1.2%	10	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	10.5%	6
Clapham Junction	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0
Fulham	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	1.0%	1	0.0%	0
South Kensington	0.7%	6	0.0%	0	2.2%	2	4.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.5%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.8%	1
Queensway, London	0.5%	4	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	1.0%	1	0.0%	0
Wimbledon	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	1.2%	1	0.0%	0	0.0%	0
Central London	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.0%	1	0.0%	0
Portobello Road	0.4%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town	0.4%	3	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.8%	1
Battersea	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
High Road, Chiswick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Knightsbridge	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holborn	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Staples Corner Business Park, Edgware Road, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swiss Cottage	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Brompton Road, London	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Earls Court	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piccadilly	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbroke Grove	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Fulham Road East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Fulham Road West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Oxford	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteleys Shopping Centre, Queensway, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Old Vic, Waterloo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn High Road, London (No other mention / no other centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.9%	16	2.7%	2	0.0%	0	2.8%	2	0.0%	0	3.5%	3	2.5%	2	0.9%	1	6.0%	5	1.0%	1	0.0%	0
Base:		836		73		92		71		79		85		81		110		83		105		57

### Q23 What items, if any, do you regularly buy on the internet? (Up to 3 answers)

Nothing	52.4%	525	48.9%	44	47.6%	50	57.6%	49	57.0%	57	60.7%	65	57.9%	55	43.1%	56	42.2%	38	46.7%	56	68.8%	55
Groceries	8.0%	80	7.8%	7	7.6%	8	10.6%	9	6.0%	6	6.5%	7	6.3%	6	10.0%	13	6.7%	6	12.5%	15	3.8%	3
Clothes and Shoes	10.1%	101	11.1%	10	9.5%	10	9.4%	8	14.0%	14	5.6%	6	6.3%	6	14.6%	19	12.2%	11	10.0%	12	6.3%	5
Domestic Electrical Appliances	5.7%	57	4.4%	4	6.7%	7	7.1%	6	8.0%	8	3.7%	4	7.4%	7	4.6%	6	5.6%	5	5.0%	6	5.0%	4
Electrical TV, Hi-Fi and Computers	11.7%	117	13.3%	12	13.3%	14	15.3%	13	13.0%	13	13.1%	14	13.7%	13	10.0%	13	10.0%	9	7.5%	9	8.8%	7
Furniture, Soft Furnishings and Floor Coverings	3.0%	30	0.0%	0	3.8%	4	4.7%	4	3.0%	3	1.9%	2	0.0%	0	4.6%	6	4.4%	4	5.8%	7	0.0%	0
DIY, Hardware and Homewares	1.2%	12	1.1%	1	1.9%	2	1.2%	1	1.0%	1	0.0%	0	1.1%	1	2.3%	3	2.2%	2	0.0%	0	1.3%	1
Health and Beauty, Chemist Items	1.3%	13	1.1%	1	0.0%	0	2.4%	2	0.0%	0	3.7%	4	2.1%	2	1.5%	2	0.0%	0	1.7%	2	0.0%	0
Books, CD's, Toys etc.	34.6%	347	36.7%	33	37.1%	39	25.9%	22	34.0%	34	27.1%	29	29.5%	28	44.6%	58	41.1%	37	41.7%	50	21.3%	17
Other	2.0%	20	2.2%	2	5.7%	6	1.2%	1	2.0%	2	1.9%	2	0.0%	0	0.8%	1	1.1%	1	3.3%	4	1.3%	1
Flight / Travel tickets	4.3%	43	4.4%	4	6.7%	7	2.4%	2	6.0%	6	2.8%	3	3.2%	3	6.2%	8	7.8%	7	1.7%	2	1.3%	1
Holidays	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.8%	1	1.3%	1
Insurance	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Concert / Theatre tickets	0.4%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Pet items	0.3%	3	1.1%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
<b>Q24 Do you or your family do any of the following leisure activities?</b>																						
Cinema	56.0%	561	58.9%	53	66.7%	70	63.5%	54	53.0%	53	51.4%	55	52.6%	50	50.8%	66	70.0%	63	53.3%	64	41.3%	33
Theatre	50.8%	509	38.9%	35	61.0%	64	52.9%	45	39.0%	39	52.3%	56	62.1%	59	50.0%	65	55.6%	50	55.8%	67	36.3%	29
Pub/bar	45.0%	451	36.7%	33	47.6%	50	41.2%	35	42.0%	42	41.1%	44	46.3%	44	58.5%	76	47.8%	43	41.7%	50	42.5%	34
Restaurant	74.9%	750	68.9%	62	81.0%	85	80.0%	68	69.0%	69	71.0%	76	81.1%	77	83.1%	108	78.9%	71	70.8%	85	61.3%	49
Nightclub	13.7%	137	13.3%	12	17.1%	18	12.9%	11	16.0%	16	14.0%	15	7.4%	7	18.5%	24	11.1%	10	10.0%	12	15.0%	12
Bingo	3.2%	32	2.2%	2	4.8%	5	2.4%	2	6.0%	6	2.8%	3	0.0%	0	3.8%	5	1.1%	1	5.0%	6	2.5%	2
Health & Fitness club	33.1%	332	36.7%	33	39.0%	41	36.5%	31	31.0%	31	31.8%	34	32.6%	31	32.3%	42	36.7%	33	30.0%	36	25.0%	20
Tenpin bowling	8.1%	81	14.4%	13	8.6%	9	4.7%	4	6.0%	6	9.3%	10	3.2%	3	9.2%	12	7.8%	7	7.5%	9	10.0%	8
None of these	12.1%	121	16.7%	15	5.7%	6	8.2%	7	17.0%	17	11.2%	12	12.6%	12	9.2%	12	4.4%	4	14.2%	17	23.8%	19
(Don't know)	0.4%	4	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q25 Where did you or your family last visit the cinema?</b>																						
<i>Only those who go to the cinema</i>																						
Vue, Fulham Broadway Centre, Fulham	12.8%	72	1.9%	1	12.9%	9	14.8%	8	0.0%	0	0.0%	0	8.0%	4	4.5%	3	63.5%	40	10.9%	7	0.0%	0
Vue, Shepherds Bush Green	9.6%	54	17.0%	9	10.0%	7	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	3.2%	2	34.4%	22	36.4%	12
Odeon, Kensington High Street	9.3%	52	15.1%	8	35.7%	25	0.0%	0	1.9%	1	5.5%	3	4.0%	2	1.5%	1	1.6%	1	17.2%	11	0.0%	0
Cineworld, Kings Road, Chelsea	8.2%	46	0.0%	0	4.3%	3	35.2%	19	1.9%	1	0.0%	0	16.0%	8	16.7%	11	4.8%	3	1.6%	1	0.0%	0
Central London	6.6%	37	3.8%	2	0.0%	0	5.6%	3	7.5%	4	9.1%	5	18.0%	9	10.6%	7	3.2%	2	4.7%	3	6.1%	2
Cineworld, Fulham Road, Chelsea	5.9%	33	0.0%	0	11.4%	8	29.6%	16	0.0%	0	0.0%	0	4.0%	2	3.0%	2	7.9%	5	0.0%	0	0.0%	0
Wandsworth	5.9%	33	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	47.0%	31	1.6%	1	0.0%	0	0.0%	0
UCI, Bayswater, Queenway	4.6%	26	9.4%	5	2.9%	2	0.0%	0	7.5%	4	21.8%	12	4.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Kilburn	3.7%	21	1.9%	1	0.0%	0	0.0%	0	26.4%	14	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Notting Hill Coronet, Notting Hill	3.6%	20	18.9%	10	8.6%	6	0.0%	0	1.9%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Cineworld, Hammersmith O2 centre, Finchley Road, Swiss Cottage	2.5%	14	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	14.1%	9	9.1%	3
Odeon, Leicester Square	2.3%	13	0.0%	0	0.0%	0	0.0%	0	9.4%	5	10.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Odeon, Staples Corner, Brentcross	2.1%	12	0.0%	0	0.0%	0	0.0%	0	5.7%	3	1.8%	1	12.0%	6	1.5%	1	0.0%	0	0.0%	0	3.0%	1
Cineworld, Staples Corner, Brentcross	1.2%	7	0.0%	0	0.0%	0	0.0%	0	9.4%	5	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	4.8%	3	0.0%	0	0.0%	0
Park Royal	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	12.1%	4
Leicester Square	0.7%	4	1.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Notting Hill	0.7%	4	3.8%	2	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, High Street, Putney	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0
Finchley Road, Swiss Cottage	0.5%	3	1.9%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curzon, Mayfair	0.5%	3	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, High Street, Kensington	0.5%	3	1.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
The Electric Cinema, Portobello Road	0.4%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Cinelumiere, The French Institute, Queensbury Place	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Vue, Harrow	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Edwards Road	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Willesden Green	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Park Royal	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North				
Odeon, The Broadway, Wimbledon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
London West End	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marble Arch	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prince Charles Cinema, Leicester Square	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Cineworld, Shaftesbury Avenue, London West End	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Electric Cinema, Portobello Road	0.4%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Leaf Centre	0.4%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bafta, Piccadilly	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Finchley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo, Regent Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haymarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Studios, Hammersmith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Soho	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Southbank	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bayswater	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gradidge Picture House, South London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Piccadilly	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Renoir, Brunswick Shopping Centre, Bloomsbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Surrey Quays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Westway Shopping Centre, Acton	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Cliff, Queensway	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belle Vue Cinema, Willesden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UCI, Leicester Square	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.7%	32	5.7%	3	5.7%	4	9.3%	5	5.7%	3	7.3%	4	6.0%	3	1.5%	1	3.2%	2	3.1%	2	15.2%	5
Base:		561		53		70		54		53		55		50		66		63		64		33

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q26 Where did you or your family last visit the Theatre?</b>																						
<i>Only those who go to the theatre</i>																						
Central London/West End	71.7%	365	80.0%	28	75.0%	48	62.2%	28	76.9%	30	71.4%	40	71.2%	42	73.8%	48	66.0%	33	70.1%	47	72.4%	21
Hammersmith	2.8%	14	5.7%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	6.0%	4	17.2%	5
Royal Court Theatre, Sloane Square, Chelsea	2.4%	12	2.9%	1	1.6%	1	6.7%	3	0.0%	0	0.0%	0	6.8%	4	1.5%	1	4.0%	2	0.0%	0	0.0%	0
Wimbledon	2.2%	11	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	9.2%	6	6.0%	3	0.0%	0	0.0%	0
National Theatre, Southbank	2.2%	11	2.9%	1	0.0%	0	8.9%	4	2.6%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Richmond	1.4%	7	2.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.0%	1	4.5%	3	0.0%	0
Covent Garden	1.0%	5	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Victoria Theatre, Victoria Kilburn	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.5%	1	2.0%	1	0.0%	0	0.0%	0
Royal Albert Hall	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Shepherds Bush	0.8%	4	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.4%	1
Piccadilly	0.8%	4	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
The Strand, London West End	0.6%	3	0.0%	0	1.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Croydon	0.4%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shaftsbury Theatre, Shaftsbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Gate Theatre, Pembridge Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea Theatre, Worlds End, Kings Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Cambridge	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Camden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charring Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Islington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Adelphi, Strand	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Becks Theatre, Hayes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Aldwych Road, Westminster	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haymarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacock Theatre, Portugal Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colloseum, West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Theatre, Richmond	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
O2 Centre, Greenwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finborough Theatre, Finborough Road	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sadlers Wells, Islington	0.2%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holborn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Soho	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbank	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swiss Cottage, Hampstead	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Apollo, Victoria	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Minack Theatre, Cornwall	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Old Vic, Waterloo	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
The Tricycle Theatre, Kilburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Haymarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tottenham Court Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Opera House, Covent Garden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Wandsworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Westminster	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Bear, Kennington	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnaud Theatre, Guildford	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.5%	18	0.0%	0	3.1%	2	6.7%	3	5.1%	2	3.6%	2	1.7%	1	3.1%	2	4.0%	2	6.0%	4	0.0%	0
Base:		509		35		64		45		39		56		59		65		50		67		29

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q27 Where did you or your family last visit a pub / bar?</b> <i>Only those who go to a pub / bar</i>																						
London West End	14.6%	66	6.1%	2	10.0%	5	8.6%	3	28.6%	12	27.3%	12	11.4%	5	11.8%	9	9.3%	4	16.0%	8	17.6%	6
Kensington High Street	7.8%	35	21.2%	7	34.0%	17	2.9%	1	0.0%	0	2.3%	1	4.5%	2	1.3%	1	2.3%	1	8.0%	4	2.9%	1
Fulham	6.4%	29	0.0%	0	2.0%	1	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.5%	23	4.0%	2	2.9%	1
Clapham Junction	4.2%	19	0.0%	0	4.0%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	19.7%	15	2.3%	1	0.0%	0	0.0%	0
Notting Hill Gate	4.0%	18	27.3%	9	6.0%	3	5.7%	2	4.8%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allington	3.8%	17	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	14	0.0%	0	2.0%	1	0.0%	0
Kings Road	3.5%	16	3.0%	1	0.0%	0	28.6%	10	0.0%	0	0.0%	0	4.5%	2	0.0%	0	7.0%	3	0.0%	0	0.0%	0
Shepherds Bush	3.5%	16	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	18.0%	9	14.7%	5
Wandsworth Town	3.3%	15	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	17.1%	13	0.0%	0	2.0%	1	0.0%	0
Hammersmith	3.3%	15	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.3%	1	0.0%	0	1.3%	1	0.0%	0	24.0%	12	0.0%	0
Victoria	2.7%	12	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	2.4%	11	0.0%	0	6.0%	3	2.9%	1	0.0%	0	2.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	14.7%	5
Kilburn	1.8%	8	0.0%	0	0.0%	0	0.0%	0	16.7%	7	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	4.7%	2	0.0%	0	0.0%	0
Pimlico	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	1.3%	6	12.1%	4	2.0%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	0.9%	4	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Maida Vale	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	0.7%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Fulham Road East	0.7%	3	0.0%	0	2.0%	1	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.7%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.7%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.0%	1	0.0%	0
Holborn	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Canary Wharf	0.7%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Willesden Green	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.4%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Paddington	0.4%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent	0.4%	2	3.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Bayswater	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Westbourne Grove	0.4%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Chiswick	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.9%	1
Ladbroke Grove, Kensington	0.4%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Leicester Square	0.4%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Hendon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Oxfordshire	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Soho	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfair	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Marble Arch	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford	0.4%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0

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	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
Kensal Green, Brent	0.4%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Road, Kensington	0.4%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgeway, Kensington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
East Finchley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finsbury Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Hampshire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golders Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Holborn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Chelsea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyde Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchley Road, Finchley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brompton Road	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town	0.2%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Gate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Dorset	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
London East End	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Highgate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Eastern Lane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbank	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muswell Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
North London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Yorkshire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northpole Road	0.2%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Notting Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Street, Hackney	0.2%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Street	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgravia	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bermondsey	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Penzance	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piccadilly	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Park, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reign Street	0.2%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clerkenwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russell Square	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Sheffield	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheldon Square	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
St Johns Wood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Brook, Hammersmith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Farringdon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Streatham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sussex	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tadworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Waterloo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Wembley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
West Kensington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Westbourne Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
High Road, Kilburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.9%	22	0.0%	0	6.0%	3	11.4%	4	2.4%	1	9.1%	4	2.3%	1	1.3%	1	2.3%	1	6.0%	3	11.8%	4
Base:		451		33		50		35		42		44		44		76		43		50		34

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmith & Fulham South	Hammersmith & Fulham Central	Hammersmith & Fulham North											
<b>Q28 Where did you or your family last visit a restaurant?</b> <i>Only those who go to a restaurant</i>																						
London West End	15.5%	116	11.3%	7	9.4%	8	8.8%	6	20.3%	14	19.7%	15	19.5%	15	16.7%	18	8.5%	6	21.2%	18	18.4%	9
Kensington High Street	6.9%	52	11.3%	7	29.4%	25	7.4%	5	4.3%	3	2.6%	2	2.6%	2	0.9%	1	2.8%	2	3.5%	3	4.1%	2
Fulham	5.5%	41	1.6%	1	1.2%	1	2.9%	2	0.0%	0	0.0%	0	1.3%	1	0.9%	1	42.3%	30	4.7%	4	2.0%	1
Notting Hill Gate	5.2%	39	25.8%	16	10.6%	9	1.5%	1	4.3%	3	6.6%	5	1.3%	1	0.0%	0	1.4%	1	3.5%	3	0.0%	0
Hammersmith	4.1%	31	6.5%	4	0.0%	0	0.0%	0	1.4%	1	2.6%	2	0.0%	0	0.9%	1	0.0%	0	23.5%	20	6.1%	3
Kings Road	3.2%	24	0.0%	0	0.0%	0	14.7%	10	0.0%	0	0.0%	0	6.5%	5	3.7%	4	7.0%	5	0.0%	0	0.0%	0
Shepherds Bush	2.9%	22	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	10.6%	9	18.4%	9
Clapham Junction	2.5%	19	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	14.8%	16	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	2.4%	18	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	13.0%	14	2.8%	2	0.0%	0	0.0%	0
Chelsea	2.4%	18	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	17	0.0%	0	0.0%	0	0.0%	0
Victoria	2.4%	18	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	18.2%	14	0.9%	1	0.0%	0	0.0%	0	2.0%	1
Abbey Road, St Johns Wood	2.0%	15	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.3%	1	15.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	1.7%	13	0.0%	0	0.0%	0	0.0%	0	17.4%	12	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.6%	12	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	9	2.8%	2	0.0%	0	0.0%	0
Acton	1.5%	11	0.0%	0	1.2%	1	11.8%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.0%	1
Kilburn	1.5%	11	0.0%	0	0.0%	0	0.0%	0	10.1%	7	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Westbourne Grove	1.3%	10	3.2%	2	1.2%	1	0.0%	0	2.9%	2	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	1.2%	9	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	10.2%	5
Chiswick	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	2.0%	1
Pimlico	1.2%	9	0.0%	0	4.7%	4	0.0%	0	2.9%	2	0.0%	0	1.3%	1	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Portobello Road	1.1%	8	8.1%	5	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	1.1%	8	0.0%	0	3.5%	3	1.5%	1	0.0%	0	0.0%	0	1.3%	1	0.9%	1	0.0%	0	2.4%	2	0.0%	0
South Kensington	1.1%	8	0.0%	0	3.5%	3	2.9%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Kings Road, Chelsea	0.9%	7	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	0.9%	7	1.6%	1	1.2%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.2%	1	0.0%	0
Earls Court	0.8%	6	0.0%	0	5.9%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bayswater	0.8%	6	1.6%	1	0.0%	0	0.0%	0	1.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1
Abroad	0.8%	6	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.9%	2	1.4%	1	0.0%	1	0.0%	0	0.0%	0
Maida Vale	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway	0.7%	5	3.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Mayfair	0.7%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	2.6%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.9%	2	2.8%	2	0.0%	0	0.0%	0
Edgware Road	0.7%	5	1.6%	1	0.0%	0	0.0%	0	2.9%	2	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.5%	4	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1
Wimbledon	0.5%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Covent Garden	0.5%	4	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Street	0.4%	3	1.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Fulham Road, Chelsea	0.4%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.4%	1	0.0%	0	0.0%	0
Piccadilly	0.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Westminster	0.4%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marylebone	0.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.4%	3	0.0%	0	1.2%	1	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith h & Fulham South		Hammersmith h & Fulham Central		Hammersmith h & Fulham North		
Kingston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.0%	1
Earls Court	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Palmers Green	0.3%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waterloo	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1
Whitleys, Bayswater	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marble Arch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Gloucester Road, SW7	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensal Green, Brent	0.3%	2	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloomsbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Broadway, Chelsea	0.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Holland Park Avenue, Kensington	0.3%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Craven Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crouch End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Angel Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Finchley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovehouse Street, Chelsea	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookgreen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Brompton Road	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford Road, W2	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
China Town, Piccadilly	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Fulham Road East	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Ladbroke Grove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Launceston Place, W8	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London East End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Magista Square	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Finchley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Edgewell Road, Westminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Farringdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Muswell Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
North Kensington	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
North Yorkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olympia	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith h & Fulham South		Hammersmith h & Fulham Central		Hammersmith h & Fulham North				
Lavender Hill, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0		
Paddington	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Pall Mall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0		
Broadstairs, Kent	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Park Royal, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1		
Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0		
Canary Wharf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hyde Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
China Town, Leicester Square	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Reign Street	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
Russell Square	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sheldon Square	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shepherds, Westminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0		
Soho	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cromwell Road	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Southbank	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0		
St Hellier, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0		
St Johns Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stamford Brook, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
Stratford	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tadworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0		
Torquay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
Tottenham Court Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0		
Tower of London	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Trafalgar Square	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
Uxbridge	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wandsworth Bridge Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0		
Golders Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Goldthorpe Road, W12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
West Hampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1		
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hanger Green, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1		
Hannover Square	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0		
(Don't know)	5.6%	42	1.6%	1	7.1%	6	8.8%	6	4.3%	3	13.2%	10	1.3%	1	3.7%	4	5.6%	4	2.4%	2	10.2%	5
Base:		750		62		85		68		69		76		77		108		71		85		49

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q29 Where did you or your family last visit a nightclub/ live music venue?</b> <i>Only those who go to a nightclub / live music event</i>																						
London West End	36.5%	50	33.3%	4	27.8%	5	9.1%	1	56.3%	9	40.0%	6	42.9%	3	37.5%	9	40.0%	4	41.7%	5	33.3%	4
Notting Hill Gate	4.4%	6	25.0%	3	5.6%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	3.7%	5	8.3%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	16.7%	2	0.0%	0
Brixton	3.7%	5	16.7%	2	5.6%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Kings Road	3.7%	5	0.0%	0	5.6%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	2	10.0%	1	0.0%	0	0.0%	0
Clapham Junction	2.9%	4	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	10.0%	1	0.0%	0	0.0%	0
Central London	2.9%	4	8.3%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	8.3%	1	0.0%	0
Soho	2.9%	4	0.0%	0	16.7%	3	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town	2.2%	3	0.0%	0	0.0%	0	9.1%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Victoria	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kensington	1.5%	2	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Wandsworth Town	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	8.3%	1
Kilburn	1.5%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Square	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	8.3%	1
Putney	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	10.0%	1	0.0%	0	0.0%	0
High Road, Streatham	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	8.3%	1	0.0%	0
Shepherds Bush	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Bournemouth	0.7%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covent Garden	0.7%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Ladbroke Grove	0.7%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hendon	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London East End	0.7%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfair	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Old Street	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Piccadilly	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	0.7%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Bank	0.7%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South London	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Sutton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
The Bank, Central London	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Road	0.7%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
(Don't know)	10.9%	15	0.0%	0	11.1%	2	18.2%	2	12.5%	2	0.0%	0	28.6%	2	12.5%	3	0.0%	0	8.3%	1	25.0%	3
Base:		137		12		18		11		16		15		7		24		10		12		12

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
<b>Q30 Where did you or your family last go to play bingo?</b>																						
<i>Only those who play bingo</i>																						
Cricklewood	37.5%	12	0.0%	0	40.0%	2	0.0%	0	83.3%	5	33.3%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	3	50.0%	1
Acton	15.6%	5	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	3	50.0%	1
Wandsworth	9.4%	3	0.0%	0	20.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
London West End	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Willesden Green	6.3%	2	50.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Hampstead	3.1%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Putney	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Stratford	3.1%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.1%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		32		2		5		2		6		3		0		5		1		6		2

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North											
<b>Q31 Where did you or your family last go to a healthclub/gym?</b> <i>Only those who use a health club / gym</i>																						
Fulham	7.8%	26	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	1	63.6%	21	2.8%	1	0.0%	0		
Wandsworth Town	5.4%	18	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	14	6.1%	2	2.8%	1	0.0%	0
Willesden Green	5.1%	17	6.1%	2	0.0%	0	0.0%	0	45.2%	14	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	4.8%	16	6.1%	2	17.1%	7	3.2%	1	0.0%	0	2.9%	1	6.5%	2	2.4%	1	0.0%	0	5.6%	2	0.0%	0
Vigin Active, Kensington	4.5%	15	15.2%	5	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	10.0%	2
London West End	4.5%	15	6.1%	2	4.9%	2	0.0%	0	0.0%	0	14.7%	5	9.7%	3	0.0%	0	6.1%	2	2.8%	1	0.0%	0
Hammersmith	3.6%	12	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	27.8%	10	0.0%	0
Shepherds Bush	3.3%	11	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	4	30.0%	6	0.0%	0
Putney	2.4%	8	0.0%	0	2.4%	1	3.2%	1	0.0%	0	2.9%	1	0.0%	0	7.1%	3	6.1%	2	0.0%	0	0.0%	0
Battersea	2.1%	7	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	6	0.0%	0	0.0%	0	0.0%	0
Victoria	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road	2.1%	7	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	6.5%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	7	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	1.8%	6	0.0%	0	2.4%	1	9.7%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Acton	1.8%	6	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	15.0%	3	0.0%	0
David Lloyd, Kensington	1.8%	6	3.0%	1	9.8%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	1.8%	6	0.0%	0	0.0%	0	0.0%	0	12.9%	4	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	1.8%	6	12.1%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Jubilee Gym, Ladbrooke Grove	1.8%	6	6.1%	2	2.4%	1	0.0%	0	0.0%	0	5.9%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Fulham Road East	1.5%	5	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	5.0%	1	0.0%	0
Virgin Active, Chelsea	1.5%	5	0.0%	0	4.9%	2	6.5%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Bromyard Avenue, Acton	1.2%	4	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Queensway	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne Grove	0.9%	3	3.0%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kensington	0.9%	3	6.1%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Park	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Notting Hill	0.9%	3	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	0.9%	3	3.0%	1	0.0%	0	0.0%	0	3.2%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.9%	3	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Courtneys, Chelsea Manor Road, Chelsea Townhall, Chelsea	0.6%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maida Vale	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimlico	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barons Court	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0
North Kensington	0.6%	2	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bayswater	0.6%	2	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampton Club, Westbourne Grove, Notting Hill	0.6%	2	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olympia	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Sheldon Square, Paddington	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
Central London	0.6%	2	0.0%	0	0.0%	0	3.2%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	0.6%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Finchley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Canary Wharf	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.0%	1	0.0%	0	0.0%	0
Paddington	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Kensington	0.6%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At home with personal trainer	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannons, Shildon Square	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golders Green	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Club, Chelsea	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harley Street, Marylebone	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Holborn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angel Islington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Kensington Sports Centre, Kensington	0.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edwards Park, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness, Pelham Street	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannons, East Grinstead	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latchmere Leisure Centre, Battersea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Marriott Hotel, Marble Arch	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea Baths, Chelsea	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
O2 Centre, Finchley Road	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covent Garden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Pall Mall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pheonix Centre, White City	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Cannons, Bloomsbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Fitness First, Acton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Fitness First, Queenspark	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raynes Park	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Reading	0.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Seymour Leisure Centre, Westminster	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloomsbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockley Park, Heathrow	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonebridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Bridge Park	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brondesbury Parl	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South	Westminster North		Westminster South		Wandsworth North	Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North				
Virgin Active, Crookwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1		
Virgin Active, Fulham Road, Fulham	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Virgin Active, Mayfair	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0		
Virgin Active, The Broadway, Ealing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0		
Virgin Active, Regents Place, Camden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1		
Water Meadow Lane, Fulham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0		
Cornwall Road	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Westminster	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0		
White City	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1		
Work Gym, Baker Street	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Writes Lane, Kensington	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
David Lloyd, Fulham Broadway	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0		
(Don't know)	3.6%	12	6.1%	2	2.4%	1	12.9%	4	0.0%	0	5.9%	2	3.2%	1	0.0%	0	2.8%	1	5.0%	1		
Base:		332		33		41		31		31		34		31		42		33		36		20

**Q32 Where did you or your family last go for tenpin bowling?***Only those who play ten-pin bowling*

Queens Ice Bowl, Queensway	24.7%	20	30.8%	4	33.3%	3	75.0%	3	33.3%	2	40.0%	4	33.3%	1	0.0%	0	0.0%	0	11.1%	1	25.0%	2
Park Royal - Acton	22.2%	18	15.4%	2	11.1%	1	0.0%	0	66.7%	4	10.0%	1	0.0%	0	0.0%	0	42.9%	3	44.4%	4	37.5%	3
London - West End	9.9%	8	7.7%	1	11.1%	1	25.0%	1	0.0%	0	0.0%	0	33.3%	1	8.3%	1	42.9%	3	0.0%	0	0.0%	0
All Star Lanes, Bloomsbury	3.7%	3	7.7%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Kingston	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	3	0.0%	0	0.0%	0	0.0%	0
Charrington Bowl, Tolworth	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0	0.0%	0	0.0%	0
Elephant & Castle	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0	0.0%	0	0.0%	0
Bloomsbury Bowling Lanes, Bloomsbury	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Croydon	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Finsbury Park	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Harlington	1.2%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piccadilly	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way, Croydon	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Raynes Park	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Streatham	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	19.8%	16	30.8%	4	44.4%	4	0.0%	0	0.0%	0	30.0%	3	0.0%	0	0.0%	0	14.3%	1	22.2%	2	25.0%	2
Base:		81		13		9		4		6		10		3		12		7		9		8

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
<b>GEN Gender:</b>																						
Male	33.0%	331	33.3%	30	40.0%	42	32.9%	28	35.0%	35	29.9%	32	34.7%	33	31.5%	41	25.6%	23	34.2%	41	32.5%	26
Female	67.0%	671	66.7%	60	60.0%	63	67.1%	57	65.0%	65	70.1%	75	65.3%	62	68.5%	89	74.4%	67	65.8%	79	67.5%	54
Base:		1002		90		105		85		100		107		95		130		90		120		80
<b>AGE How old are you ?</b>																						
18-24	4.3%	43	5.6%	5	3.8%	4	3.5%	3	1.0%	1	6.5%	7	2.1%	2	6.2%	8	4.4%	4	2.5%	3	7.5%	6
25-34	13.9%	139	14.4%	13	15.2%	16	4.7%	4	14.0%	14	12.2%	13	10.5%	10	16.2%	21	17.8%	16	17.5%	21	13.8%	11
35-44	21.7%	217	18.9%	17	26.7%	28	17.6%	15	27.0%	27	23.4%	25	16.8%	16	31.5%	41	16.7%	15	21.7%	26	8.8%	7
45-54	18.6%	186	22.2%	20	15.2%	16	22.4%	19	17.0%	17	19.6%	21	17.9%	17	18.5%	24	15.6%	14	12.5%	15	28.8%	23
55-64	20.1%	201	22.2%	20	16.2%	17	23.5%	20	18.0%	18	21.5%	23	18.9%	18	16.2%	21	25.6%	23	19.2%	23	22.5%	18
65+	20.1%	201	15.6%	14	19.0%	20	23.5%	20	22.0%	22	15.9%	17	33.7%	32	10.0%	13	18.9%	17	25.8%	31	18.8%	15
(Refused)	1.5%	15	1.1%	1	3.8%	4	4.7%	4	1.0%	1	0.9%	1	0.0%	0	1.5%	2	1.1%	1	0.8%	1	0.0%	0
Base:		1002		90		105		85		100		107		95		130		90		120		80
<b>SEG Socioeconomic Grouping:</b>																						
A	6.2%	62	7.8%	7	10.5%	11	5.9%	5	2.0%	2	5.6%	6	4.2%	4	6.9%	9	10.0%	9	6.7%	8	1.3%	1
B	21.4%	214	15.6%	14	29.5%	31	20.0%	17	16.0%	16	17.8%	19	17.9%	17	27.7%	36	25.6%	23	23.3%	28	16.3%	13
C1	34.2%	343	33.3%	30	36.2%	38	34.1%	29	34.0%	34	30.8%	33	46.3%	44	34.6%	45	28.9%	26	30.0%	36	35.0%	28
C2	16.0%	160	18.9%	17	7.6%	8	14.1%	12	22.0%	22	21.5%	23	8.4%	8	14.6%	19	15.6%	14	15.8%	19	22.5%	18
D	6.7%	67	6.7%	6	2.9%	3	7.1%	6	5.0%	5	6.5%	7	6.3%	6	3.1%	4	7.8%	7	11.7%	14	11.3%	9
E	2.6%	26	3.3%	3	2.9%	3	1.2%	1	10.0%	10	1.9%	2	1.1%	1	0.0%	0	1.1%	1	4.2%	5	0.0%	0
(Refused)	13.0%	130	14.4%	13	10.5%	11	17.6%	15	11.0%	11	15.9%	17	15.8%	15	13.1%	17	11.1%	10	8.3%	10	13.8%	11
Base:		1002		90		105		85		100		107		95		130		90		120		80
<b>CAR How many cars are there normally available for use in the household ?</b>																						
None	35.1%	352	47.8%	43	39.0%	41	30.6%	26	26.0%	26	42.1%	45	53.7%	51	30.8%	40	25.6%	23	31.7%	38	23.8%	19
One	46.8%	469	37.8%	34	38.1%	40	48.2%	41	51.0%	51	44.9%	48	37.9%	36	46.9%	61	50.0%	45	55.8%	67	57.5%	46
Two	13.3%	133	13.3%	12	15.2%	16	14.1%	12	17.0%	17	10.3%	11	5.3%	5	16.9%	22	18.9%	17	8.3%	10	13.8%	11
Three or more	2.7%	27	0.0%	0	4.8%	5	3.5%	3	5.0%	5	0.9%	1	2.1%	2	1.5%	2	4.4%	4	2.5%	3	2.5%	2
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.0%	20	1.1%	1	2.9%	3	3.5%	3	1.0%	1	1.9%	2	1.1%	1	3.1%	4	1.1%	1	1.7%	2	2.5%	2
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith & Fulham South		Hammersmith & Fulham Central		Hammersmith & Fulham North		
<b>ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin ?</b>																						
British	61.4%	615	60.0%	54	62.9%	66	65.9%	56	50.0%	50	60.7%	65	67.4%	64	63.8%	83	62.2%	56	65.0%	78	53.8%	43
Other White	13.6%	136	8.9%	8	19.0%	20	17.6%	15	7.0%	7	12.2%	13	16.8%	16	16.9%	22	15.6%	14	10.8%	13	10.0%	8
Irish	6.1%	61	8.9%	8	2.9%	3	2.4%	2	13.0%	13	3.7%	4	4.2%	4	4.6%	6	2.2%	2	7.5%	9	12.5%	10
Other ethnic group	1.9%	19	3.3%	3	3.8%	4	1.2%	1	2.0%	2	0.9%	1	2.1%	2	1.5%	2	0.0%	0	1.7%	2	2.5%	2
Any other Asian or Asian British	1.8%	18	1.1%	1	1.0%	1	0.0%	0	3.0%	3	1.9%	2	3.2%	3	0.8%	1	2.2%	2	1.7%	2	3.8%	3
Any other mixed background	1.7%	17	2.2%	2	1.9%	2	2.4%	2	2.0%	2	3.7%	4	0.0%	0	0.8%	1	2.2%	2	1.7%	2	0.0%	0
African	1.6%	16	2.2%	2	1.0%	1	0.0%	0	2.0%	2	1.9%	2	2.1%	2	0.8%	1	1.1%	1	0.8%	1	5.0%	4
Indian	1.5%	15	0.0%	0	1.0%	1	0.0%	0	5.0%	5	2.8%	3	0.0%	0	0.0%	0	1.1%	1	1.7%	2	3.8%	3
White & Black Caribbean	1.5%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	3.1%	4	2.2%	2	4.2%	5	2.5%	2
Caribbean	1.2%	12	1.1%	1	0.0%	0	1.2%	1	3.0%	3	0.9%	1	1.1%	1	1.5%	2	1.1%	1	0.8%	1	1.3%	1
White & Black African	0.9%	9	2.2%	2	0.0%	0	0.0%	0	2.0%	2	0.9%	1	0.0%	0	1.5%	2	2.2%	2	0.0%	0	0.0%	0
Chinese	0.7%	7	2.2%	2	0.0%	0	2.4%	2	0.0%	0	0.9%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Any other Black background	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
White & Asian	0.5%	5	2.2%	2	1.9%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.5%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.9%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Pakistani	0.4%	4	2.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean (Refused)	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1
	3.9%	39	3.3%	3	2.9%	3	7.1%	6	3.0%	3	6.5%	7	1.1%	1	3.8%	5	5.6%	5	3.3%	4	2.5%	2
Base:		1002		90		105		85		100		107		95		130		90		120		80
<b>QUOTA Zone:</b>																						
Kensington North	9.0%	90	100.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington Central	10.5%	105	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington South	8.5%	85	0.0%	0	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent South	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster North	10.7%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster South	9.5%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth North	13.0%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	130	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham South	9.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	90	0.0%	0	0.0%	0
Hammersmith & Fulham Central	12.0%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	120	0.0%	0
Hammersmith & Fulham North	8.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	80
Base:		1002		90		105		85		100		107		95		130		90		120		80

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

PC	Postcode:	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North									
NW10 1		1.7%	17	0.0%	0	0.0%	0	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW10 2		1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW10 3		1.5%	15	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW10 4		0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5
NW10 5		1.0%	10	11.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW10 6		0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
NW10 8		0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7
NW10 9		1.0%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW2 4		1.5%	15	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW2 5		0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW2 6		1.0%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW6 5		0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW6 6		1.3%	13	0.0%	0	0.0%	0	0.0%	0	12.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW6 7		1.6%	16	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW10 0		2.0%	20	0.0%	0	0.0%	0	23.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW10 9		1.3%	13	0.0%	0	0.0%	0	15.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW11 1		1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	16	0.0%	0	0.0%	0	0.0%	0
SW11 2		1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	17	0.0%	0	0.0%	0	0.0%	0
SW11 3		1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	15	0.0%	0	0.0%	0	0.0%	0
SW11 4		1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	11	0.0%	0	0.0%	0	0.0%	0
SW11 5		1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	19	0.0%	0	0.0%	0	0.0%	0
SW15 2		1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	11	0.0%	0	0.0%	0	0.0%	0
SW18 1		1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	16	0.0%	0	0.0%	0	0.0%	0
SW18 2		1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	16	0.0%	0	0.0%	0	0.0%	0
SW1E 5		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1E 6		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1P 4		0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1V 1		0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1V 2		1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1V 3		2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1V 4		1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1W 8		0.6%	6	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1W 9		0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1X 0		0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1X 8		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW3 2		0.9%	9	0.0%	0	0.0%	0	10.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW3 3		0.4%	4	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW3 4		1.1%	11	0.0%	0	0.0%	0	12.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW3 5		0.9%	9	0.0%	0	0.0%	0	10.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW3 6		0.4%	4	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW5 0		1.0%	10	0.0%	0	9.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW5 9		1.3%	13	0.0%	0	12.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 1		0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0
SW6 2		1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	17	0.0%	0	0.0%	0
SW6 3		1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	17	0.0%	0	0.0%	0

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

	Total	Kensington North		Kensington Central		Kensington South		Brent South		Westminster North		Westminster South		Wandsworth North		Hammersmith h & Fulham South		Hammersmith h & Fulham Central		Hammersmith h & Fulham North		
SW6 4	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	11	0.0%	0	0.0%	0
SW6 5	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
SW6 6	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	15	0.0%	0	0.0%	0
SW6 7	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	18	0.0%	0	0.0%	0
SW7 1	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW7 2	0.4%	4	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW7 3	0.4%	4	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW7 4	1.2%	12	0.0%	0	11.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW7 5	0.3%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW8 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
SW8 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
SW8 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W10 4	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W10 5	1.4%	14	15.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W10 6	1.8%	18	20.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 1	1.6%	16	17.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 2	1.3%	13	14.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 3	1.0%	10	0.0%	0	9.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 4	1.9%	19	21.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W12 0	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	28
W12 7	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	18
W12 8	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	15	0.0%	0
W12 9	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	25	0.0%	0
W14 0	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	20	0.0%	0
W14 8	1.9%	19	0.0%	0	18.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W14 9	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	20	0.0%	0
W1H 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W1J 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W1K 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W1K 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W2 2	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W2 3	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W2 4	0.7%	7	0.0%	0	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W2 5	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W2 6	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W3 7	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	19
W6 0	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	14	0.0%	0
W6 7	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0
W6 8	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0
W6 9	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	15	0.0%	0
W8 4	0.3%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W8 5	0.4%	4	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W8 6	1.5%	15	0.0%	0	14.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W8 7	0.9%	9	0.0%	0	8.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W9 1	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W9 2	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W9 3	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

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	Total	Kensington North	Kensington Central	Kensington South	Brent South	Westminster North	Westminster South	Wandsworth North	Hammersmit h & Fulham South	Hammersmit h & Fulham Central	Hammersmit h & Fulham North
Base:	1002	90	105	85	100	107	95	130	90	120	80

## **Appendix F**

### In-Street Survey Results

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Q01 What is the main purpose of your visit to (STUDY CENTRE) today ?</b>																								
Shopping for food only	12.3%	175	0.0%	0	7.0%	14	7.3%	15	22.8%	23	7.0%	7	22.3%	25	6.0%	6	42.6%	43	0.0%	0	17.0%	17	24.8%	25
Shopping for non-food goods only	17.4%	248	29.5%	59	23.0%	46	23.3%	48	26.7%	27	9.0%	9	22.3%	25	8.0%	8	2.0%	2	1.0%	1	7.0%	7	15.8%	16
Shopping for both food & non-food items	9.7%	138	4.0%	8	18.5%	37	9.2%	19	12.9%	13	24.0%	24	16.1%	18	4.0%	4	5.0%	5	0.0%	0	3.0%	3	6.9%	7
Window shopping	4.7%	67	6.0%	12	4.5%	9	2.4%	5	4.0%	4	5.0%	5	0.0%	0	4.0%	4	20.8%	21	0.0%	0	5.0%	5	2.0%	2
To visit the Market	3.4%	48	1.0%	2	0.0%	0	4.4%	9	0.0%	0	11.0%	11	2.7%	3	4.0%	4	15.8%	16	0.0%	0	3.0%	3	0.0%	0
To visit a restaurant / café / public house	3.7%	52	4.5%	9	4.5%	9	2.4%	5	4.0%	4	1.0%	1	0.9%	1	9.0%	9	1.0%	1	5.0%	5	6.0%	6	2.0%	2
To have a walk / stroll around	7.3%	104	12.5%	25	7.0%	14	5.8%	12	10.9%	11	5.0%	5	1.8%	2	7.0%	7	5.9%	6	2.0%	2	13.0%	13	6.9%	7
To use services e.g. bank, post office, hairdresser	6.5%	92	5.5%	11	5.5%	11	7.8%	16	9.9%	10	14.0%	14	2.7%	3	3.0%	3	0.0%	0	6.9%	7	4.0%	4	12.9%	13
Work / business purposes	21.2%	301	19.5%	39	24.5%	49	32.5%	67	14.9%	15	29.0%	29	5.4%	6	15.0%	15	2.0%	2	25.7%	26	32.0%	32	20.8%	21
Healthcare e.g. doctor, dentist, optician	1.8%	25	0.5%	1	2.0%	4	1.0%	2	4.0%	4	7.0%	7	0.9%	1	1.0%	1	0.0%	0	0.0%	0	4.0%	4	1.0%	1
Social / leisure reason e.g. meeting friends, going to gym	12.9%	183	8.5%	17	9.5%	19	10.2%	21	7.9%	8	11.0%	11	16.1%	18	30.0%	30	1.0%	1	30.7%	31	18.0%	18	8.9%	9
Sightseeing / visiting a tourist attraction	6.8%	96	10.0%	20	2.0%	4	8.3%	17	1.0%	1	5.0%	5	5.4%	6	4.0%	4	5.0%	5	28.7%	29	4.0%	4	1.0%	1
Other	0.2%	3	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University / college	0.6%	9	0.0%	0	2.0%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Live here	0.6%	9	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	5.0%	5
Passing through	0.6%	8	1.0%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
(No main purpose)	0.4%	5	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(Don't know)	1.3%	19	4.0%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	3	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1
Base:		1422		200		200		206		101		100		112		100		101		101		100		101
<b>Q02 Do you intend to do, or have you done any shopping in (STUDY CENTRE) today ?</b>																								
<i>Those who did not mention shopping at Q01</i>																								
Yes	33.9%	297	22.6%	30	44.4%	48	37.0%	47	58.5%	24	25.0%	15	40.9%	18	37.8%	31	31.4%	16	10.0%	10	41.3%	31	50.0%	27
No	52.7%	461	41.4%	55	49.1%	53	55.1%	70	31.7%	13	65.0%	39	56.8%	25	51.2%	42	25.5%	13	85.0%	85	53.3%	40	48.1%	26
(Don't know)	13.4%	117	36.1%	48	6.5%	7	7.9%	10	9.8%	4	10.0%	6	2.3%	1	11.0%	9	43.1%	22	5.0%	5	5.3%	4	1.9%	1
Base:		875		133		108		127		41		60		44		82		51		100		75		54

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Q03 What do you intend to buy or have you bought in (STUDY CENTRE) today ?</b>																								
<i>Those who's main purpose is shopping at Q01 or those who intend to shop at Q02</i>																								
Food and groceries	51.1%	431	17.5%	17	52.9%	74	49.2%	62	64.3%	54	69.1%	38	58.1%	50	51.0%	25	30.3%	20	36.4%	4	64.3%	36	68.9%	51
Newspapers / Magazines	4.5%	38	1.0%	1	2.9%	4	6.3%	8	6.0%	5	3.6%	2	2.3%	2	8.2%	4	1.5%	1	9.1%	1	7.1%	4	8.1%	6
Confectionery / Tobacco	1.8%	15	3.1%	3	0.7%	1	0.0%	0	0.0%	0	5.5%	3	0.0%	0	4.1%	2	0.0%	0	0.0%	0	5.4%	3	4.1%	3
Clothing / Footwear	34.1%	288	59.8%	58	51.4%	72	31.7%	40	33.3%	28	54.5%	30	15.1%	13	30.6%	15	12.1%	8	18.2%	2	14.3%	8	18.9%	14
Furniture / Carpets / Soft furnishings	2.0%	17	2.1%	2	0.7%	1	5.6%	7	4.8%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.8%	1	1.4%	1
Domestic Electrical goods	2.5%	21	2.1%	2	2.9%	4	4.0%	5	2.4%	2	5.5%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Other electrical goods (TV, Hi-fi etc)	1.8%	15	1.0%	1	1.4%	2	2.4%	3	0.0%	0	1.8%	1	3.5%	3	4.1%	2	0.0%	0	0.0%	0	1.8%	1	2.7%	2
DIY / Hardware / Gardening	3.0%	25	1.0%	1	4.3%	6	6.3%	8	0.0%	0	5.5%	3	1.2%	1	4.1%	2	3.0%	2	0.0%	0	1.8%	1	1.4%	1
Other household goods	7.1%	60	2.1%	2	4.3%	6	9.5%	12	0.0%	0	47.3%	26	5.8%	5	2.0%	1	3.0%	2	0.0%	0	7.1%	4	2.7%	2
Gifts / Jewellery / China and Glass	5.7%	48	13.4%	13	2.9%	4	6.3%	8	0.0%	0	7.3%	4	7.0%	6	4.1%	2	9.1%	6	0.0%	0	3.6%	2	4.1%	3
Books / CD's / Videos / Toys / Hobbies	8.4%	71	7.2%	7	8.6%	12	11.9%	15	10.7%	9	9.1%	5	14.0%	12	10.2%	5	1.5%	1	9.1%	1	0.0%	0	5.4%	4
Health / Beauty / Chemist items	9.0%	76	9.3%	9	8.6%	12	13.5%	17	9.5%	8	18.2%	10	5.8%	5	8.2%	4	0.0%	0	9.1%	1	10.7%	6	5.4%	4
Other	0.7%	6	1.0%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.7%	2
Stationery	0.8%	7	0.0%	0	0.7%	1	2.4%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.1%	68	5.2%	5	1.4%	2	3.2%	4	0.0%	0	0.0%	0	7.0%	6	8.2%	4	54.5%	36	27.3%	3	7.1%	4	5.4%	4
Base:		844		97		140		126		84		55		86		49		66		11		56		74

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Mean Score [£0, £2.50, £7.50, £15, £25, £35, £45, £62.50, £87.50, £125, £225]</b>																								
<b>Q04 Approximately how much will you spend or have you spent in total on each of the following during your visit to (STUDY CENTRE) today ?</b>																								
<i>Those who's main purpose is shopping at Q01 or those who intend to shop at Q02</i>																								
<b>Food &amp; Grocery</b>																								
Nothing	23.2%	196	75.3%	73	38.6%	54	17.5%	22	0.0%	0	0.0%	0	10.5%	9	0.0%	0	15.2%	10	45.5%	5	21.4%	12	14.9%	11
Less than £5.00	7.6%	64	1.0%	1	7.9%	11	7.1%	9	10.7%	9	1.8%	1	4.7%	4	8.2%	4	0.0%	0	0.0%	0	25.0%	14	14.9%	11
£5.01 - £10.00	14.1%	119	9.3%	9	14.3%	20	4.0%	5	19.0%	16	34.5%	19	18.6%	16	16.3%	8	15.2%	10	0.0%	0	12.5%	7	12.2%	9
£10.01 - £20.00	12.6%	106	2.1%	2	15.7%	22	12.7%	16	14.3%	12	23.6%	13	16.3%	14	14.3%	7	3.0%	2	9.1%	1	7.1%	4	17.6%	13
£20.01 - £30.00	6.5%	55	4.1%	4	5.7%	8	4.8%	6	11.9%	10	1.8%	1	9.3%	8	6.1%	3	3.0%	2	9.1%	1	7.1%	4	10.8%	8
£30.01 - £40.00	3.0%	25	1.0%	1	2.9%	4	1.6%	2	4.8%	4	3.6%	2	7.0%	6	0.0%	0	3.0%	2	0.0%	0	1.8%	1	4.1%	3
£40.01 - £50.00	0.7%	6	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	0.0%	0
£50.01 - £75.00	0.9%	8	1.0%	1	0.7%	1	4.0%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 - £100.00	0.5%	4	0.0%	0	0.7%	1	0.8%	1	1.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 - £150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £150.00	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
(Don't know)	30.1%	254	6.2%	6	10.0%	14	44.4%	56	36.9%	31	34.5%	19	33.7%	29	53.1%	26	59.1%	39	27.3%	3	23.2%	13	24.3%	18
(Refused)	0.7%	6	0.0%	0	0.7%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
<b>Mean:</b>		<i>10.7</i>		<i>3.3</i>		<i>9.4</i>		<i>13.9</i>		<i>16.3</i>		<i>12.1</i>		<i>13.2</i>		<i>14.7</i>		<i>10.0</i>		<i>5.7</i>		<i>7.6</i>		<i>14.6</i>
<b>Base:</b>		844		97		140		126		84		55		86		49		66		11		56		74
<b>Non-food</b>																								
Nothing	12.3%	104	4.1%	4	23.6%	33	5.6%	7	1.2%	1	0.0%	0	9.3%	8	2.0%	1	13.6%	9	18.2%	2	41.1%	23	21.6%	16
Less than £5.00	4.5%	38	0.0%	0	5.7%	8	4.8%	6	4.8%	4	0.0%	0	2.3%	2	0.0%	0	3.0%	2	9.1%	1	10.7%	6	12.2%	9
£5.01 - £10.00	6.4%	54	3.1%	3	6.4%	9	7.1%	9	9.5%	8	1.8%	1	8.1%	7	12.2%	6	4.5%	3	9.1%	1	7.1%	4	4.1%	3
£10.01 - £20.00	7.3%	62	2.1%	2	11.4%	16	7.9%	10	8.3%	7	0.0%	0	8.1%	7	16.3%	8	3.0%	2	9.1%	1	7.1%	4	6.8%	5
£20.01 - £30.00	4.4%	37	2.1%	2	5.0%	7	4.8%	6	4.8%	4	5.5%	3	10.5%	9	8.2%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	2
£30.01 - £40.00	6.2%	52	4.1%	4	8.6%	12	3.2%	4	6.0%	5	27.3%	15	4.7%	4	8.2%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	4
£40.01 - £50.00	5.3%	45	3.1%	3	8.6%	12	6.3%	8	4.8%	4	3.6%	2	11.6%	10	4.1%	2	3.0%	2	0.0%	0	0.0%	0	2.7%	2
£50.01 - £75.00	6.0%	51	6.2%	6	2.9%	4	8.7%	11	11.9%	10	7.3%	4	9.3%	8	2.0%	1	3.0%	2	9.1%	1	1.8%	1	4.1%	3
£75.01 - £100.00	7.1%	60	4.1%	4	10.7%	15	7.9%	10	6.0%	5	25.5%	14	3.5%	3	6.1%	3	4.5%	3	0.0%	0	3.6%	2	1.4%	1
£100.01 - £150.00	3.8%	32	12.4%	12	3.6%	5	4.0%	5	1.2%	1	5.5%	3	2.3%	2	0.0%	0	3.0%	2	0.0%	0	1.8%	1	1.4%	1
More than £150.00	6.2%	52	25.8%	25	6.4%	9	9.5%	12	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	5.4%	3	0.0%	0
(Don't know)	29.9%	252	33.0%	32	7.1%	10	27.0%	34	39.3%	33	23.6%	13	30.2%	26	40.8%	20	59.1%	39	45.5%	5	21.4%	12	37.8%	28
(Refused)	0.6%	5	0.0%	0	0.0%	0	3.2%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Mean:</b>		<i>52</i>		<i>127</i>		<i>44</i>		<i>66</i>		<i>41</i>		<i>61</i>		<i>33</i>		<i>28</i>		<i>46</i>		<i>15</i>		<i>26</i>		<i>17</i>
<b>Base:</b>		844		97		140		126		84		55		86		49		66		11		56		74

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Eating / drinking out</b>																								
Nothing	24.9%	210	44.3%	43	45.0%	63	13.5%	17	0.0%	0	0.0%	0	17.4%	15	2.0%	1	31.8%	21	18.2%	2	58.9%	33	20.3%	15
Less than £5.00	7.2%	61	10.3%	10	15.0%	21	7.1%	9	2.4%	2	0.0%	0	0.0%	0	10.2%	5	1.5%	1	9.1%	1	10.7%	6	8.1%	6
£5.01 - £10.00	8.5%	72	14.4%	14	15.0%	21	7.9%	10	7.1%	6	9.1%	5	3.5%	3	2.0%	1	3.0%	2	18.2%	2	3.6%	2	8.1%	6
£10.01 - £20.00	3.2%	27	6.2%	6	2.9%	4	3.2%	4	0.0%	0	12.7%	7	3.5%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.7%	2
£20.01 - £30.00	2.8%	24	10.3%	10	5.0%	7	1.6%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	1	9.1%	1	3.6%	2	0.0%	0
£30.01 - £40.00	0.8%	7	2.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	3.6%	2	0.0%	0
£40.01 - £50.00	0.6%	5	1.0%	1	0.7%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
£50.01 - £75.00	0.4%	3	1.0%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 - £100.00	0.2%	2	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 - £150.00	0.4%	3	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
More than £150.00	0.2%	2	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	50.4%	425	9.3%	9	11.4%	16	62.7%	79	89.3%	75	78.2%	43	74.4%	64	85.7%	42	62.1%	41	27.3%	3	17.9%	10	58.1%	43
(Refused)	0.4%	3	0.0%	0	1.4%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		8.1		8.8		8.6		13.7		6.3		11.9		4.2		2.9		1.7		14.1		3.6		8.4
Base:		844		97		140		126		84		55		86		49		66		11		56		74
<b>Q05 Do you intend to visit, or have you visited any leisure / entertainment facilities or eat / drink in (STUDY CENTRE) today ?</b>																								
Yes	40.9%	582	45.5%	91	50.0%	100	46.1%	95	42.6%	43	25.0%	25	20.5%	23	51.0%	51	19.8%	20	56.4%	57	30.0%	30	46.5%	47
No	54.3%	772	41.0%	82	48.5%	97	52.4%	108	55.4%	56	66.0%	66	79.5%	89	43.0%	43	68.3%	69	40.6%	41	68.0%	68	52.5%	53
(Don't know)	4.8%	68	13.5%	27	1.5%	3	1.5%	3	2.0%	2	9.0%	9	0.0%	0	6.0%	6	11.9%	12	3.0%	3	2.0%	2	1.0%	1
Base:		1422		200		200		206		101		100		112		100		101		101		100		101
<b>Q06 And what type of facilities do you intend to visit, or have you visited today?</b>																								
<i>Those who intend to visit, or have you visited any leisure / entertainment facilities or eat / drink in (STUDY CENTRE) at Q05</i>																								
Sports facilities	3.3%	19	0.0%	0	2.0%	2	2.1%	2	0.0%	0	24.0%	6	17.4%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	3	4.3%	2
Pubs / bars	13.6%	79	14.3%	13	7.0%	7	14.7%	14	2.3%	1	8.0%	2	4.3%	1	41.2%	21	20.0%	4	5.3%	3	33.3%	10	6.4%	3
Restaurants	43.8%	255	59.3%	54	41.0%	41	43.2%	41	25.6%	11	68.0%	17	56.5%	13	31.4%	16	65.0%	13	31.6%	18	43.3%	13	38.3%	18
Takeaway food	20.8%	121	19.8%	18	21.0%	21	13.7%	13	2.3%	1	36.0%	9	13.0%	3	17.6%	9	15.0%	3	42.1%	24	23.3%	7	27.7%	13
Walk about / look around	5.0%	29	0.0%	0	0.0%	0	7.4%	7	2.3%	1	52.0%	13	4.3%	1	3.9%	2	0.0%	0	5.3%	3	0.0%	0	4.3%	2
Theatre	2.2%	13	4.4%	4	1.0%	1	3.2%	3	0.0%	0	0.0%	0	4.3%	1	2.0%	1	0.0%	0	1.8%	1	6.7%	2	0.0%	0
Other	2.1%	12	1.1%	1	8.0%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Café / coffee shops	15.1%	88	0.0%	0	21.0%	21	22.1%	21	62.8%	27	0.0%	0	4.3%	1	0.0%	0	0.0%	0	10.5%	6	13.3%	4	17.0%	8
Cinema	0.9%	5	0.0%	0	2.0%	2	1.1%	1	2.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museums	1.2%	7	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0
(Don't know)	4.1%	24	3.3%	3	2.0%	2	3.2%	3	7.0%	3	4.0%	1	4.3%	1	5.9%	3	0.0%	0	12.3%	7	0.0%	0	2.1%	1
Base:		582		91		100		95		43		25		23		51		20		57		30		47

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Q07 How did you travel to (STUDY CENTRE) today ?</b>																								
Car-driver	3.3%	47	2.0%	4	7.5%	15	2.9%	6	2.0%	2	3.0%	3	0.0%	0	2.0%	2	3.0%	3	3.0%	3	7.0%	7	2.0%	2
Car-passenger	1.8%	25	1.0%	2	2.5%	5	1.0%	2	2.0%	2	9.0%	9	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Train	6.0%	85	10.0%	20	4.5%	9	6.8%	14	5.0%	5	6.0%	6	4.5%	5	2.0%	2	2.0%	2	14.9%	15	3.0%	3	4.0%	4
Tube	30.3%	431	49.5%	99	20.0%	40	35.9%	74	20.8%	21	11.0%	11	10.7%	12	45.0%	45	36.6%	37	44.6%	45	33.0%	33	13.9%	14
Taxi	3.5%	50	11.0%	22	2.5%	5	5.8%	12	2.0%	2	0.0%	0	1.8%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1	1.0%	1
Bus / coach	21.3%	303	9.5%	19	27.5%	55	19.4%	40	19.8%	20	25.0%	25	49.1%	55	23.0%	23	24.8%	25	16.8%	17	7.0%	7	16.8%	17
Walked	30.9%	439	16.0%	32	32.5%	65	24.3%	50	44.6%	45	44.0%	44	33.0%	37	21.0%	21	28.7%	29	15.8%	16	45.0%	45	54.5%	55
Bicycle	1.9%	27	1.0%	2	2.0%	4	1.9%	4	3.0%	3	0.0%	0	0.9%	1	4.0%	4	0.0%	0	1.0%	1	2.0%	2	5.9%	6
Other	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorbike / scooter	0.6%	9	0.0%	0	0.5%	1	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2
(Refused)	0.4%	5	0.0%	0	0.0%	0	1.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1422		200		200		206		101		100		112		100		101		101		100		101
<b>Q08 Did you or will you have to pay the full congestion charge for your journey to (STUDY CENTRE) today ?</b>																								
<i>Those who travelled by car at Q07</i>																								
Yes	45.8%	33	50.0%	3	30.0%	6	50.0%	4	75.0%	3	66.7%	8	0.0%	0	0.0%	0	60.0%	3	25.0%	1	50.0%	4	50.0%	1
No	47.2%	34	50.0%	3	65.0%	13	50.0%	4	25.0%	1	0.0%	0	0.0%	0	100.0%	3	40.0%	2	75.0%	3	50.0%	4	50.0%	1
(Don't know)	6.9%	5	0.0%	0	5.0%	1	0.0%	0	0.0%	0	33.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		72		6		20		8		4		12		0		3		5		4		8		2

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove
<b>Q09 Which tube or train station did you use for your journey to (STUDY CENTRE) today?</b>												
<i>Those who travelled by train / tube at Q07</i>												
Bayswater	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court	8.5%	44	0.0%	0	14.3%	7	2.3%	2	3.8%	1	29.4%	5
Gloucester Road	0.8%	4	0.0%	0	4.1%	2	0.0%	0	0.0%	0	11.8%	2
High Street Kensington	2.1%	11	0.0%	0	16.3%	8	0.0%	0	0.0%	0	0.0%	0
Holland Park	0.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Kensal Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington Olympia	0.4%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	5.9%	1
Knightsbridge	19.8%	102	82.4%	98	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Ladbroke Grove	5.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latimer Road	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	7.9%	41	0.0%	0	2.0%	1	0.0%	0	0.0%	0	5.9%	1
Queensway	3.5%	18	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0
Shepherd's Bush	0.8%	4	0.0%	0	2.0%	1	0.0%	0	11.8%	2	0.0%	0
Sloane Square	20.3%	105	5.9%	7	0.0%	0	84.1%	74	73.1%	19	0.0%	0
South Kensington	3.1%	16	1.7%	2	6.1%	3	3.4%	3	15.4%	4	0.0%	0
West Brompton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Other	17.2%	89	5.9%	7	38.8%	19	1.1%	1	3.8%	1	23.5%	4
Kings Cross	0.8%	4	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0
Liverpool Street	0.8%	4	0.8%	1	2.0%	1	0.0%	0	0.0%	0	5.9%	1
Victoria	1.6%	8	0.8%	1	2.0%	1	0.0%	0	0.0%	0	5.9%	1
Westminster	0.6%	3	0.8%	1	0.0%	0	0.0%	0	11.8%	2	0.0%	0
Wimbledon	0.8%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	5.9%	1
Charing Cross	0.8%	4	0.0%	0	2.0%	1	2.3%	2	3.8%	1	0.0%	0
(Don't know)	1.6%	8	0.8%	1	0.0%	0	3.4%	3	0.0%	0	5.9%	1
Base:		516		119		49		88		26		17
												17
												47
												39
												60
												36
												18

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Q10 Which other shopping centres or towns do you use regularly, (i.e. at least once a month) ?</b>																								
No other centre	7.6%	108	5.5%	11	2.5%	5	8.7%	18	13.9%	14	1.0%	1	3.6%	4	5.0%	5	16.8%	17	12.9%	13	11.0%	11	8.9%	9
Clapham	5.6%	79	2.0%	4	3.5%	7	3.4%	7	10.9%	11	27.0%	27	0.9%	1	4.0%	4	4.0%	4	8.9%	9	2.0%	2	3.0%	3
Earls Court Road	4.4%	63	0.0%	0	3.5%	7	13.1%	27	2.0%	2	5.0%	5	7.1%	8	3.0%	3	5.9%	6	3.0%	3	2.0%	2	0.0%	0
Fulham Road (East)	4.4%	62	1.0%	2	5.0%	10	5.3%	11	6.9%	7	15.0%	15	1.8%	2	3.0%	3	1.0%	1	3.0%	3	5.0%	5	3.0%	3
Fulham Road (West)	5.3%	75	0.5%	1	5.5%	11	9.2%	19	6.9%	7	15.0%	15	6.3%	7	3.0%	3	1.0%	1	2.0%	2	6.0%	6	3.0%	3
Hammersmith	15.2%	216	1.0%	2	22.5%	45	5.3%	11	9.9%	10	18.0%	18	64.3%	72	15.0%	15	12.9%	13	7.9%	8	12.0%	12	9.9%	10
Kensington High Street	29.8%	424	8.0%	16	64.5%	129	25.2%	52	25.7%	26	71.0%	71	7.1%	8	21.0%	21	11.9%	12	14.9%	15	38.0%	38	35.6%	36
King's Road (East)	11.1%	158	5.5%	11	23.5%	47	5.3%	11	3.0%	3	49.0%	49	8.9%	10	2.0%	2	1.0%	1	10.9%	11	6.0%	6	6.9%	7
King's Road (West)	11.0%	156	4.5%	9	18.0%	36	9.2%	19	4.0%	4	49.0%	49	10.7%	12	4.0%	4	2.0%	2	8.9%	9	5.0%	5	6.9%	7
Knightsbridge	12.6%	179	4.0%	8	13.0%	26	19.9%	41	19.8%	20	25.0%	25	21.4%	24	8.0%	8	3.0%	3	10.9%	11	5.0%	5	7.9%	8
London – West End	31.2%	444	23.5%	47	38.5%	77	31.1%	64	37.6%	38	26.0%	26	47.3%	53	18.0%	18	39.6%	40	23.8%	24	15.0%	15	41.6%	42
Marylebone	5.5%	78	1.5%	3	1.0%	2	2.4%	5	1.0%	1	38.0%	38	8.9%	10	5.0%	5	5.0%	5	4.0%	4	0.0%	0	5.0%	5
Notting Hill Gate	8.2%	116	1.5%	3	11.5%	23	2.9%	6	5.9%	6	7.0%	7	0.0%	0	27.0%	27	10.9%	11	5.9%	6	7.0%	7	19.8%	20
Paddington	3.4%	49	0.0%	0	0.0%	0	0.5%	1	0.0%	0	33.0%	33	3.6%	4	1.0%	1	2.0%	2	4.0%	4	0.0%	0	4.0%	4
Pimlico	1.2%	17	0.0%	0	0.5%	1	1.9%	4	3.0%	3	5.0%	5	0.9%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Portobello Road	7.7%	109	1.0%	2	14.5%	29	2.9%	6	7.9%	8	10.0%	10	0.0%	0	12.0%	12	1.0%	1	4.0%	4	6.0%	6	30.7%	31
Putney	6.5%	92	2.0%	4	3.5%	7	1.9%	4	5.0%	5	65.0%	65	3.6%	4	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Shepherd's Bush	5.6%	80	0.0%	0	7.0%	14	2.4%	5	2.0%	2	16.0%	16	0.9%	1	18.0%	18	17.8%	18	1.0%	1	1.0%	1	4.0%	4
Soho	4.2%	60	0.0%	0	3.0%	6	2.4%	5	5.9%	6	30.0%	30	0.0%	0	4.0%	4	1.0%	1	4.0%	4	1.0%	1	3.0%	3
South Kensington	6.0%	85	3.0%	6	4.5%	9	5.8%	12	6.9%	7	19.0%	19	2.7%	3	5.0%	5	7.9%	8	3.0%	3	7.0%	7	5.9%	6
Wandsworth	3.9%	55	3.5%	7	4.0%	8	2.4%	5	5.9%	6	4.0%	4	7.1%	8	4.0%	4	5.9%	6	3.0%	3	4.0%	4	0.0%	0
Westbourne Grove	2.2%	31	0.5%	1	2.5%	5	0.5%	1	3.0%	3	5.0%	5	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	10.9%	11
Out-of-centre retail parks in the RB of Kensington & Chelsea	2.3%	32	2.5%	5	0.0%	0	10.7%	22	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other	10.9%	155	24.0%	48	10.0%	20	12.1%	25	10.9%	11	0.0%	0	0.9%	1	9.0%	9	2.0%	2	25.7%	26	5.0%	5	7.9%	8
Angel	0.4%	6	0.5%	1	1.0%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Barking	0.2%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	1.4%	20	4.0%	8	1.0%	2	1.0%	2	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Bond Street	0.4%	6	0.5%	1	1.5%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Brent Cross	1.2%	17	1.5%	3	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1	4.0%	4
Brixton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Bromley	0.4%	6	1.5%	3	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cambridge	0.2%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden	0.6%	9	0.0%	0	1.0%	2	0.5%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Cheltenham	0.2%	3	0.5%	1	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.4%	6	0.0%	0	1.0%	2	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Covent Garden	0.8%	12	1.0%	2	1.0%	2	1.9%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Croydon	0.3%	4	0.5%	1	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.6%	9	0.5%	1	1.5%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Edgware Road	0.3%	4	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gloucester Road	0.2%	3	0.5%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.2%	3	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland Park	0.2%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
Kilburn	0.4%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1										
Kingston	1.5%	22	3.5%	7	3.0%	6	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre	1.1%	16	4.5%	9	1.5%	3	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Milton Keynes	0.4%	6	2.5%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.2%	3	1.0%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North London	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Oxford Street	1.1%	16	0.5%	1	0.5%	1	1.5%	3	0.0%	0	1.0%	1	0.0%	0	4.0%	4	1.0%	1	1.0%	1	0.0%	0	4.0%	4
Peckham	0.2%	3	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piccadilly	0.4%	5	0.0%	0	0.5%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Queensway	0.7%	10	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Richmond	0.5%	7	1.0%	2	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Romford	0.4%	5	1.0%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stratford	0.6%	8	0.5%	1	0.5%	1	1.5%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Streatham	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Victoria	0.6%	8	0.0%	0	0.5%	1	0.5%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Wimbledon	0.6%	8	1.0%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Wood Green	0.6%	8	0.5%	1	0.5%	1	1.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Abroad	0.8%	11	4.0%	8	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lewisham	0.2%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ilford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.2%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.2%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.2%	3	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hounslow	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.1%	44	5.5%	11	1.5%	3	1.0%	2	1.0%	1	1.0%	1	0.9%	1	4.0%	4	8.9%	9	4.0%	4	8.0%	8	0.0%	0
Base:	1422	200	200	206	101	100	112	100	101	101	101	100	101	101	100	101	101	100	101	100	101	101	101	101

### Q11 Approximately how much time will you spend in the shopping area in (STUDY CENTRE) today ?

0-15 minutes	10.3%	146	1.5%	3	8.0%	16	13.1%	27	9.9%	10	2.0%	2	4.5%	5	9.0%	9	5.0%	5	30.7%	31	29.0%	29	8.9%	9
16-30 minutes	11.3%	160	6.0%	12	11.0%	22	7.8%	16	11.9%	12	8.0%	8	9.8%	11	5.0%	5	40.6%	41	4.0%	4	15.0%	15	13.9%	14
31 minutes – under 1 hour	15.6%	222	7.5%	15	16.0%	32	14.6%	30	15.8%	16	26.0%	26	8.9%	10	11.0%	11	36.6%	37	4.0%	4	16.0%	16	24.8%	25
1 – 1 ½ hours	14.3%	203	12.5%	25	15.5%	31	20.4%	42	18.8%	19	11.0%	11	28.6%	32	14.0%	14	5.0%	5	3.0%	3	4.0%	4	16.8%	17
Over 1 ½ - 2 hours	14.3%	204	18.0%	36	15.0%	30	14.6%	30	12.9%	13	14.0%	14	27.7%	31	13.0%	13	5.0%	5	6.9%	7	9.0%	9	15.8%	16
Over 2-3 hours	13.3%	189	22.5%	45	9.5%	19	14.1%	29	8.9%	9	26.0%	26	12.5%	14	14.0%	14	4.0%	4	16.8%	17	8.0%	8	4.0%	4
Over 3 hours	12.5%	178	11.5%	23	18.0%	36	10.7%	22	20.8%	21	2.0%	2	2.7%	3	16.0%	16	2.0%	2	29.7%	30	8.0%	8	14.9%	15
(Don't know)	8.2%	116	20.5%	41	6.0%	12	4.9%	10	1.0%	1	10.0%	10	5.4%	6	18.0%	18	1.0%	1	5.0%	5	11.0%	11	1.0%	1
(Refused)	0.3%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:	1422	200	200	206	101	100	112	100	112	100	101	101	101	101	100	101	101	100	101	100	101	101	101	101

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Q12 How often do you shop in (STUDY CENTRE) ?</b>																								
Everyday	13.4%	191	0.0%	0	23.5%	47	10.2%	21	23.8%	24	1.0%	1	12.5%	14	11.0%	11	24.8%	25	2.0%	2	20.0%	20	25.7%	26
2-3 times a week	18.5%	263	4.0%	8	22.0%	44	18.4%	38	25.7%	26	23.0%	23	25.9%	29	19.0%	19	20.8%	21	5.9%	6	21.0%	21	27.7%	28
Once a week	15.4%	219	6.0%	12	14.0%	28	20.4%	42	12.9%	13	37.0%	37	25.9%	29	18.0%	18	7.9%	8	5.0%	5	7.0%	7	19.8%	20
Once a fortnight	7.6%	108	6.0%	12	13.0%	26	4.9%	10	7.9%	8	21.0%	21	11.6%	13	3.0%	3	3.0%	3	2.0%	2	7.0%	7	3.0%	3
Once a month	7.5%	106	8.0%	16	9.5%	19	6.8%	14	10.9%	11	3.0%	3	8.9%	10	13.0%	13	2.0%	2	5.9%	6	7.0%	7	5.0%	5
Less than once a month	20.7%	295	45.5%	91	12.5%	25	24.3%	50	12.9%	13	10.0%	10	12.5%	14	26.0%	26	13.9%	14	20.8%	21	18.0%	18	12.9%	13
Never	15.0%	213	29.0%	58	4.5%	9	15.0%	31	2.0%	2	0.0%	0	1.8%	2	7.0%	7	23.8%	24	56.4%	57	18.0%	18	5.0%	5
(Don't know)	1.9%	27	1.5%	3	1.0%	2	0.0%	0	4.0%	4	5.0%	5	0.9%	1	3.0%	3	4.0%	4	2.0%	2	2.0%	2	1.0%	1
Base:		1422		200		200		206		101		100		112		100		101		101		100		101
<b>Q13 What do you like about shopping in (STUDY CENTRE) ?</b>																								
Nothing in particular	13.9%	197	28.5%	57	8.5%	17	13.6%	28	6.9%	7	19.0%	19	0.0%	0	10.0%	10	4.0%	4	19.8%	20	22.0%	22	12.9%	13
Close to home / easy to get to	30.1%	428	10.0%	20	31.5%	63	29.6%	61	44.6%	45	47.0%	47	56.3%	63	20.0%	20	25.7%	26	5.0%	5	35.0%	35	42.6%	43
Close to work	8.5%	121	2.5%	5	9.5%	19	12.6%	26	12.9%	13	2.0%	2	2.7%	3	7.0%	7	30.7%	31	2.0%	2	6.0%	6	6.9%	7
Choice of shops and services	30.4%	432	25.0%	50	41.0%	82	45.1%	93	25.7%	26	50.0%	50	22.3%	25	29.0%	29	24.8%	25	4.0%	4	17.0%	17	30.7%	31
Plenty of parking	0.2%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cheap car parking	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Specialist shops	15.4%	219	33.0%	66	16.5%	33	9.7%	20	14.9%	15	2.0%	2	5.4%	6	14.0%	14	29.7%	30	15.8%	16	4.0%	4	12.9%	13
Quality of shops	21.5%	306	38.5%	77	26.0%	52	26.7%	55	11.9%	12	37.0%	37	4.5%	5	10.0%	10	29.7%	30	10.9%	11	6.0%	6	10.9%	11
General character / atmosphere	16.3%	232	8.5%	17	16.0%	32	28.6%	59	13.9%	14	20.0%	20	6.3%	7	15.0%	15	26.7%	27	12.9%	13	12.0%	12	15.8%	16
Attractive environment	14.7%	209	12.5%	25	12.0%	24	18.0%	37	9.9%	10	8.0%	8	8.9%	10	12.0%	12	44.6%	45	14.9%	15	10.0%	10	12.9%	13
The Market	6.1%	87	1.0%	2	0.0%	0	2.9%	6	0.0%	0	6.0%	6	25.0%	28	7.0%	7	34.7%	35	0.0%	0	0.0%	0	3.0%	3
Other	1.4%	20	0.0%	0	4.0%	8	1.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.0%	3
Cheap prices	0.7%	10	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Convenient	0.5%	7	0.0%	0	2.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Everything available	1.3%	18	1.0%	2	2.5%	5	1.5%	3	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Familiarity of area	0.4%	6	0.0%	0	0.0%	0	2.4%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not crowded	0.4%	6	0.0%	0	1.0%	2	1.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.6%	9	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.9%	6
(Don't know)	5.6%	79	1.5%	3	3.0%	6	1.5%	3	4.0%	4	1.0%	1	0.9%	1	6.0%	6	6.9%	7	34.7%	35	12.0%	12	1.0%	1
Base:		1422		200		200		206		101		100		112		100		101		101		100		101

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Q14 What do you dislike about shopping in (STUDY CENTRE) ?</b>																								
Nothing in particular	48.0%	683	58.0%	116	44.0%	88	37.4%	77	35.6%	36	50.0%	50	82.1%	92	25.0%	25	66.3%	67	35.6%	36	50.0%	50	45.5%	46
Traffic congestion	11.8%	168	8.0%	16	8.5%	17	13.1%	27	6.9%	7	47.0%	47	1.8%	2	13.0%	13	9.9%	10	8.9%	9	14.0%	14	5.9%	6
Poor choice of shops and services	3.2%	46	0.0%	0	7.5%	15	4.4%	9	7.9%	8	1.0%	1	1.8%	2	2.0%	2	0.0%	0	3.0%	3	3.0%	3	3.0%	3
Lack of parking	4.1%	59	1.5%	3	4.0%	8	12.1%	25	3.0%	3	2.0%	2	0.9%	1	2.0%	2	2.0%	2	5.0%	5	3.0%	3	5.0%	5
Expensive car parking	3.8%	54	2.0%	4	4.0%	8	8.7%	18	1.0%	1	6.0%	6	0.0%	0	8.0%	8	1.0%	1	2.0%	2	1.0%	1	5.0%	5
Lack of specialist shops	1.8%	26	1.5%	3	2.5%	5	2.4%	5	4.0%	4	3.0%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Poor quality of shops	1.2%	17	0.5%	1	3.0%	6	0.5%	1	1.0%	1	0.0%	0	0.9%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1	2.0%	2
Poor department stores	0.8%	11	0.5%	1	2.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Prices too high	10.9%	155	8.5%	17	6.5%	13	24.3%	50	19.8%	20	5.0%	5	2.7%	3	17.0%	17	3.0%	3	15.8%	16	5.0%	5	5.9%	6
Lack of large shops	1.5%	22	0.5%	1	1.5%	3	0.0%	0	2.0%	2	4.0%	4	1.8%	2	2.0%	2	2.0%	2	0.0%	0	3.0%	3	3.0%	3
Unsafe / poor security / dangerous	0.5%	7	0.5%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Poor facilities (e.g. seating, bins)	0.8%	12	2.0%	4	1.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Litter / dirty streets	4.2%	60	4.5%	9	1.5%	3	0.5%	1	2.0%	2	23.0%	23	0.9%	1	7.0%	7	5.0%	5	0.0%	0	6.0%	6	3.0%	3
Anti-social behaviour (e.g. begging, vandals, on-street drinking)	2.3%	33	1.0%	2	1.5%	3	1.0%	2	3.0%	3	4.0%	4	0.0%	0	5.0%	5	0.0%	0	0.0%	0	8.0%	8	5.9%	6
General character / atmosphere	1.1%	15	1.5%	3	1.5%	3	0.5%	1	0.0%	0	0.0%	0	0.9%	1	2.0%	2	0.0%	0	2.0%	2	2.0%	2	1.0%	1
Unattractive environment	0.9%	13	1.5%	3	1.5%	3	0.5%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2
The Market	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Congestion Charge	4.6%	66	2.5%	5	3.5%	7	15.5%	32	1.0%	1	8.0%	8	0.0%	0	1.0%	1	4.0%	4	0.0%	0	4.0%	4	4.0%	4
Too busy / crowded	9.0%	128	11.0%	22	11.5%	23	8.3%	17	3.0%	3	3.0%	3	4.5%	5	24.0%	24	8.9%	9	9.9%	10	7.0%	7	5.0%	5
Hard to cross the road	0.6%	9	1.0%	2	1.0%	2	1.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	33	1.0%	2	5.5%	11	2.4%	5	4.0%	4	0.0%	0	0.9%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	5.9%	6
Too noisy	0.5%	7	0.0%	0	1.0%	2	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road works	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Too touristy	0.5%	7	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
(Don't know)	6.3%	89	3.5%	7	3.0%	6	5.3%	11	7.9%	8	0.0%	0	1.8%	2	6.0%	6	7.9%	8	25.7%	26	13.0%	13	2.0%	2
Base:		1422		200		200		206		101		100		112		100		101		101		100		101
<b>Q15 Do you ever come to (STUDY CENTRE) in the evening ?</b>																								
Yes	40.5%	576	21.0%	42	49.0%	98	42.7%	88	52.5%	53	48.0%	48	42.0%	47	48.0%	48	20.8%	21	21.8%	22	42.0%	42	66.3%	67
No	59.5%	846	79.0%	158	51.0%	102	57.3%	118	47.5%	48	52.0%	52	58.0%	65	52.0%	52	79.2%	80	78.2%	79	58.0%	58	33.7%	34
Base:		1422		200		200		206		101		100		112		100		101		101		100		101

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Q16 What do you do in (STUDY CENTRE) in the evening ?</b> <i>Those who go to the (STUDY CENTRE) in the evening at Q15</i>																								
Sports facilities	8.5%	49	0.0%	0	0.0%	0	18.2%	16	3.8%	2	33.3%	16	6.4%	3	0.0%	0	4.8%	1	0.0%	0	16.7%	7	6.0%	4
Pubs / bars	38.4%	221	38.1%	16	35.7%	35	34.1%	30	50.9%	27	22.9%	11	6.4%	3	54.2%	26	61.9%	13	63.6%	14	57.1%	24	32.8%	22
Restaurants	61.8%	356	83.3%	35	67.3%	66	59.1%	52	64.2%	34	77.1%	37	68.1%	32	56.3%	27	47.6%	10	36.4%	8	38.1%	16	58.2%	39
Services (eg. cash tills)	2.6%	15	7.1%	3	1.0%	1	1.1%	1	1.9%	1	6.3%	3	2.1%	1	0.0%	0	4.8%	1	9.1%	2	4.8%	2	0.0%	0
Takeaway food	6.8%	39	4.8%	2	3.1%	3	1.1%	1	0.0%	0	22.9%	11	4.3%	2	10.4%	5	28.6%	6	4.5%	1	14.3%	6	3.0%	2
Walk about / look around	10.4%	60	11.9%	5	8.2%	8	4.5%	4	5.7%	3	25.0%	12	4.3%	2	4.2%	2	38.1%	8	9.1%	2	9.5%	4	14.9%	10
Cinema	30.4%	175	4.8%	2	27.6%	27	40.9%	36	37.7%	20	81.3%	39	29.8%	14	31.3%	15	4.8%	1	4.5%	1	2.4%	1	28.4%	19
Theatre	7.8%	45	7.1%	3	4.1%	4	22.7%	20	5.7%	3	8.3%	4	0.0%	0	22.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubs	6.4%	37	2.4%	1	5.1%	5	21.6%	19	5.7%	3	0.0%	0	0.0%	0	6.3%	3	9.5%	2	9.1%	2	4.8%	2	0.0%	0
Other	2.1%	12	0.0%	0	4.1%	4	1.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	4	2.4%	1	1.5%	1
Visit cafes / coffee shops	2.6%	15	0.0%	0	3.1%	3	2.3%	2	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	7
Visit church	0.7%	4	0.0%	0	2.0%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit family / friends	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	1.4%	8	0.0%	0	1.0%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	7.1%	3	0.0%	0
Shopping	1.6%	9	2.4%	1	5.1%	5	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
(Don't know)	1.6%	9	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	11.9%	5	1.5%	1
Base:		576		42		98		88		53		48		47		48		21		22		42		67

**Q17 What do you like about visiting the leisure / pubs and bars / restaurant facilities in (STUDY CENTRE) ?**

Nothing in particular	22.1%	314	51.5%	103	13.0%	26	14.1%	29	25.7%	26	49.0%	49	3.6%	4	12.0%	12	10.9%	11	13.9%	14	22.0%	22	17.8%	18
Close to home / easy to get to	22.4%	318	5.5%	11	18.0%	36	31.1%	64	27.7%	28	22.0%	22	46.4%	52	19.0%	19	25.7%	26	4.0%	4	21.0%	21	34.7%	35
Close to work	5.6%	79	1.5%	3	5.0%	10	10.7%	22	4.0%	4	0.0%	0	0.9%	1	5.0%	5	18.8%	19	1.0%	1	7.0%	7	6.9%	7
Good theatre	3.0%	42	1.0%	2	1.0%	2	7.8%	16	1.0%	1	0.0%	0	1.8%	2	13.0%	13	4.0%	4	0.0%	0	2.0%	2	0.0%	0
Good choice of restaurant	24.8%	352	26.5%	53	24.5%	49	28.6%	59	13.9%	14	27.0%	27	23.2%	26	22.0%	22	40.6%	41	11.9%	12	21.0%	21	27.7%	28
Good quality of restaurants	21.8%	310	15.0%	30	23.5%	47	32.0%	66	13.9%	14	30.0%	30	26.8%	30	18.0%	18	35.6%	36	13.9%	14	12.0%	12	12.9%	13
Good quality of pubs / bars	10.1%	144	2.0%	4	14.5%	29	16.0%	33	13.9%	14	10.0%	10	0.0%	0	11.0%	11	18.8%	19	5.0%	5	12.0%	12	6.9%	7
Good choice of pubs / bars	6.1%	87	4.5%	9	5.0%	10	6.8%	14	7.9%	8	6.0%	6	0.0%	0	6.0%	6	16.8%	17	7.9%	8	4.0%	4	5.0%	5
Good health / fitness facilities	1.5%	21	0.0%	0	0.0%	0	3.4%	7	1.0%	1	4.0%	4	1.8%	2	0.0%	0	3.0%	3	0.0%	0	1.0%	1	3.0%	3
Other	2.4%	34	0.0%	0	3.0%	6	3.4%	7	5.9%	6	0.0%	0	3.6%	4	2.0%	2	0.0%	0	2.0%	2	0.0%	0	6.9%	7
Good atmosphere	2.4%	34	0.0%	0	1.5%	3	4.9%	10	5.9%	6	0.0%	0	0.9%	1	5.0%	5	0.0%	0	3.0%	3	2.0%	2	4.0%	4
Good environment	0.8%	12	0.0%	0	1.0%	2	0.5%	1	3.0%	3	0.0%	0	1.8%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1
Friendly feel	0.8%	12	0.0%	0	1.5%	3	1.5%	3	2.0%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Good cinema	1.0%	14	0.0%	0	3.5%	7	1.0%	2	1.0%	1	0.0%	0	1.8%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Feel safe	0.4%	5	0.0%	0	0.5%	1	1.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean area	0.3%	4	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	17.7%	251	10.0%	20	33.0%	66	8.3%	17	10.9%	11	0.0%	0	3.6%	4	18.0%	18	26.7%	27	50.5%	51	20.0%	20	16.8%	17
Base:		1422		200		200		206		101		100		112		100		101		101		100		101

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Q18 What do you dislike about visiting the leisure / pubs and bars / restaurant facilities in (STUDY CENTRE) ?</b>																								
Nothing in particular	58.2%	828	76.0%	152	44.0%	88	39.3%	81	53.5%	54	90.0%	90	85.7%	96	39.0%	39	79.2%	80	42.6%	43	49.0%	49	55.4%	56
Poor choice of facilities	4.1%	58	2.5%	5	6.0%	12	5.8%	12	6.9%	7	0.0%	0	0.9%	1	5.0%	5	2.0%	2	2.0%	2	8.0%	8	4.0%	4
Too expensive	9.9%	141	4.0%	8	6.5%	13	30.1%	62	12.9%	13	0.0%	0	6.3%	7	20.0%	20	1.0%	1	9.9%	10	4.0%	4	3.0%	3
Unsafe / poor security / dangerous	2.2%	31	3.0%	6	0.5%	1	0.5%	1	3.0%	3	4.0%	4	0.0%	0	6.0%	6	0.0%	0	1.0%	1	3.0%	3	5.9%	6
Lack of car parking	3.1%	44	1.5%	3	2.0%	4	9.2%	19	1.0%	1	4.0%	4	0.0%	0	7.0%	7	0.0%	0	1.0%	1	4.0%	4	1.0%	1
Car parking charges	3.2%	46	2.0%	4	1.0%	2	11.7%	24	2.0%	2	0.0%	0	0.0%	0	6.0%	6	2.0%	2	1.0%	1	3.0%	3	2.0%	2
Lack of public transport	0.5%	7	0.5%	1	1.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Other	1.4%	20	0.0%	0	4.0%	8	0.5%	1	4.0%	4	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	3.0%	3
Busy / overcrowded	2.0%	29	0.5%	1	1.0%	2	3.4%	7	3.0%	3	0.0%	0	0.9%	1	7.0%	7	3.0%	3	0.0%	0	1.0%	1	4.0%	4
Too far to travel	0.3%	4	0.0%	0	1.5%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.4%	6	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Poor service	0.2%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Rowdy crowds	0.6%	9	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4
Lack of atmosphere	0.4%	5	0.0%	0	0.5%	1	0.5%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nowhere to smoke	0.3%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Not very clean / dirty environment (Don't know)	17.5%	249	11.5%	23	32.5%	65	10.2%	21	13.9%	14	2.0%	2	3.6%	4	17.0%	17	13.9%	14	44.6%	45	26.0%	26	17.8%	18
Base:		1422		200		200		206		101		100		112		100		101		101		100		101
<b>Q19 Do you ever come to (STUDY CENTRE) to visit other facilities such as libraries, museums, community halls or health facilities ?</b>																								
Yes	41.8%	595	16.5%	33	55.5%	111	52.4%	108	58.4%	59	38.0%	38	34.8%	39	34.0%	34	13.9%	14	68.3%	69	37.0%	37	52.5%	53
No	58.2%	827	83.5%	167	44.5%	89	47.6%	98	41.6%	42	62.0%	62	65.2%	73	66.0%	66	86.1%	87	31.7%	32	63.0%	63	47.5%	48
Base:		1422		200		200		206		101		100		112		100		101		101		100		101

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Q20 Which of the following facilities do you use in (STUDY CENTRE) ?</b>																								
<i>Those who visit (STUDY CENTRE) to visit other facilities such as libraries, museums, community halls or health facilities at Q19</i>																								
Library	48.6%	289	15.2%	5	64.9%	72	38.9%	42	52.5%	31	65.8%	25	46.2%	18	70.6%	24	42.9%	6	10.1%	7	56.8%	21	71.7%	38
Museums / galleries	57.8%	344	90.9%	30	59.5%	66	69.4%	75	61.0%	36	10.5%	4	28.2%	11	29.4%	10	14.3%	2	98.6%	68	54.1%	20	41.5%	22
Community Halls	8.1%	48	0.0%	0	14.4%	16	11.1%	12	6.8%	4	0.0%	0	30.8%	12	5.9%	2	14.3%	2	0.0%	0	0.0%	0	0.0%	0
Health Centre	25.2%	150	3.0%	1	25.2%	28	34.3%	37	15.3%	9	94.7%	36	43.6%	17	17.6%	6	7.1%	1	0.0%	0	13.5%	5	18.9%	10
Advice and information centres	1.8%	11	0.0%	0	1.8%	2	0.0%	0	6.8%	4	0.0%	0	2.6%	1	8.8%	3	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Recreation centres / grounds	11.8%	70	0.0%	0	10.8%	12	20.4%	22	6.8%	4	15.8%	6	33.3%	13	2.9%	1	21.4%	3	1.4%	1	2.7%	1	13.2%	7
Multi-cultural centres	2.9%	17	0.0%	0	0.9%	1	6.5%	7	1.7%	1	10.5%	4	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Youth centres	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adult / children special needs centre	1.0%	6	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	3.8%	2
Day care	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elderly clubs	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other	1.5%	9	3.0%	1	4.5%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Church	0.7%	4	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym / Fitness centre	1.2%	7	0.0%	0	3.6%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
(None of these)	1.2%	7	0.0%	0	0.9%	1	1.9%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	2	1.9%	1
(Don't know)	0.5%	3	3.0%	1	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		595		33		111		108		59		38		39		34		14		69		37		53

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>Q21 What other new facilities would you like to see in (STUDY CENTRE) ?</b>																								
Library	1.0%	14	0.0%	0	2.0%	4	0.0%	0	0.0%	0	1.0%	1	0.9%	1	2.0%	2	3.0%	3	1.0%	1	1.0%	1	1.0%	1
Community Halls	1.1%	15	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0	5.0%	5	1.0%	1	0.0%	0	1.0%	1	3.0%	3
Health Centre	1.2%	17	0.0%	0	2.0%	4	0.5%	1	1.0%	1	2.0%	2	0.0%	0	5.0%	5	1.0%	1	0.0%	0	3.0%	3	0.0%	0
Advice and information centres	1.3%	19	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	1.8%	2	7.0%	7	1.0%	1	0.0%	0	4.0%	4	3.0%	3
Recreation centres / grounds	3.0%	43	0.5%	1	1.5%	3	1.0%	2	4.0%	4	7.0%	7	0.9%	1	12.0%	12	0.0%	0	1.0%	1	9.0%	9	3.0%	3
Multi-cultural centres	2.4%	34	1.0%	2	1.0%	2	0.0%	0	1.0%	1	5.0%	5	4.5%	5	13.0%	13	2.0%	2	0.0%	0	4.0%	4	0.0%	0
Youth centres	2.0%	29	0.0%	0	3.5%	7	0.0%	0	0.0%	0	4.0%	4	3.6%	4	10.0%	10	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Adult / children special needs centre	0.5%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Day care	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Elderly clubs	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other	2.1%	30	2.0%	4	2.0%	4	4.4%	9	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	5.9%	6
More public toilets	1.2%	17	0.0%	0	0.5%	1	1.9%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	0.0%	0	2.0%	2
More / cheaper car parks	1.2%	17	0.0%	0	1.5%	3	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	2.0%	2	0.0%	0
More pubs / clubs / bars / nightclubs	0.7%	10	0.5%	1	1.0%	2	1.0%	2	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More cafes / restaurants	1.5%	22	0.5%	1	4.0%	8	1.9%	4	5.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Gym / health and fitness centre	0.4%	6	0.0%	0	0.5%	1	0.5%	1	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Sports centre / swimming pool	1.3%	18	0.0%	0	1.5%	3	1.0%	2	0.0%	0	1.0%	1	2.7%	3	0.0%	0	0.0%	0	4.0%	4	2.0%	2	3.0%	3
Better range of entertainment facilities i.e cinema, bowling, ice-skating	1.0%	14	0.0%	0	2.5%	5	1.5%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1
More museums / galleries / theatres	0.8%	11	0.0%	0	0.0%	0	2.4%	5	1.0%	1	0.0%	0	1.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
More public transport	0.3%	4	0.0%	0	0.5%	1	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More police patrols	0.4%	6	0.0%	0	1.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outdoor seating	0.6%	9	0.5%	1	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1
Supermarkets / department stores	1.0%	14	0.0%	0	3.5%	7	1.0%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2
More green spaces	0.7%	10	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3
Adult entertainment	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Children play areas	1.1%	16	0.0%	0	2.0%	4	1.5%	3	2.0%	2	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Less traffic congestion	0.4%	5	0.5%	1	0.5%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More book shops	0.3%	4	0.0%	0	0.5%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Independent / specialist shops	0.6%	8	0.0%	0	2.0%	4	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cycle lanes	0.2%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More clothes shops	0.8%	11	0.0%	0	0.5%	1	1.5%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.0%	3	1.0%	1	1.0%	1
More shops	0.8%	11	0.0%	0	0.5%	1	0.5%	1	2.0%	2	0.0%	0	3.6%	4	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Toy shops	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved market	0.6%	8	0.0%	0	1.0%	2	1.0%	2	2.0%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove
Cleaner environment (Don't know)	0.3%	4	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
(Nothing)	33.3%	473	79.5%	159	8.0%	16	36.9%	76	21.8%	22	43.0%	43
	40.8%	580	14.5%	29	58.5%	117	36.4%	75	41.6%	42	39.0%	39
Base:	1422	200	200	206	101	100	112	100	101	101	100	101
<b>QB Do you live within the area marked on this map?</b>												
Yes	42.1%	599	23.0%	46	59.5%	119	37.9%	78	58.4%	59	57.0%	57
No	57.9%	823	77.0%	154	40.5%	81	62.1%	128	41.6%	42	43.0%	43
Base:	1422	200	200	206	101	100	112	100	101	101	100	101
<b>GEN Gender:</b>												
Male	43.7%	622	40.5%	81	30.0%	60	47.6%	98	25.7%	26	47.0%	47
Female	56.3%	800	59.5%	119	70.0%	140	52.4%	108	74.3%	75	53.0%	53
Base:	1422	200	200	206	101	100	112	100	101	101	100	101
<b>AGE Age Group:</b>												
18 - 24 years	13.6%	193	10.0%	20	20.5%	41	7.8%	16	15.8%	16	7.0%	7
25 - 34 years	26.0%	370	18.5%	37	26.5%	53	21.8%	45	22.8%	23	22.0%	22
35 - 44 years	26.2%	373	25.5%	51	20.0%	40	30.1%	62	18.8%	19	27.0%	27
45 - 54 years	17.9%	255	31.5%	63	17.0%	34	17.5%	36	16.8%	17	30.0%	30
55 - 64 years	9.1%	130	8.0%	16	9.0%	18	14.6%	30	13.9%	14	8.0%	8
65+ years	6.5%	93	6.5%	13	7.0%	14	8.3%	17	9.9%	10	6.0%	6
(Refused)	0.6%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Base:	1422	200	200	206	101	100	112	100	101	101	100	101
<b>SEG Occupation of Chief Wage Earner:</b>												
AB	37.3%	531	41.0%	82	42.5%	85	66.0%	136	45.5%	46	23.0%	23
C1	37.6%	535	47.5%	95	42.5%	85	19.4%	40	37.6%	38	28.0%	28
C2	12.3%	175	8.0%	16	5.0%	10	9.2%	19	9.9%	10	29.0%	29
DE	11.5%	163	3.5%	7	8.5%	17	4.4%	9	6.9%	7	17.0%	17
(Refused)	1.3%	18	0.0%	0	1.5%	3	1.0%	2	0.0%	0	3.0%	3
Base:	1422	200	200	206	101	100	112	100	101	101	100	101
<b>ADU Number of adults:</b>												
One	30.5%	433	32.0%	64	26.5%	53	21.8%	45	26.7%	27	17.0%	17
Two	50.4%	716	52.5%	105	43.5%	87	62.6%	129	56.4%	57	69.0%	69
Three	11.9%	169	10.5%	21	13.5%	27	11.7%	24	8.9%	9	12.0%	12
Four or more	7.3%	104	5.0%	10	16.5%	33	3.9%	8	7.9%	8	2.0%	2
Base:	1422	200	200	206	101	100	112	100	101	101	100	101

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

	Total	Knightsbridge	Kensington High Street	Kings Road East	Kings Road West	Fulham Road East	Fulham Road West	Notting Hill Gate	Portobello Road	South Kensington	Earls Court Road	Westbourne Grove												
<b>CHI No. of children 15 years and under:</b>																								
One	17.7%	252	16.5%	33	15.0%	30	19.4%	40	9.9%	10	25.0%	25	29.5%	33	13.0%	13	28.7%	29	14.9%	15	12.0%	12	11.9%	12
Two	11.7%	167	12.0%	24	5.5%	11	15.0%	31	8.9%	9	33.0%	33	8.9%	10	10.0%	10	13.9%	14	10.9%	11	8.0%	8	5.9%	6
Three or more	3.1%	44	2.5%	5	2.5%	5	1.5%	3	2.0%	2	10.0%	10	3.6%	4	4.0%	4	2.0%	2	5.0%	5	2.0%	2	2.0%	2
(No children)	67.4%	959	69.0%	138	77.0%	154	64.1%	132	79.2%	80	32.0%	32	58.0%	65	73.0%	73	55.4%	56	69.3%	70	78.0%	78	80.2%	81
Base:		1422		200		200		206		101		100		112		100		101		101		100		101
<b>CAR Number of cars in household:</b>																								
One	41.1%	585	50.0%	100	36.5%	73	55.3%	114	43.6%	44	63.0%	63	26.8%	30	30.0%	30	39.6%	40	27.7%	28	25.0%	25	37.6%	38
Two	14.1%	200	18.5%	37	13.5%	27	18.4%	38	13.9%	14	16.0%	16	5.4%	6	12.0%	12	24.8%	25	8.9%	9	8.0%	8	7.9%	8
Three or more	4.2%	60	13.0%	26	4.5%	9	3.4%	7	3.0%	3	1.0%	1	1.8%	2	0.0%	0	3.0%	3	4.0%	4	3.0%	3	2.0%	2
(No car)	40.6%	577	18.5%	37	45.5%	91	22.8%	47	39.6%	40	20.0%	20	66.1%	74	58.0%	58	32.7%	33	59.4%	60	64.0%	64	52.5%	53
Base:		1422		200		200		206		101		100		112		100		101		101		100		101
<b>INT Day of Interview:</b>																								
Monday	11.5%	164	0.0%	0	10.0%	20	22.8%	47	0.0%	0	25.0%	25	0.0%	0	0.0%	0	24.8%	25	25.7%	26	21.0%	21	0.0%	0
Tuesday	27.5%	391	37.5%	75	24.0%	48	25.2%	52	75.2%	76	25.0%	25	17.9%	20	25.0%	25	19.8%	20	0.0%	0	25.0%	25	24.8%	25
Wednesday	12.7%	180	12.5%	25	33.5%	67	8.7%	18	24.8%	25	24.0%	24	0.0%	0	0.0%	0	20.8%	21	0.0%	0	0.0%	0	0.0%	0
Thursday	19.5%	277	12.5%	25	0.0%	0	31.1%	64	0.0%	0	26.0%	26	44.6%	50	28.0%	28	0.0%	0	24.8%	25	8.0%	8	50.5%	51
Friday	5.8%	82	12.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	17	0.0%	0	21.8%	22	0.0%	0	18.0%	18	0.0%	0
Saturday	21.3%	303	25.0%	50	20.0%	40	12.1%	25	0.0%	0	0.0%	0	22.3%	25	47.0%	47	12.9%	13	49.5%	50	28.0%	28	24.8%	25
Sunday	1.8%	25	0.0%	0	12.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1422		200		200		206		101		100		112		100		101		101		100		101
<b>LOC Location:</b>																								
Knightsbridge	14.1%	200	100.0%	200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street	14.1%	200	0.0%	0	100.0%	200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road East	14.5%	206	0.0%	0	0.0%	0	100.0%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road West	7.1%	101	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road East	7.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road West	7.9%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill Gate	7.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portobello Road	7.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0
South Kensington	7.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0
Earls Court Road	7.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Westbourne Grove	7.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101
Base:		1422		200		200		206		101		100		112		100		101		101		100		101

## **Appendix G**

### Analysis of Local Centres

## LOCAL CENTRES

### *Barlby Road*

Barlby Road is a small local centre with 7 commercial retail/service units. It provides five of the eleven identified 'key' local needs therefore scoring 5 on the local needs index. The centre is a parade of shops on Barlby Road, near the junction with Dalgarno Gardens, in a residential area.

The centre, whilst small, has a good provision of uses catering for the needs of local residents. The centre has two shops capable of providing for top-up food shopping, a Costcutter and Barry's Fruit & Veg grocery store. In addition the centre has an off licence, a betting office, a takeaway and a hairdresser. The centre has one vacant unit, which was formerly a launderette.

The centre is well maintained and appeared clean and well presented. The shopping parade fronts onto a wide pavement which allows space for easy pedestrian movement and important functions including a post box, telephone boxes and a bus stop. Barlby Road and Dalgarno Gardens were both quiet at the time of NLP's site visit, with zebra crossings across both enabling convenient and safe crossing points. The quality of buildings along the parade appeared adequate although the shopfronts and fascias appeared cluttered and worn.

### *Ladbroke Grove (North)*

Ladbroke Grove (North) is a small local centre with 14 commercial retail/service units. It provides six of the eleven identified 'key' local needs therefore scoring 6 on the local needs index. The centre is formed of several small clusters of shops around the Ladbroke Grove – Barlby Road junction.

The provision of 'key' local needs for a centre of its size is relatively good, with a newsagent, hairdresser, betting office, off licence, takeaways and a public house. The main weakness of the centre is that it does not have a convenience store capable of providing for top-up shopping, though this is mitigated by the close proximity of the centre to the Ladbroke Grove Sainsbury's supermarket. In addition to retail uses the centre provides local community and health uses including a community centre and a dental surgery.

The centre has a reasonable environment with shops located in several small parades around the roundabout. Ladbroke Grove it is relatively busy, although the good pavements allow a decent level of pedestrian space, and there is a zebra crossing across Ladbroke Grove. The buildings are mixed with some units in typical Victorian terraces which are attractively painted and other units in the post-war high rise developments to the east of Ladbroke Grove. The centre appeared reasonably clean and felt relatively safe during the daytime. The centre is well served by buses along Ladbroke Grove, with a dedicated bus stop.

### *Golborne Road (North)*

Golborne Road (North) is a small local centre with 11 commercial retail/service units. It provides eight of the identified 'key' local needs therefore scoring 8 on the local needs index. Golborne Road (North) is formed of a small parade on each side of Golborne Road near Trellick Tower.

The centre has a very good provision of 'key' local needs for a centre of its size. The centre has a good range of retailers including a Costcutter grocery store, a café, a bookmakers, a

public house, chemist, hairdresser and off licence. The centre also has an excellent range of community facilities including a medical centre, a doctor's surgery and a library.

The centre's environmental quality is distinctly mixed. The architectural quality of the centre appears poor with 1960s/1970s style residential developments above the dated shopping frontages. The architecture is dominated by the 31 storey, Grade II\* listed Trelick Tower, which is not necessarily in keeping with the rest of the Borough, but retains a level of architectural merit. Despite the imposing nature of the architecture the streetscape is good with wide pedestrian areas that are attractively paved, well maintained and lines the centre with mature trees.

#### *North Pole Road*

North Pole Road is a medium local centre with 24 commercial retail/service units. It provides eight of the eleven identified 'key' local needs therefore scoring 8 on the local needs index. The centre is located on North Pole Road near the junction with Latimer Road. The centre is on the boundary of the Borough with Hammersmith and Fulham.

The centre has two independent grocery stores capable of providing a top-up shopping function, with one also containing a Post Office. In addition there is a good range of other 'key' local needs with an off licence, newsagent, takeaways, public house, chemists and hairdresser. The centre also has a butchers and estate agents. The centre has 4 vacant units, which is a significant proportion.

The environmental quality of the centre is adequate. North Pole Road is relatively busy and the combination of parked cars and standard width pavements makes the pedestrian realm outside of the shopping frontages seem enclosed. A zebra crossing does help to create a convenient crossing point within the centre. The quality and maintenance of shopfronts is mixed with some good quality newer shopfronts and other shopfronts which require attention. The level of litter and detritus observed was relatively good. The centre benefits from a good bus service with bus stops located centrally within the centre.

#### *Golborne Road*

Golborne Road is a large local centre with 98 commercial retail/service units. It provides ten of the eleven identified 'key' local needs therefore scoring 10 on the local needs index. The only 'key' local need not present within the centre is a bank. The centre is located predominantly on Golborne Road and Portobello Road, with the frontages stretching along Golborne Road from the Portobello Road junction, north towards the train line.

The centre provides an excellent range of convenience shops for top-up shopping, with five shops capable of providing a top-up shopping function, including a number of specialist Mediterranean delicatessens and grocers, specifically of Moroccan and Portuguese influence. Supporting these top-up shopping destinations is a range of other convenience retailers including a bakery, several butchers, a fishmonger and an off licence. In addition the centre has a Post Office, a Public House, a chemist, hairdressers, a launderette, bookmakers and several cafés. Golborne Road has 18 vacant retail/service units which represents a significant proportion of the total number of shops. During the week there is a market, mainly a fruit and vegetable with some traders selling other food produce, household goods and hot food. On Friday and Saturday there is a second hand and bric-a-brac section.

The environmental quality of the centre is mixed. The majority of buildings are of a good architectural quality, however, some shopfronts appear worn and poorly maintained. The pavements are of an adequate width and are well maintained. The level of litter and detritus

observed was low with a good provision of bins. The main drawback of the centre is the level of on-street parking which lines the street and which, combined with traffic, hinder pedestrian movement. This is partially mitigated with the provision of zebra crossings at each end of Golborne Road.

### *St. Helens Gardens*

St. Helens Gardens is a small local centre with 12 commercial retail/service units. It provides five of the eleven identified 'key' local needs therefore scoring 5 on the local needs index. St. Helens Gardens is small parade of shops in a predominantly residential area.

The centre provides a reasonable local function with a grocer, newsagent, off licence and bakery catering for convenience needs. In addition the parade contains services including two dry cleaners and a hairdresser and a small comparison retail offer including a florists and a toy shop.

St. Helens Gardens has a good streetscape with well maintained slab paving that provides a wide pedestrian area adjacent to the parade enabling the retailers to spread out onto the street with groceries or café tables and chairs. The centre appeared generally free from graffiti and fly-posting and had an adequate provision of bins and cycle racks. St. Helens Gardens has little traffic moving along the road and has a number of on-street pay and display parking spaces.

### *Ladbroke Grove Station*

Ladbroke Grove Station is a large local centre with 45 commercial retail/service units. It provides all of the eleven identified 'key' local needs therefore scoring 11 on the local needs index. Ladbroke Grove Station local centre is located on Ladbroke Grove with units both immediately north and immediately south of the crossing under the Westway flyover. Ladbroke Grove underground station is located centrally in the centre and is on the Hammersmith & City line.

The range of shops and services in Ladbroke Grove Station local centre is excellent and includes four shops capable of providing a top-up shopping function, which are supported by a bakery and an off licence. In addition there are a number of other 'key' local retailer uses and services provided including several newsagents, hairdressers, bookmakers, a chemist, cafes and a public house. The centre also has a Barclays Bank and a Post Office, which are both very important uses and services that are generally poorly represented in Kensington & Chelsea's local centres. The centre also has a library which is an important community use helping to support the local retail function of the centre.

The environment of the centre is reasonable with the main drawback the amount of traffic on the busy Ladbroke Grove. The buildings are attractive and predominantly historic. The rail and road bridge over Ladbroke Grove visually splits the centre in two, however, it does not provide much of a barrier against pedestrian movement and is wide and light enough to retain a good sense of safety. Ladbroke Grove has significant levels of traffic on it, though pedestrian crossings help to mitigate the impact of traffic on pedestrians. The paving appeared to be of a good standard and very well maintained, with bike racks, bins and street lighting providing a functional purpose as well as enhancing the streetscape.

### *All Saints Road*

All Saints Road is a medium local centre with 32 commercial retail/service units. It provides only three of the identified 'key' local needs therefore scoring 3 on the local needs index. All Saints Road local centre is located in a predominantly residential area to the east of

Portobello Road with frontages stretching north along All Saints Road from Westbourne Park Road.

The centre provides a more specialist comparison role with a number of interior design, household accessories and furniture type shops. It consolidates its comparison shopping function with a musical instruments shop, a cycle shop, a record shop and a sunglasses shop. The centre has a number of restaurants and a public house, which allow the centre to have a good evening economy for its size. The only convenience store the centre has is an off licence and the centre cannot accommodate top-up shopping requirements, though is within close proximity to Portobello Road.

The centre's environmental quality is relatively good with decent pavements that appear to have been well maintained and buildings that are attractive. There were very low levels of traffic along All Saints Road meaning that the centre retained a good sense of pedestrian friendliness. There is good cycle stand and litter bin provision in the centre, with attractive street lighting throughout. During NLP's visit there were a number of bags of rubbish on the street with some litter loose on the streets and there was also evidence of fly-posting.

#### *Westbourne Park Road*

Westbourne Park Road is a small local centre with 12 commercial retail/service units. It provides only three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. Westbourne Park Road local centre consists of two short retail frontages on Westbourne Park Road, either side of Powis Mews, and a short parade on Powis Terrace.

There is one local convenience retailer including, Usman Supermarket, which is capable of providing a top-up shopping function. This is supported by a newsagent, two of the three 'key' local needs catered for, the other being a restaurant. There are two independent comparison retailers who each have two separate units within the centre; Mutz Nuts, a pet shop, and Screenface, a cosmetics shop. Overall the centre has a relatively poor range of shops and services.

Westbourne Park Road benefits from good positioning at the centre of a residential neighbourhood, with attractive buildings and environs. The centre has good pavements and is located on relatively quiet roads, with a zebra crossing on Westbourne Park Road helping to reinforce pedestrian movement. The centre has good provision of cycle racks, and, with the exception of several rubbish bags out for collection, appeared clean and free of graffiti or fly-posting.

#### *Clarendon Cross*

Clarendon Cross is a medium local centre with 19 commercial retail/service units. It provides only three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre is located in predominantly residential area at the junction of Clarendon Cross, Hippodrome Place and Portland Road.

The provision of 'key' local needs for a centre of its size is relatively poor, with no convenience shops present in the centre. There are a number of high quality specialist independent retailers including several art shops selling paintings, interior design shops, a florist and a shop selling ceramics. The centre provides for 3 key local needs with a Public House, a restaurant and a launderette.

The centre has an excellent environment with a small pedestrianised square which many of the shops face onto preventing through traffic on Portland Road. The pedestrianised nature of this area helps to create a good sense of pedestrian priority and an attractive streetscape.

The square benefits from several trees, planters with shrubbery in them, benches, bike racks, good quality street lighting and reasonable quality paving. The shopfronts are generally well kept and the centre did not have any signs of graffiti, litter or anti-social behaviour during NLP's visit. There is a good amount of parking on Portland Road.

### *Holland Park Avenue*

Holland Park Avenue is a large local centre with 47 commercial retail/service units. It provides seven of the identified 'key' local needs therefore scoring 7 on the local needs index. Holland Park Avenue local centre is located predominantly on the north side of Holland Park Avenue, though with some retail frontages on the adjacent roads of Portland Road and Clarendon Road

The local centre has a reasonably good range of retailers. There is a good convenience offer in the local centre with a Tesco Express supported by a grocer, a delicatessen, two off licences, a butcher and a newsagent. The centre also provides several restaurants/cafes, several hairdressers, a public house and a chemist to ensure a good provision of local amenities. For a local centre Holland Park Avenue also performs a reasonable comparison shopping function with a large bookstore, a bathroom showroom, a rug shop, a children's clothes store and a florist.

The centre's environmental quality is very good with Holland Park Avenue a wide tree-lined street with wide pavements. The retail frontages are only along the north side of the road, which minimises the conflict where users may have to cross Holland Park Avenue and crossings are provided. The streetscape is good with well presented and well maintained buildings and shopfronts fronting onto the wide pavement. There is a good provision of bicycle stands and bins within the centre. Holland Park Avenue benefits from excellent transport links with Holland Park Underground Station located within the centre providing services on the Central Line, and good bus links with bus stops located conveniently in the centre.

### *Holland Road*

Holland Road is a small local centre with 9 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre is located on Russell Gardens, to the west of Holland Road.

The centre has one independent store capable of providing a top-up shopping function, which is located on the corner of Russell Gardens and Holland Road. The centre also has a restaurant, takeaway and a public house, providing a good range of evening economy uses for a centre of its size. Other uses in the centre include a number of non commercial retail/service uses including a dental practice, a physiotherapy clinic, an office and the Georgian Embassy, which highlights the diversity and non-retail role the centre also plays.

The environmental quality of the centre is reasonably good. The buildings are visually interesting, retaining much of the typical character found in the borough. The quality and maintenance of shopfronts is also generally good. The centre has low levels of through traffic, though the Russell Gardens and the surrounding minor roads providing relatively good amounts of on-street parking which has a slight cluttering effect on the streetscape. The pavements within the centre are reasonably wide and are well maintained.

### *Napier Road*

Napier Road is a small local centre with 9 commercial retail/service units. It provides five of the eleven identified 'key' local needs therefore scoring 5 on the local needs index. Napier

Road is a compact parade of shops on Napier Road, to the west of Kensington Olympia station.

The centre provides a good local function for a centre of its size with a Londis grocery store, a newsagent, a hairdresser, a café/deli and a public house. The other four commercial retail/service units are all vacant suggesting that despite a good provision of key shops/services demand for premises in the parade is low.

The centre has very good streetscape with well maintained Victoria brick buildings and an attractive and well maintained pavement. Generally the shopfronts are of an adequate standard, even in the instance of the vacant premises. The centre appeared generally free from graffiti and fly-posting, with only slight evidence of litter and detritus observed. Napier Road benefits from light levels of traffic and is a one-way street helping to provide a modicum of pedestrian permeability.

### *Kensington High Street (West)*

Kensington High Street (West) is a small local centre with 6 commercial retail/service units. It provides two of the eleven identified 'key' local needs therefore scoring 2 on the local needs index. Kensington High Street Local Centre is a small parade of shops located at the western end of Kensington High Street, near the junction with St. Mary Abbots Place.

The centre provides three convenience stores capable of providing a top-up food shopping function and three restaurants. All of the convenience stores specialise in Iranian produce with one of the restaurants specialising in Persian cuisine, suggesting the centre serves an Iranian population in the area.

The environment of the parade of shops has positive and negative aspects. The centre appears slightly disjointed from its surroundings as the parade's frontage is more prominent than the surrounding buildings. This is compounded by the wide and busy Kensington High Street which cuts off the parade from pedestrians walking along the other side of the road and creates a vehicle dominated setting for the parade. The buildings are of a reasonable quality and the shop fascias and awnings are also of a reasonable quality. The wide pavements are put to good use with produce from the grocery stores on display, as well as a bus stop and cycle stands promoting accessibility to the centre. The centre appeared generally clean and free from litter.

### *Commonwealth Institute*

Commonwealth institute is a large local centre with 52 commercial retail/service units situated at the junction of Earl's Court Road and Kensington High Street to the west of Kensington High Street Major Centre. It provides 8 of the eleven 'key' local needs therefore scoring 8 on the local needs index. The range of shops and services in the Commonwealth Institute local centre include 3 convenience stores which include Luscious Organic a relatively large organic convenience store. There is a post office, several banks and several estate agents. The centre also has a range of restaurants, bars, café's and takeaways. There are seven vacant units in the centre.

The centre's environmental quality is relatively good with wide pavements, particularly along Kensington High Street. There were relatively high levels of traffic on Kensington High Street but less so along Earl's Court Road at the time of our site visits. The centre has reasonable provision of pedestrian crossings. The buildings within the centre are primarily period buildings with some post war infill and residential on upper floors. Most of the buildings are well maintained with good quality fascias.

The centre is relatively clean with good provision of bins and basic street lighting. There is cycle stand provision in the centre but no public seating provided. There is no landscaping within the centre, but the centre is located within close proximity to Holland Park.

#### *Thackeray Street*

Thackeray Street is a medium sized local centre with 25 commercial retail/service units. It provides only three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. Thackeray Street local centre has no convenience stores and five of the twenty-five units are vacant. The centre includes several estate agents and dry cleaners. There are also several specialist shops including an interior designer and several art shops.

The centre is located to the south east of Kensington High Street surrounded by residential properties. The pavements were clean with no obvious detrius or litter. The centre has a pleasant streetscape with limited traffic flows. The centre primarily serves the local shopping and service needs of residents.

#### *Pembroke Road*

Pembroke Road is a small local centre with 10 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre does not have a convenience store or newsagent. The centre includes a laundrette, interior designers, travel agent, beauticians and several clothes stores.

The centre is located to the east of Warwick Road just north of West Cromwell Road. It is surrounded by residential streets to the north and east. The shops are in a parade with a wide pavement in front which is very clean and litter free. There are several trees along the road and the buildings are well maintained. There is a bus stop on Pembroke Road providing good access with the rest of the Borough.

#### *Stratford Road*

Stratford Road is a medium local centre with 20 commercial retail/service units. It provides eight of the eleven identified 'key' local needs therefore scoring 8 on the local needs index. The provision of 'key' local needs for a centre of its size is relatively good for a medium sized centre with two convenience stores along with a laundrette and several restaurants. There are no vacant units.

The centre has a good environment with high quality period buildings and well maintained fascias. The centre has good quality lighting and relatively clean paving, however, there are only a few bins. The pavement is narrow in places and on-street parking acts as a barrier for visitors using the centre.

#### *Gloucester Road (North)*

Gloucester Road (North) is a large local centre with 62 commercial retail/service units. It provides eight of the eleven identified 'key' local needs therefore scoring 8 on the local needs index. The centre includes two convenience stores, along with a delicatessen (Partridges), a health food shop and several off licenses. The centre also has a good selection of restaurants, cafes and a pub. There are two vacant units in the centre.

Gloucester Road (North) is a linear centre situated on Gloucester Road to the north of Cromwell Road and Gloucester Road underground station. The centres environmental quality is relatively good with reasonably wide pavements on either side of the road. The centre has reasonable street lighting provision, however, the street lighting is quite basic.

The majority of the buildings within the centre are period buildings, however, there is some post-war infill. Most of the buildings are in a good condition albeit some fascias could be better maintained. Gloucester Road has high traffic flows but pedestrian crossings are provided along Gloucester Road. Due to the linear nature of the centre there is limited provision of seating and planting.

#### *Cromwell Road (Air Terminal)*

Cromwell Road (Air Terminal) is a small local centre with 13 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre includes a laundrette, estate agents, internet café and several restaurants. Adjacent to the centre is a Sainsbury's supermarket. There are two vacant units in the centre.

Cromwell Road (Air Terminal) Local Centre is a parade situated to the north of Cromwell Road which is part of the A4, a main route linking Central London with West London and the M4 motorway. It has a wide pavement which is reasonably well maintained. Some of the units have plants and signs outside on the pavement. There is good lighting provided and litter bins provided in the centre or nearby. At the time of the site visit some dustbin bags were noted.

#### *Gloucester Road (South)*

Gloucester Road (South) is a large local centre with 59 commercial retail/service units. It provides eight of the eleven identified 'key' local needs therefore scoring 8 on the local needs index. The centre has two convenience stores along with a patisserie, florist, three banks and a post office. There are also several restaurants, cafes and takeaways, three bars and two pubs.

Gloucester Road (South) is a linear centre situated to the south of Cromwell Road within and surrounding Gloucester Road underground station. The centre has reasonably wide pavements with some restaurants providing outdoor seating on parts of the pavement. The pavement is reasonably well maintained with little evidence of chewing gum or litter. Litter bins are provided throughout the centre and there is good quality street lighting provision. A seating area is provided adjacent to the underground station and there is also cycle stands provided. The centre generally has a good streetscape, although the relatively heavy traffic flows detract from the overall environment and restrict pedestrian permeability.

#### *Old Brompton Road (West)*

Old Brompton Road (West) is a large local centre with 64 commercial retail/service units. It provides nine of the eleven identified 'key' local needs therefore scoring 9 on the local needs index. The centre is predominantly linear, running along Old Brompton Road. The centre does, however, also have a few units on the junction of Earl's Court Road. The centre has a good mix of uses with a significant number of retailers selling DIY and interior design goods, suggesting the centre fulfils a somewhat specialist comparison role. The centre has four main top-up food shopping destinations (inc. Food & Wine and Fine Foods) and other convenience retailers including newsagents and off licences. The centre has four pubs/bars which perform an important, evening economy function within the Borough.

The centre is well maintained with limited evidence of litter and detritus and well kept shopfronts on buildings of decent architectural quality. The pavements along the frontages on either side of Earl's Court Road and Old Brompton Road are of a good width and are not overly cluttered with street furniture, with bins and cycle racks placed in good locations sporadically throughout the centre. The road was not overly busy at the time of NLP's site

visit, although the only pedestrian crossings were at the junction of Earl's Court Road and Old Brompton Road. The centre is located on a bus route and Old Brompton Road is designated a 'red route' which prevents the build up of congestion through the centre as buses stop.

#### *Old Brompton Road (East)*

Old Brompton Road (East) is a medium local centre with 24 commercial retail/service units. It provides five of the eleven identified 'key' local needs therefore scoring 5 on the local needs index. The centre is linear, running along Old Brompton Road. The centre has a reasonable mix of uses including a florist, hairdressers and beautician. The centre has no main top-up food shopping destinations but does have a newsagent and two off licences. The centre has two pubs which perform an important, evening economy function within the Borough.

The centre is reasonably well maintained with limited evidence of litter and detritus and well kept shopfronts on buildings of reasonable architectural quality. The pavements along the frontages on either side of Old Brompton Road are of a reasonable width and are not overly cluttered with street furniture, with bins and cycle racks placed in good locations sporadically throughout the centre. The road was not overly busy at the time of NLP's site visit, although there are pedestrian crossings at the main road junctions which assist pedestrian movement. The centre is located on a bus route and Old Brompton Road is designated a 'red route' which prevents the build up of congestion through the centre as buses stop.

#### *Ilfield Road*

Ilfield Road is a very small local centre with only 5 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre comprises a few units located on Finsborough Road and Ilfield Road. The centre has a limited reasonable mix of uses including a copy shop and tailors. The centre has one main top-up food shopping destinations, Foodland. The centre is dominated by The Finsborough Public House and Theatre which performs an important, evening economy function within the Borough.

The centre is reasonably well maintained with limited evidence of litter and detritus and reasonably well kept shopfronts. The pavements within the centre are of a reasonable width and are not cluttered with street furniture etc. The roads were very quiet at the time of NLP's site visit. The centre has no pedestrian crossings but given the quiet nature of the centre these are not required to ease pedestrian movement throughout the centre. The centre is located on a bus route and Finsborough Road is designated a 'red route' which prevents the build up of congestion through the centre as buses stop. Ilfield Road has on-street parking bays.

#### *The Billings*

The Billings is a medium sized local centre with only 20 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre is a linear centre with units fronting onto Fulham Road. The centre is within close proximity to the Fulham Road (West) District Centre. The centre has a reasonable mix of uses including a dry cleaners, hairdressers and beautician. The centre does not have a main top-up food shopping destinations; however a Tesco Express is located between The Billings local centre and Fulham Road/Brompton Cemetery local centre. The centre does include a newsagent. The centre has a public house and a bar which perform an important, evening economy function within the Borough. A number of the

retail units have an interior design and arts based offer which appear to be serve a recognised need.

The centre is reasonably well maintained, however, on the day of NLP's site visit a number of rubbish bags were awaiting collection. The pavements within the centre are of a reasonable width and are well maintained and not cluttered with street furniture etc. The roads were quiet at the time of NLP's site visit. The centre has one pedestrian crossing which assists pedestrian movement between both sides of the centre. The centre is located on three bus routes (bus stop outside Chelsea Football Club) and is located within a reasonable proximity to Fulham Broadway underground station.

#### *Fulham Road (Old Church Street)*

Fulham Road (Old Church Street) is a medium sized local centre with 34 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre is focused around the junction of Fulham Road and Queens Elm Parade. The centre predominantly comprises antique dealers, art galleries and interior design shops and serves a very specific market. The centre has no main top-up food shopping destinations but does have a grocer which provides a limited convenience provision. The centre has one bar which provides an evening economy function within the Borough.

The centre is very well maintained with no evidence of litter and detritus and extremely well kept shopfronts on buildings of good architectural quality. The pavements along the frontages on either side of Fulham Road are of a very good width and are not overly cluttered with street furniture. Bins and cycle racks are placed in good locations throughout the centre. The roads were not overly busy at the time of NLP's site visit, with pedestrian crossings located at the junction of Fulham Road and Queen Elms Parade. The centre is located on a bus route which provides a frequent bus services along Fulham Road and beyond.

#### *Walton Street*

Walton Street is a medium sized local centre with 20 commercial retail/service units. It provides four of the eleven identified 'key' local needs therefore scoring 4 on the local needs index. The provision of 'key' local needs for a centre of its size is reasonable with a convenience store, an off licence, a public house and two restaurants. There are three vacant units.

Walton Street is a linear centre with two parades of shops on opposite sides of the road, with one starting as the other finishes, situated between the two forks of Knightsbridge international shopping centre (Brompton Road and Sloane Street). The centre has a quite a specialised range of retailers including two antiques shops. There are a number of high quality specialist independent retailers including an art shop, two jewellers, two interior designers and two haberdashers. The centre has poor service provision with only two restaurants and one public house.

The centre's environmental quality is good with wide and even pavements on either side of the road, but there was evidence of chewing gum. Walton Road is a reasonably quiet road in terms of traffic, however, the parked cars on both sides of the road is a source of pedestrian-vehicle conflict. The buildings within the centre are primarily Victorian terraces, with residential on the two upper floors. Most of the buildings are well maintained with good quality fascias.

There is basic street lighting throughout the centre. However, there is poor provision of litter bins, seating and planting.

#### *Lowndes Street*

Lowndes Street is a medium sized local centre with 17 commercial retail/service units. It provides two of the eleven identified 'key' local needs therefore scoring 2 on the local needs index. The provision of 'key' local needs for a centre of its size is poor with a chemist and a restaurant being the only units classified as 'key' local needs. There are no vacant units. Five of the units, including the restaurant are located outside the Royal Borough of Kensington & Chelsea, in the City of Westminster.

The centre is located at the junction of Lowndes Street and Cadogan Place to the east of Sloane Street. The centre does not include any convenience provision, and is made up of largely specialist high quality independent stores. The range of independent comparison retailers is reasonable with mainly clothes shops as well as a gunsmith, an optician, a cosmetics shop, an antique shop and an art shop. The centre has a reasonable service provision with an estate agent, a travel agent, a restaurant and a dry cleaner.

The environmental quality of the centre is very good. The buildings are of a good architectural quality, with one being an attractive curved building joining Cadogan Place and Lowndes Street. The quality and maintenance of shopfronts, and upper parts of the buildings, which comprise residential uses, is very good. No litter or detritus was observed despite a lack of bins. The pavements within the centre are very wide and even and there is a zebra crossing connecting the two parades. Street lighting and attractive planting enhance the appearance of the centre.

#### *Pont Street*

Pont Street is a small local centre with 14 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The provision of 'key' local needs for a centre of its size is reasonable with a restaurant, an off licence and a hairdresser. There is one vacant unit.

Pont Street is a small, linear centre consisting of a parade of shops on either side of the road, situated east of Sloane Street in a residential area. The centre has a good selection of independent retailers including four clothing shops, a shoe shop, a handbag shop, a lingerie shop and a bathroom showroom. The convenience shopping offer is poor with only an off licence, providing no top-up shopping opportunities.

The centre generally has a good streetscape with well maintained block paving. The centre appeared generally free from graffiti, fly-posting, litter and detritus despite a general lack of litter bins. The shop fronts and upper parts of the buildings are well maintained with residential uses above the ground floor retail units. Pont Street is relatively quiet in terms of traffic and there is a zebra crossing connecting the two parades.

#### *Sloane Avenue*

Sloane Avenue is a small local centre with 11 commercial retail/service units. It provides four of the eleven identified 'key' local needs therefore scoring 4 on the local needs index. The provision of 'key' local needs for a centre of its size is good with a Sainsbury's Local foodstore, a newsagent, a chemist and a Starbucks Café. There are no vacant units within the centre.

Sloane Avenue local centre is located approximately in the middle of Sloane Avenue between King's Road (East) major shopping centre and the southern end of Knightsbridge international shopping centre. The centre provides one convenience stores capable of providing a top-up food shopping function; the Sainsbury's Local store. In terms of non-food shopping the centre provides a chemist, a video/DVD shop and a household accessories shop. The centre also provides three estate agents, a dry cleaners and oriental clothing repair/cleaning shop.

The environmental quality of the centre is good but rather sterile. The single parade of shops is located under 7 storeys of residential units in an attractive, historic building and the fascias and upper parts of the building are very well maintained. The paving in the centre is wide, even and clean with no evidence of litter, despite the lack of bins. There are three on-street parking spaces in front of the parade as well as a bus stop. There is ample good quality street lighting throughout the centre and a zebra crossing providing access to the residential streets opposite.

### *Elystan Street*

Elystan Street is a medium sized local centre with 44 commercial retail/service units. It provides six of the eleven identified 'key' local needs therefore scoring 6 on the local needs index. The provision of 'key' local needs for a centre of its size is reasonable with a convenience store, an off licence, five restaurants, a laundrette, a hairdresser and a chemist. There is one vacant unit within the centre.

Elystan Street centre is situated at the junction of Elystan Street, Cale Street, Godfrey Street, Jubilee Place and Whiteheads Grove. The centre is to the north of the south western end of King's Road (East) major shopping centre, and to the south of the south western end of Knightsbridge international shopping centre, and is within close proximity of Sloane Avenue local centre.

The range of shops and services in Elystan Street local centre includes a number of independent specialist convenience retailers such as two patisseries, a butcher, a fishmonger and two delicatessens. In terms of comparison units there are a number of high quality specialist independent retailers including a toy shop, jewellers, two interior design shops, two haberdashers, two art shops, a chemist and clothing stores. The centre provides a range of services including a dry cleaner, a laundrette, two estate agents, a cobbler, a beautician and four restaurants.

Elystan Street is an attractive local centre made up of a number of parades shops centred around a grass triangle with public seating and bins. The centre's environmental quality is good, despite the relatively narrow pavements through out the centre. The pavements are even and clean with evidence of street cleaning by council employees. There were low levels of traffic throughout the centre at the time of the site visit, but there are no pedestrian crossings. The buildings within the centre are attractive historic buildings of 3-5 storeys with retail units on the ground floor and residential units above. Most of the buildings are well maintained with good quality fascias. There is good provision of attractive street lighting throughout the centre and attractive railings around the green.

### *Chelsea Manor Street*

Chelsea Manor Street is a small local centre with 10 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. Chelsea Manor Street local centre has a select number of uses. The centre is located on Chelsea Manor Street south of King's Road.

There are no local convenience retailers which are capable of providing a top-up shopping function. There are three key local need uses; a newsagent; a hairdresser; and a restaurant. In addition there is a herbal remedies shop, a haberdashers, a dry cleaner, a locksmiths, a clothing retailer and two interior design shops. For a centre of its size it provides a good range of comparison goods, reflecting its proximity to King's Road, and has no vacant units, suggesting the centre is relatively buoyant.

Chelsea Manor Street local centre has a generally good environment. The shopfronts are of a reasonable quality. The centre has very low levels of traffic, allowing pedestrians good access with little vehicular conflict. The streetscape is good with well maintained paving, bins and attractive street lighting. There was little evidence of excessive levels of litter or detritus during NLP's visit.

### *Lower Sloane Street*

Lower Sloane Street is a medium sized local centre with 31 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The provision of 'key' local needs for a centre of its size is quite poor with a convenience store, five restaurants/cafes, a public house and a bar. There is one vacant unit within the centre.

Lower Sloane Street local centre is part of a larger centre that spills into the City of Westminster. The units within the Royal Borough of Kensington & Chelsea are on Lower Sloane Street, Holbein Place and Pimlico Road, and the centre continues down Pimlico Road out of the Borough. The centre is located to the south of the northern end of King's Road (East) major shopping centre. The centre has a fairly specialist range of retailers including a patisserie, a confectionary shop and a grocers in terms of convenience provision. There are a number of high quality specialist independent comparison retailers including two art shops, four antique shops, a specialist bookshop, two haberdashers, a kitchens shop and several clothing shops including Phase Eight. The centre provides a limited range of services including an estate agent and two tailors. There are four restaurants, one pub and one bar, and The Sloane Club.

The centre's environmental quality is good with reasonably wide pavements throughout the centre which are even and clean. Although there is a lack of pedestrian crossings, most of the units are on the same side of the road and therefore pedestrian-vehicular conflicts were not considered a major problem. The buildings within the centre are attractive 4-6 storey historic buildings with residential on upper floors. Most of the buildings are well maintained with good quality fascias. There is an adequate provision of street lighting throughout the centre, however there is a general lack of public seating, bins and planting.

### *World's End*

Worlds End is a large sized local centre with 50 commercial retail/service units. It provides nine of the eleven identified 'key' local needs therefore scoring 9 on the local needs index. The centre is a linear centre with the majority of frontages fronting onto King's Road. There are a number of units located on Worlds End Place and Langton Street. The centre contains a good mix of uses for a local centre. There are few comparison retailers along the parade but these goods are well catered for in the nearby King's Road (West) district centre. The centre is largely purpose built and performs a strong local role comprising pubs, off licences, chemists, grocers and supermarkets. The centre has one main top-up food shopping destinations (Somerfield) and other convenience retailers including newsagents and off licences. The centre has two pubs which perform an important, evening economy function within the Borough. The centre also comprises a dentist and a selection of restaurants/cafes/takeaways.

The centre is reasonably well maintained with little evidence of litter and detritus and well kept shopfronts on buildings of reasonable architectural quality. The centre contains significant areas of modern infill including the Somerfield buildings and the purpose built parade of shops on King's Road. The pavements along the frontages on either side of King's Road are of a reasonable width and are not overly cluttered with street furniture. Bins and cycle racks are placed in good locations sporadically throughout the centre. The roads were not overly busy at the time of NLP's site visit, with a pedestrian located centrally within the centre. The centre is located on two bus route which provides a frequent bus services along King's Road and beyond.

#### *Fulham Road/Brompton Cemetery*

Fulham Road/Brompton Cemetery is a medium local centre with 24 commercial retail/service units. It provides four of the eleven identified 'key' local needs therefore scoring 4 on the local needs index. Fulham Road/Brompton Cemetery local centre is located on Fulham Road at the junction with Gunter Grove and Finborough Road, in the west of the Borough.

The centre provides two convenience stores capable of providing a top-up food shopping function, including a Tesco Express store on the petrol station forecourt. In addition there is an off licence, hairdresser and takeaway catering for other local needs. In terms of comparison shopping the centre has a good function for its size with shops including a kitchen showroom, interior design and two moped shops. The centre also has several restaurants, a beautician and an estate agent.

The environment of the centre is reasonable with the main drawback to the environmental quality the significant pedestrian-vehicular conflict that traffic along Fulham Road brings. Despite the provision of pelican crossings at the junction, the level of traffic, use of railings, cluttering of the limited pavement widths with signs and street furniture and phasing of the traffic lights all present a barrier to free pedestrian movement. Even so, the buildings along Fulham Road are generally attractive historic buildings, with shopfronts and fascias that are presentable and well maintained. Some litter was observed in the centre, detracting from the environment, although generally the centre appeared free from graffiti or fly-posting and there were no signs of anti-social behaviour.

## **Appendix H**

### Evaluation of Potential Development Sites

## S1: Chelsea Farmer's Market, Sydney Street

Chelsea Farmer's Market is located to the west of Sydney Street, south of the Royal Brompton Hospital, and is on the edge of King's Road (East) major centre. It is currently in use as a market with small units surrounding it including cafes and restaurants. None of the buildings within the market are over one storey in height, with a number of the structures on site being temporary. Adjacent to the market to the north is a small parade of four three storey buildings with retail units at ground floor and to the south is the Sydney Street car park and public toilets. The site is approximately 0.3 hectares in size.

The market site is identified as part of a Major Development Site in the Kensington & Chelsea UDP (Site 21) where acceptable land uses include social and community facilities including GP surgery/medical day centre and affordable housing. The site (Site 33) is also identified within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are residential, retail and social and community facilities.



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Medium term
Scale of Development (retail/leisure)	Small scale (below 1,000 sq m gross net additional space – assuming 2-storey development). Net increase in retail space not guaranteed.
Commercial Potential	Edge-of-centre site, close to King's Road, on a main thoroughfare from Brompton Road. Good main frontage and an existing retail function, but somewhat peripheral from retail uses on King's Road.
Likely type of development	High density mixed use development potentially including retail, residential and community/health/social facilities relating to the hospital. The site could be occupied by a single large space user (retail or leisure uses) at ground/first floor level. Alternatively a parade of shop units could be provided along Sydney Street as part the mixed use development
Development Constraints	Availability of the site for redevelopment is uncertain. There is a potential need to relocation the existing market.
Possible Alternative uses	Retention of existing uses. Extension of the Royal Brompton Hospital.
Access	Access from Sydney Street and Britten Street.
<b>Overall Development Prospects</b>	<b>Reasonable</b> (but net gain in retail/leisure floorspace may be small scale)

## S2: The Clearings, Draycott Avenue

The Clearings are two warehouse buildings situated between Draycott Avenue, Mossop Street and Deyner Street, separated by Leverett Street. The buildings are currently in use as a depot by the John Lewis Partnership, with part of the site adjacent to the buildings used as a Council recycling and cleansing depot. The site is approximately 0.5 hectares in size.

The Clearings site is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 27) where acceptable land uses include residential including affordable housing, Businesses (Offices, Light Industrial, R&D), Retail, Food and Drink and open space. It is also identified (Site 31) within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are residential, offices, leisure and recreation, small scale retail, food and drink, social and community facilities and public open space. In addition a Draft Planning Brief SPD for the site was published in July 2007, which highlights the opportunity for a major mixed use development including residential, retail, business and amenity space. In terms of retail, the draft SPD suggests the site could provide up to 6 small scale retail shops and services (in units of 250 sq m or below), a modest single metro-sized retail unit that would be suitable for a food store and scope to include some small-scale café and restaurant uses (less than 100 sq m in size).



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Medium term
Scale of Development (retail/leisure)	Medium to large scale (up to 3,000 sq m gross at ground floor level), including a food supermarket (up to 1,500 sq. m), up to 6 small retail units not associated with the supermarket (up to 250 sq. m each) and some small café/restaurant uses (up to 100 sq. m), as outlined in the Planning Brief SPD.
Commercial Potential	Edge of centre site with good links through to Brompton Road along Draycott Avenue, with some retail units along Draycott Avenue. However the site is in a predominantly residential area with low footfalls.
Likely type of development	Major residential led mixed use development. Retail on active frontages at ground floor level including a small supermarket and retail units.
Development Constraints	Closure of the John Lewis warehouses would be required. Conversion of Clearings I (building fronting Draycott Avenue) may be required, any replacement building would need to be high quality. Relocation of the Council's recycling depot may be required. Leverett Street dissects the site into two halved (Clearings I and II). Edge-of-centre in retail terms, any retail proposals would need to satisfy need, scale and sequential tests.
Possible Alternative uses	Retention of existing uses or development for housing or offices.
Access	Access from Draycott Avenue, Mossop St and Deyner St.
<b>Overall Development Prospects</b>	<b>Reasonable</b>

### S3: South Kensington Underground Station

South Kensington Underground station is a grade II listed building incorporating the station ticket hall and a shopping arcade. The building is single storey and fronts onto the prominent junction of Pelham Street and Thurloe Street. The site is approximately 0.8 hectares in size. The buildings merit in the listing details states that its special interest resides in the arcaded 1867-68 revetments, with the rest of the station not possessing any special interest, although the station frontage on Pelham Street is acknowledged as having a positive contribution to the conservation area. Any scheme would need to be sensitive to the listing.

The site is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 24) where acceptable land uses include business (office, light industrial, R&D), retail, hotel, leisure, residential (including affordable housing) with improvements to station. It is also identified (Site 30) within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are residential, retail or offices.

Planning permission was granted in 1999 for shopping, business and residential on the site, but this permission lapsed in 2004, and the station was subsequently listed. Due the listing of the building, development on the site is likely to be small scale.



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Medium/Long term
Scale of Development (retail/leisure)	Small scale retail development, potentially retaining existing arcade, but redeveloping other units to replace retail floorspace. Net gain in retail floorspace is not guaranteed.
Commercial Potential	Within the designated South Kensington District Centre. Excellent position, high footfall from underground station.
Likely type of development	Mixed use development including retail, residential and business.
Development Constraints	Listed building status with constraint scale and form of development. Construction whilst retaining the station use may be costly.
Possible Alternative uses	Retention of existing uses.
Access	Access from Pelham Street and Thurloe Street. Access to tube station.
<b>Overall Development Prospects</b>	<b>Poor</b> (if significant gain in retail/leisure floorspace is expected)

#### **S4: Former Iranian Embassy, 39-49 Harrington Road, South Kensington**

The site was previously the Iranian Embassy building (now demolished). It has been used as a public car park and planning permission was granted in January 2008 for the continued temporary use of the site as a car park for a further 12 month period. The site is approximately 0.22 hectares in size. The site is adjacent to the Church of St. Augustine of Canterbury, and is bounded by Queen's Gate and Harrington Road.

The Iranian Embassy is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 23) where acceptable land uses include residential and a cultural centre. It is identified (Site 29) within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are cultural, social and community facilities, residential and public open space.



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Short/medium term
Scale of Development (retail/leisure)	Medium scale retail (up to 1,500 sq m gross at ground floor level) with potential for medium scale leisure (e.g. a health and fitness club), community and cultural uses, either at upper floors or on active frontages. Residential on upper floors.
Commercial Potential	Edge-of-centre site, close to South Kensington and with good frontage. Retail frontages linking the site to South Kensington tube.
Likely type of development	Residential led mixed use development with community facilities and active retail frontage along Harrington Road. Slope of site suggest underground car parking may be possible.
Development Constraints	Edge-of-centre so retail and leisure uses would be subject to the sequential approach. Retail or leisure use would be contrary to the UDP and LDF allocations for the site. The site slopes to the west.
Possible Alternative uses	Public open space, continued use as a car park. Residential or office development.
Access	Access from Harrington Road and Queen's Gate.
<b>Overall Development Prospects</b>	<b>Reasonable</b> (subject to acceptability of departure from the development plan allocation)

## S5: High Street Kensington Underground Station

The site is occupied by High Street Kensington Station which includes the Kensington Station Mall, a single storey arcade with eight retail units. The site is approximately 2.4 hectares in size, stretching back from the frontage on Kensington High Street over the station platforms and the District and Circle underground lines. The site is bounded by 127 Kensington High Street and 121 Kensington High Street, which are both buildings considerably larger in bulk than the Station building and overlook the station.

The site is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 8) where acceptable land uses include retail, residential (including affordable housing), business (offices, light industrial and R&D). It is identified (Site 22) within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are retail, residential, offices and leisure and recreation.



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Long term
Scale of Development (retail/leisure)	Medium scale retail (over 2,000 sq m ground floor level) if development can be extended over the underground lines can be achieved.
Commercial Potential	Excellent central position on the core retail frontage in Kensington High Street Major Centre.
Likely type of development	Retail with residential and offices above.
Development Constraints	Retention of station will make construction complicated and costly. The development above the underground cutting will also be costly and high density development would be required. Impact on surrounding buildings would need to be carefully considered.
Possible Alternative uses	Retention of existing cutting or residential development over underground lines.
Access	Access from Kensington High Street, potential rear access from Derry Street.
<b>Overall Development Prospects</b>	<b>Reasonable</b>

**S6: Odeon Cinema and Post Office 261-267 Kensington High Street and Buildings on Earl’s Court Road**

The Odeon Cinema is a large building adjacent to the Kensington High Street Post Office building. The site is on the corner of Earl’s Court Road and Kensington High Street and is approximately 0.5 hectares in size if the adjacent Post Office is included. The Cinema and Post Office along with surrounding land provides potential for a mixed-use development.

The Odeon Cinema part of the site is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 9) where acceptable land uses include cinema and residential including affordable housing. It is identified (Site 23) within the LDF Site Specific Allocations Issues and Options document (June 2006) where the Council states the cinema use should be but a mixed use development could include residential, social and community facilities, sport and leisure and retail. These proposals do not incorporate the adjacent Post Office site, which could expand the potential development area significantly. The Cinema is within a designated conservation area, but the Post Office building is just outside the Conservation area.

A planning application was submitted in April 2007 for the demolition of the existing building with retention and restoration of the façade to provide a new six screen cinema with 35 residential units and five town houses. This application has been granted subject to the signing of a S106 Agreement.



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Medium term (if both sites developed together)
Scale of Development (retail/leisure)	Medium scale with up to 2,000 sq m of retail floorspace at ground floor level (if both sites are developed). A cinema use could be accommodated on upper floors.
Commercial Potential	Edge of centre site within close proximity to Kensington High Street Major Centre. Good frontages on two sides.
Likely type of development	High density mixed use development on both sites, including retail at ground floor, and a replacement cinema and a residential element to the rear.
Development Constraints	Provision of a new Cinema within the redevelopment and potential removal of a Post Office required, which may need to be relocated as part of the redevelopment. Current planning application suggests the availability for retail use is uncertain. The availability of the Post Office part of the site for redevelopment is uncertain.
Possible Alternative uses	Retention of existing uses. Leisure or community led scheme with substantial amounts of residential.
Access	Access from Kensington High Street, Earl’s Court Road and Pembroke Place.
<b>Overall Development Prospects</b>	<b>Reasonable</b>

## S7: Former London Electricity Board Depot, Victoria Gardens

The Former London Electricity Board Depot on Victoria Gardens is a parcel of land behind the main retail frontage and to the north of Notting Hill Gate District Centre. The site currently appears to be in use as an educational establishment and is predominantly surrounded by residential properties. The 0.32 hectare site is accessible from Victoria Gardens and Pembridge Road. In addition there is a walkway connecting Victoria Gardens to the Notting Hill Gate core frontage allowing good pedestrian accessibility.

The site is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 17) where acceptable land uses include residential (including affordable housing and a public short stay car park. It is identified (Site 17) within the LDF Site Specific Allocations Issues and Options document (June 2006) where residential is the suggested use.

A planning application was submitted in September 2007 for the demolition of the existing warehouse building, construction of eight houses and associated car parking, application still awaiting determination.



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Short/Medium Term
Scale of Development (retail/leisure/ community/cultural)	Small to Medium scale - up to 2,000 sq m floorspace at ground floor level with residential/offices above. Potential for a small/medium sized supermarket with small units along frontage.
Commercial Potential	Edge of Centre site, close to Notting Hill Gate, but located behind the main retail frontages with poor road access.
Likely type of development	Large format store with residential above, or alternatively small scale retail development on the Victoria Gardens frontage.
Development Constraints	Impact on residential uses surrounding the site. Poor access to the site by road and limited road frontage. Site availability for retail use uncertain and contrary to the LDF allocation.
Possible Alternative uses	Redevelopment solely for housing.
Access	Access from Victoria Gardens and Pembridge Road.
<b>Overall Development Prospects</b>	<b>Reasonable</b> (for residential with small scale retail element at ground floor level – up to 500 sq m gross) <b>Poor</b> (for major retail development)

## S8: Newcombe House, Notting Hill Gate

Newcombe House is a twelve storey office tower in the centre of Notting Hill Gate District Centre close the Notting Hill Gate underground. It was constructed as part of the 1950s remodelling of Notting Hill Gate. The site comprises of approximately 0.2 hectares of land including Newcombe House, parking area to rear and the frontage along Kensington Church Street. Newcombe House is set back from Notting Hill Gate with a visual break in the frontage. Newcombe House is currently leased as an office building with the retail unit in front of it on Notting Hill Gate currently occupied by Waterstones.

Newcombe House is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 3) where acceptable land uses include retail, residential (including affordable housing), business (office, light industrial, R&D). It is identified (Site 18) within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are offices, residential, retail and new library facilities.



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Short/Medium Term
Scale of Development (retail/leisure)	Small scale – up to 1,000 sq. m retail floorspace at ground floor level with office space on upper floors, with an element of residential. A library incorporated into the scheme with access at ground floor level.
Commercial Potential	Within Notting Hill Gate District Centre, on Notting Hill Gate and Kensington Church Street Core shopping frontages. Good access by tube and road.
Likely type of development	Mixed use scheme with retail at ground floor level and offices and an element of residential above with rear access.
Development Constraints	Site assembly and availability. The need to relocate existing uses may need to be considered.
Possible Alternative uses	Retention of existing uses.
Access	Access from Notting Hill Gate, Kensington Church Street and Newcombe Street.
<b>Overall Development Prospects</b>	<b>Good</b>

**S9: Telephone Exchange, Territorial Army Centre, Homebase and Car Park, Warwick Road**

The Telephone Exchange and Territorial Army Centre on Warwick Road are adjacent sites which combined total approximately 1.2 hectares. The site is bounded by Warwick Road to the east, a residential development to the north, a Homebase retail warehouse to the south and the West London Railway to the west. The site is not within a designated conservation area. There may also be potential to include the Homebase to the south within the site, depending on availability. The TA Centre site has been cleared of all its buildings and is currently vacant. The Telephone Exchange has been vacated and is in disrepair although part of the site is in use by a vehicle hire firm. The Territorial Army Centre and Car Park is identified as Major Development Site within the adopted UDP where acceptable land uses include residential (including affordable housing), open space, recreation, social/community and business (offices, light industrial, R&D). Both sites (Sites 24 and 25) are identified in the Site Specific Allocations Issues and Options document (June 2006) with suggested uses including residential, offices, small scale food and drink, cultural, social and community facilities, public open space, youth facilities and enhancement of the green corridor.

A planning application was submitted in 2005 for 239 residential units on the Telephone Exchange site but subsequently withdrawn. The Council is currently considering an application for the redevelopment of the Telephone Exchange Site for 158 residential units and 520 sq. m. of A1 - A3 or D1 on the ground floor. The TA site is the subject of two planning applications: one recently granted planning permission for residential development and 481 sq m of Class A1-A3 or D1 uses (subject to the signing of a s106 agreement); and a second which is the subject of a Public Inquiry. The Council expects an application on the Homebase site imminently.



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Short Term
Scale of Development (retail/leisure)	Large scale if large format stores proposed. Alternatively small neighbourhood facilities (up to 1,000 sq m) to serve residential uses.
Commercial Potential	Out of centre site but good frontage onto Warwick Road, close to Tesco supermarket.
Likely type of development	Large scale residential and office led mixed use with ancillary community and retail uses.
Development Constraints	Site assembly and availability. Current application on the TA site. Out of centre site therefore retail/leisure development would be the subject of the sequential approach.
Possible Alternative uses	Mixed use residential/office development with open space with recreational uses.
Access	Warwick Road and Radnor Terrace
<b>Overall Development Prospects</b>	<b>Poor</b> (Large scale due to out of centre location) <b>Reasonable</b> (small scale neighbourhood facilities)

## S10: The Commonwealth Institute, Kensington High Street

The Commonwealth Institute is a grade II\* listed building built in 1962. The main exhibition area has not been substantially in use since 1996 and the Commonwealth Institute educational charity wholly vacated the premises in 2002.

The site (Site 21) is identified in the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested by the Council are for a non-residential institutional use (such as a museum, gallery and exhibition space), assembly and leisure and theatre.

In August 2007 a Planning Brief SPD for the site was produced. This planning brief outlined that the main aim is to secure a use which will maintain its long term structural integrity and accessibility. The building is promoted for use as it was originally intended, with D1 non-residential institutional uses and D2 assembly and leisure uses most suited. In addition, the Council wish to protect the setting and open space around the building including the main features in the area fronting Kensington High Street. The adjacent conference and administration building is highlighted as being of lesser significance, potentially allowing scope for more significant alterations and development. The brief also highlights that in principle a hotel could be accommodated on site and that a pavilion type retail unit could be accommodated on the flagpoles area. The site is highlighted in the Site Allocations Issues and Options document.



<b>Evaluation Criteria</b>	<b>Comment</b>
Availability	Short/Medium Term
Scale of Development (retail/leisure)	Small scale kiosk/pavilion fronting onto Kensington High Street (100 sq. m) in retail or café (A3) type uses, ancillary to large scale cultural uses as currently enabled by the main part of the building (e.g. theatre, art gallery, concert venue).
Commercial Potential	Edge of Centre site with prominent position and good frontage on Kensington High Street.
Likely type of development	Limited potential for retail use. Use of main exhibition space as a theatre/entertainment venue. Sympathetic conversion or redevelopment of admin building for hotel/residential.
Development Constraints	Listed building and its setting. Unlikely to be able to significantly alter the existing layout.
Possible Alternative uses	Public community space.
Access	Kensington High Street/Melbury Court
<b>Overall Development Prospects</b>	<b>Good</b> (small scale retail provision as part of a cultural use) <b>Poor</b> (large scale retail development)

**S11: Earl's Court One, Earl's Court Exhibition Centre**

Earl's Court Exhibition Centre is formed of two buildings; Earl's Court One, constructed in the 1930s and Earl's Court Two, constructed in the early 1990s. Earl's Court One occupies a large site and is used for music concerts, exhibition shows and sporting events.

The site has not been identified in the Kensington & Chelsea adopted UDP or the LDF Site Specific Allocations Issues and Options document (June 2006), but the building occupies a large prime site which may have potential for redevelopment.



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Long Term
Scale of Development (retail/leisure)	Large scale - retail on active frontages to support the office/residential function of any redevelopment. New exhibition/leisure space.
Commercial Potential	Edge of Centre site within close proximity to Earl's Court Road District Centre. Prominent position on Warwick Road with good access to Earl's Court and West Brompton underground Stations.
Likely type of development	Large scale mixed use development likely to include retail, offices and residential. Retention of some sort of exhibition function.
Development Constraints	Availability for redevelopment uncertain. Retention of existing building may be desirable.
Possible Alternative uses	Retention of existing use. Refurbishment of existing buildings to retain existing function but also provide a mix of other permanent uses.
Access	Warwick Road and Old Brompton Road
<b>Overall Development Prospects</b>	<b>Reasonable</b> (if principle of redevelopment is accepted)

## S12: Portobello Court Estate, Portobello Road

The Portobello Court Estate is a post-war housing estate located adjacent to Portobello Road, between Portobello Road Special District Centre and Westbourne Grove Special District Centre.

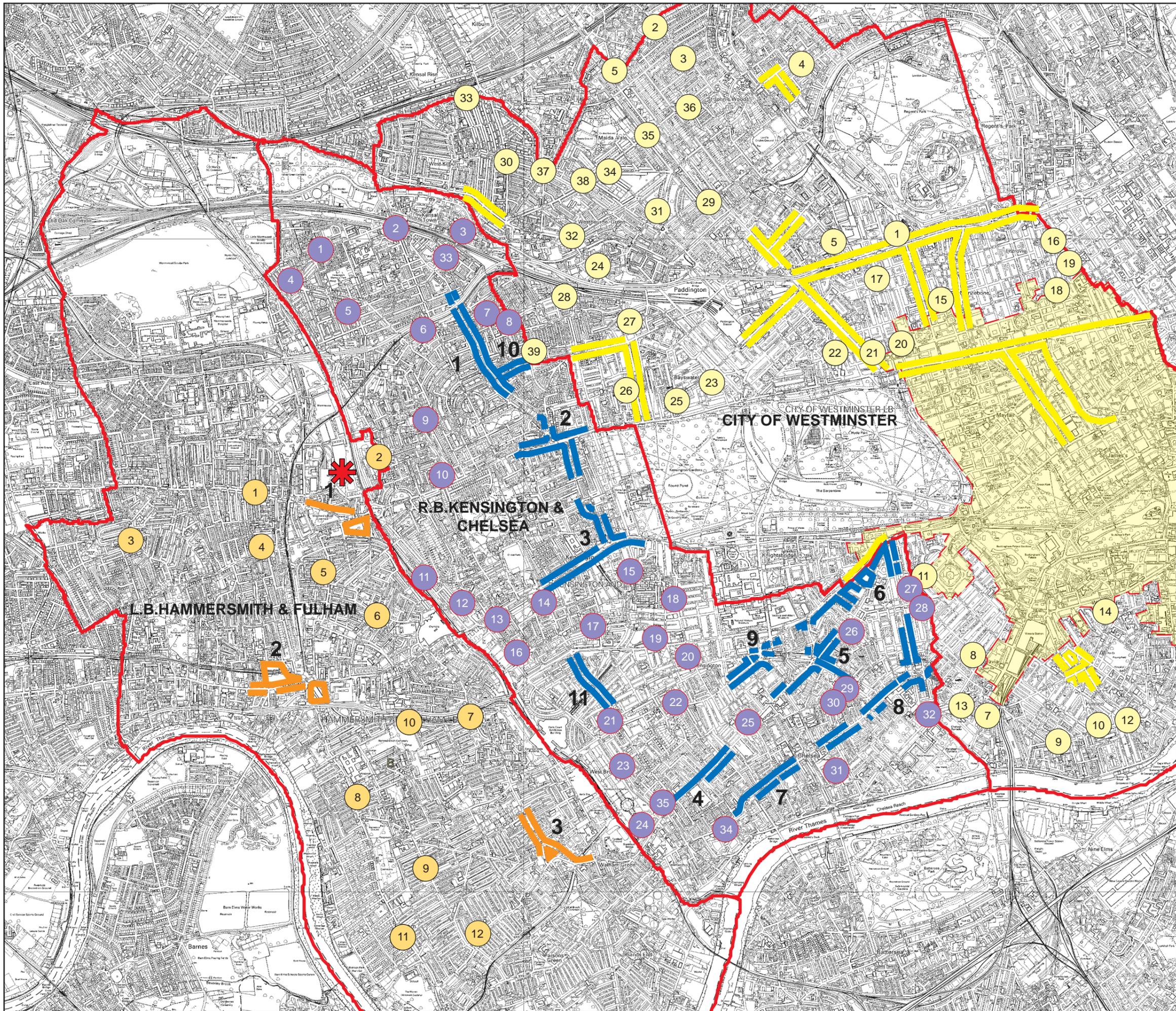
The estate is highlighted in the LDF North Kensington Area Action Plan Issues and Options document (Feb 2008) as an estate being reviewed for housing renewal. In the document the growth option involving moderate change for the Portobello, Golborne Road and Westbourne Grove area highlights the potential for eastwards expansion of the Portobello Road retail frontages through the renewal of Portobello Court. Currently the housing estate is set back and does not provide frontages onto Portobello Road or Westbourne Grove and represents a visual break in the continuity of Portobello Road.



<b><i>Evaluation Criteria</i></b>	<b><i>Comment</i></b>
Availability	Long Term
Scale of Development (retail/leisure)	Large scale - Retail, leisure or community uses on the ground floor up to 4,000 sq. m
Commercial Potential	Edge of Centre site opposite the non-core frontage of Portobello Road Special District Centre and close to Westbourne Grove Special District Centre. Prominent position on Portobello Road and Westbourne Grove. High footfall.
Likely type of development	Redevelopment with retail/leisure/community fronting edges of site. Residential at upper floors, accessed by a communal courtyard.
Development Constraints	Sensitivity of housing renewal with existing incumbent tenants. Reflecting the character and nature of Portobello Road and Westbourne Grove.
Possible Alternative uses	Retention and refurbishment of existing uses. Possible intensification of the estate by developing frontages around existing buildings.
Access	Portobello Road, Westbourne Grove, Colville Road and Lonsdale Road
<b>Overall Development Prospects</b>	<b>Reasonable</b> (if housing renewal scheme goes ahead)

## **Appendix I**

### Plans



**KEY**

Proposed Westfield Shopping Centre



Retail Area Within International, Major and District Centres in RB Kensington & Chelsea



1. Portobello Road
2. Notting Hill Gate
3. Kensington High Street
4. Fulham Road (West)
5. Fulham Road (East)
6. Knightsbridge
7. Kings Road (West)
8. Kings Road (East)
9. South Kensington
10. Westbourne Grove
11. Earls Court Road

Local Centres in RB Kensington & Chelsea



1. Barlby Road
2. Ladbroke Grove (North)
3. Golborne Road (North)
4. North Pole Road
5. St Helens Gardens
6. Ladbroke Grove Station
7. All Saints Road
8. Westbourne Park Road
9. Clarendon Cross
10. Holland Park Avenue
11. Holland Road
12. Napier Road
13. Kensington High St (West)
14. Commonwealth Institute
15. Thackeray Street
16. Pembroke Road
17. Stratford Road
18. Gloucester Road North
19. Cromwell Road (Air Terminal)
20. Gloucester Road South
21. Old Brompton Road (West)
22. Old Brompton Road (East)
23. Ifield Road
24. The Billings
25. Fulham Road (Old Church St)
26. Walton St
27. Lowndes St
28. Pont St
29. Sloane Avenue
30. Elystan St
31. Chelsea Manor Street
32. Lower Sloane St
33. Golbourne Road
34. Worlds End
35. Fulham Road/Brompton Cemetary

Prime Retail Frontages in Town Centres in LB Hammersmith & Fulham



1. Shepherds Bush
2. Hammersmith Centre
3. Fulham Centre

Key Local Shopping Centres in LB Hammersmith and Fulham



1. Uxbridge Road West
2. Edward Woods Estate
3. Askew Road
4. Goldhawk Road
5. Shepherds Bush Road
6. Blythe Road
7. North End Road
8. Greyhound Road
9. Munster Road
10. Barons Court
11. Fulham Palace Road (Central)
12. Fulham Road

**nlp** Nathaniel Lichfield and Partners

Project RB Kensington and Chelsea Needs Study

Title **Plan 1**  
Shopping Centres in and around Royal Borough of Kensington and Chelsea

Client The Royal Borough of Kensington and Chelsea

Date May 2008

Scale NTS @ A3

Drawn by FP

Drg. No CL11416-001



## KEY CONTINUED

Central Activities Zone



Local Centres  
(City of Westminster)



1. Baker Street/Melcombe Street
2. Abbey Road/Boundary Road
3. Blenheim Terrace
4. Charlbert Street
5. Kilburn Park Road
6. Lisson Grove
7. Ebury Bridge Road
8. Elizabeth Street
9. Lupus Street
10. Moreton Street
11. Motcomb Street
12. Pimlico
13. Pimlico Road
14. Strutton Ground/Artillery Row
15. Chiltern Street/George Street/Blandford Street
16. Cleveland Street
17. Crawford Street/Seymour Place/York Street
18. Great Titchfield Street
19. New Cavendish Street
20. New Quebec Street
21. Seymour Place
22. Connaught Street
23. Craven Road/Craven Terrace
24. Harrow Road/Bourne Terrace
25. Leinster Terrace
26. Moscow Road
27. Portchester Road
28. Westbourne Park Road
29. Clifton Road
30. Fernhead Road
31. Formosa Street
32. Harrow Road (East)
33. Kilburn Lane
34. Laudervale Road/Castellain Road
35. Maida Vale
36. Nugent Terrace
37. Shirland Road/Chippenham Road
38. Shirland Road Junction
39. Ledbury Road



**KEY**

Proposed Westfield Shopping Centre



Existing Foodstores >1,000 sq.metres



1. Marks & Spencer Food Hall, High Street, Kensington, W8 5SQ
2. Marks & Spencer Food Hall, Kings Road, Chelsea, SW3 4NX
3. Sainsbury's Kensal Gas Works, Canal Walk, Ladbroke Grove, W10 5AJ4
4. Sainsbury's, West End Air Terminal, Cromwell Road, SW7 4EJ
5. Tesco Metro, Kensington High Street
6. Tesco, West Cromwell Road, Kensington, W14 8PB
7. Waitrose, Gloucester Arcade, Gloucester Road, SW7 4SF
8. Waitrose, Kings Road, Chelsea, SW3 5XP

Existing Foodstores >1,000 sq.metres outside RB Kensington & Chelsea



9. Budgens, The Colonnades, Baywater, W2 6ES
10. Tesco, Shepherds Bush Road, Hammersmith, W6 7NL
11. Somerfield, North End Road, Fulham, SW6 1NJ
12. Waitrose, North End Road, Fulham, SW6 1LX
13. Morrisons, Shepherds Bush W12 8PH
14. Somerfield, Edgware Road, Paddington, W2 2HR
15. Sainsbury's, Townmead Road, Fulham, SW6 2SY
16. Sainsbury's, Wilton Road, Pimlico

Existing Foodstores 500 -1,000 sq.metres



17. Somerfield, Kings Road, Chelsea, SW10 0LU
18. Tesco Metro, Notting Hill Gate, Notting Hill, W11 3QE
19. Tesco Metro, Portobello Road, Notting Hill, W11 1LJ
20. Waitrose, High Street Kensington, W8 6SA

Existing Foodstores <500 sq.metres



21. Marks & Spencer Simply Food, Earls Court Road, SW5 9AS
22. Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea, SW10 9PZ
23. Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill, W11 3QG
24. Sainsbury's Local, Earls Court Road Inside, SW5 9QQ
25. Sainsbury's Local, Fulham Road, Chelsea, SW10 9PZ
26. Sainsbury's Local, Sloane Avenue, Chelsea, SW3 3DJ
27. Marks & Spencer Simply Food, Brompton Road, Kensington, SW3 4NF
28. Somerfield, Earls Court Road, Earls Court, SW5 9QB
29. Tesco Express, 459 Fulham Road, Chelsea SW10 9QL
30. Tesco Express, 248 Fulham Road, Chelsea SW10 9NA
31. Tesco Express, 92 Holland Park Avenue, Notting Hill W11 3FB
32. Tesco Express, 87-93 Gloucester Road, SW7 4SS
33. Tesco Express, Brompton Road SW3 2AW
34. Tesco Express, 279 Kings Road, Chelsea, SW3 5EP
35. Tesco Express, Old Brompton Road, South Kensington, SW7 3DY
36. Tesco Express, Royal Hospital Road, Chelsea, SW3 4HN
37. Tesco Express, 180-184 Fulham Road, Chelsea, SW10 9PN

**nlp** Nathaniel Lichfield and Partners

Project RB Kensington and Chelsea Needs Study

Title **Plan 2**  
Supermarkets in around Royal Borough of Kensington and Chelsea

Client The Royal Borough of Kensington and Chelsea

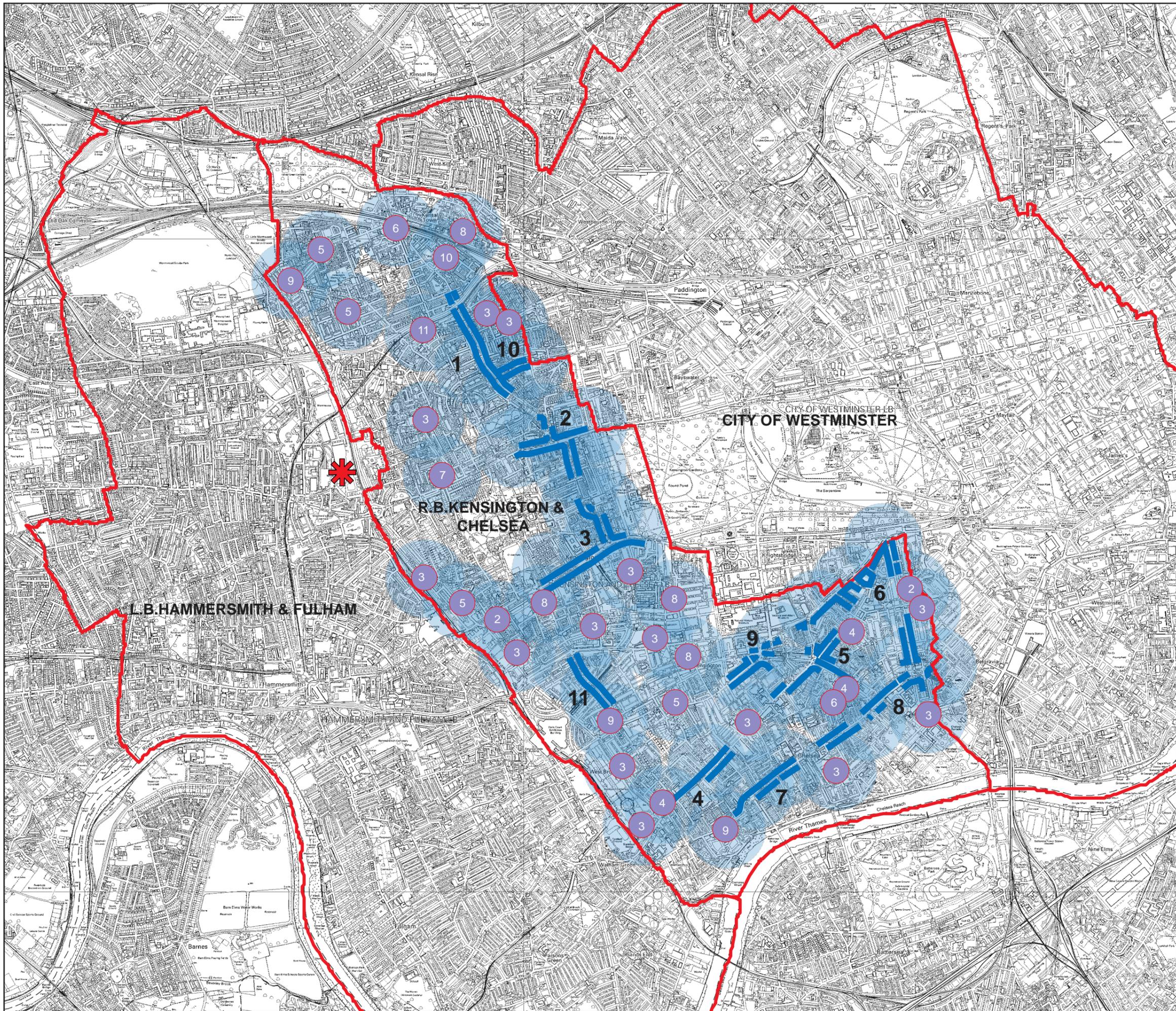
Date May 2008

Scale NTS @ A3

Drawn by FP

Drg. No CL11416-002





**KEY**

Proposed Westfield Shopping Centre



Retail Area Within International, Major and District Centres in RB Kensington & Chelsea



1. Portobello Road
2. Notting Hill Gate
3. Kensington High Street
4. Fulham Road (West)
5. Fulham Road (East)
6. Knightsbridge
7. Kings Road (West)
8. Kings Road (East)
9. South Kensington
10. Westbourne Grove
11. Earls Court Road

Local Needs Index 1-11 (300 m radius from Local Centres)



2. Kensington High Street (West)
2. Lowndes Road
3. All Saints Road
3. Westbourne Park Road
3. Clarendon Cross
3. Holland Road
3. Thackeray Street
3. Pembroke Road
3. Cromwell Road (Air Terminal)
3. Ifield Road
3. The Billings
3. Fulham Road (Old Church St)
3. Pont St
3. Chelsea Manor Street
4. Lower Sloane St
4. Walton St
4. Sloane Avenue
4. Fulham Road/Brompton Cemetery
5. St Helens Gardens
5. Napier Road
5. Barlby Road
5. Old Brompton Road (East)
6. Ladbroke Grove (North)
6. Elystan St
7. Holland Park Avenue
8. Golborne Road (North)
8. Commonwealth Institute
8. Stratford Road
8. Gloucester Road North
8. Gloucester Road South
9. North Pole Road
9. Old Brompton Road (West)
9. Worlds End
10. Golbourne Road
11. Ladbroke Grove Station

**nlp** Nathaniel Lichfield and Partners

Project RB Kensington and Chelsea Needs Study

Title **Plan 3**  
Local Needs index and Areas outside 300m from Local Centres

Client The Royal Borough of Kensington and Chelsea

Date May 2008

Scale NTS @ A3

Drawn by FP

Drg. No CL11416-003

