

# GVA

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## Greater Norwich: Town Centres & Retail Study

October 2017

Volume 2: Study Area & Market Share Plans

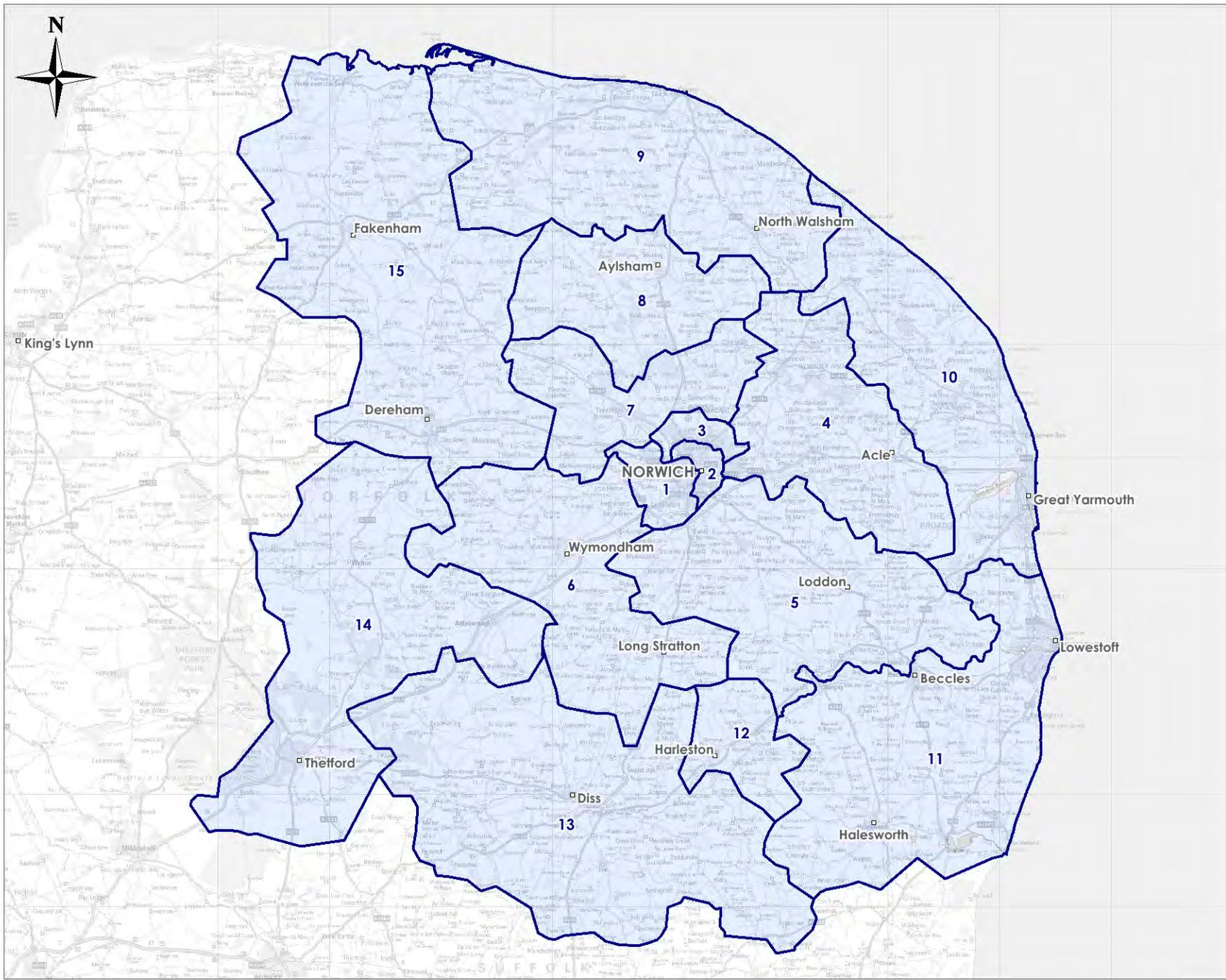
## Volume 2: Study Area & Market Share Plans

- Study Area Plan
- Norwich city centre comparison goods market share
- Aylsham comparison goods market share
- Diss comparison goods market share
- Harleston comparison goods market share
- Wymondham comparison goods market share
- Beccles comparison goods market share
- Bury St Edmunds comparison goods market share
- Dereham comparison goods market share
- Fakenham comparison goods market share
- Great Yarmouth comparison goods market share
- Lowestoft comparison goods market share
- Thetford comparison goods market share

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Date: **May 2017**

**For and on behalf of GVA Grimley Limited**



### Study area & household telephone survey zones

#### Key

- Study Area
- Survey Zone

#### Zone Postal Sectors

- 1 NR2 1/2/3/4, NR4 6/7, NR5 0/8/9
- 2 NR1 1/2/3/4, NR3 1/2/3/4
- 3 NR6 5/6/7, NR7 8/9
- 4 NR7 0, NR12 8, NR13 3/4/5/6
- 5 NR14 6/7/8, NR15 1, NR34 0, NR35 2
- 6 NR9 3/4, NR15 2, NR16 1, NR18 0/9
- 7 NR8 5/6, NR9 5, NR10 3, NR12 7
- 8 NR10 4/5, NR11 6
- 9 NR11 7/8, NR24 2, NR25 6/7/8, NR27 0/9, NR28 0/9
- 10 NR12 0/9, NR29 3/4/5, NR30 1/2/3/4/5, NR31 0/6/7/8/9
- 11 IP18 6, IP19 0/8/9, NR32 1/2/3/4/5, NR33 0/7/8/9, NR34 7/8/9, NR35 1
- 12 IP20 0/9
- 13 IP13 8, IP21 4/5, IP22 1/2/4/5, IP23 7/8, NR16 2
- 14 IP24 1/2/3, IP25 6/7, NR17 1/2
- 15 NR19 1/2, NR20 3/4/5, NR21 0/7/8/9, NR22 6, NR23 1

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# Greater Norwich Town Centre and Retail Study



### Greater Norwich Town Centre and Retail Study

Key

Survey Zone

Comparison goods market share (%)

1 - 10 %

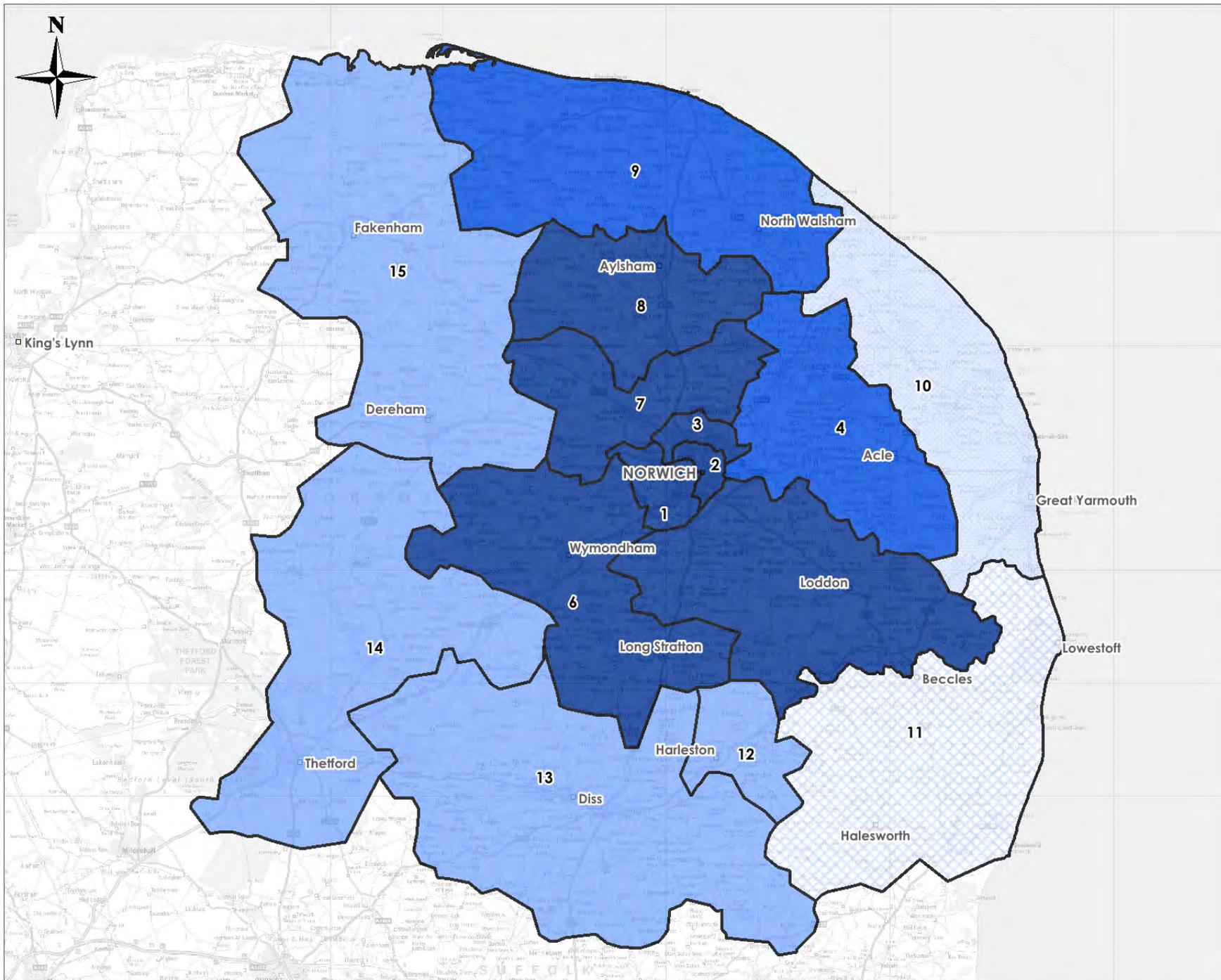
10 - 20 %

20 - 30 %

30 - 40 %

40 - 50 %

> 50 %



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# Norwich city centre comparison goods market share



## Greater Norwich Town Centre and Retail Study

### Key

 Survey Zone

Comparison goods market share (%)

 1 - 10 %

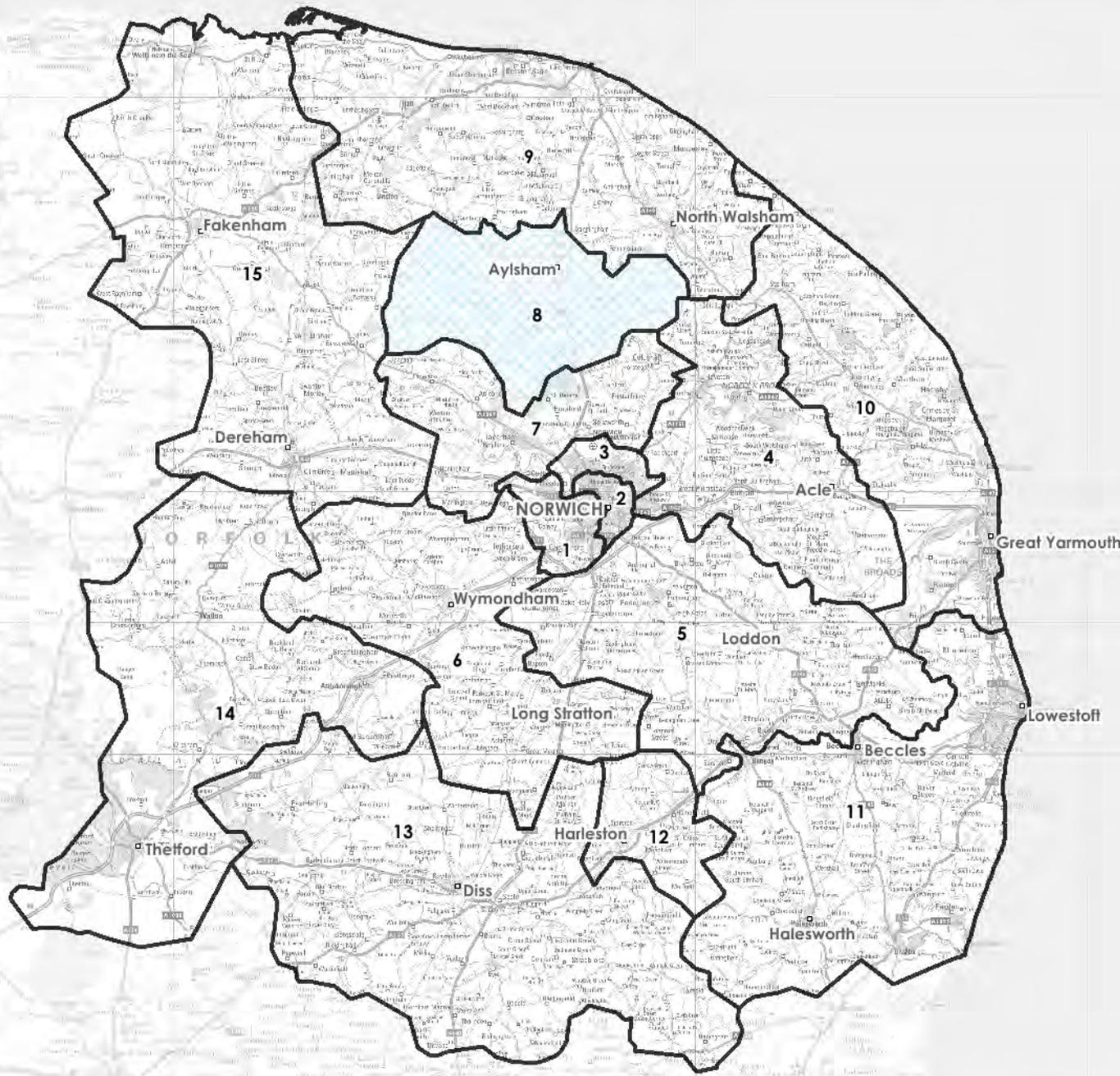
 10 - 20 %

 20 - 30 %

 30 - 40 %

 40 - 50 %

 > 50 %



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# Aylsham town centre comparison goods market share



### Greater Norwich Town Centre and Retail Study

Key

 Survey Zone

Comparison goods market share (%)

 1 - 10 %

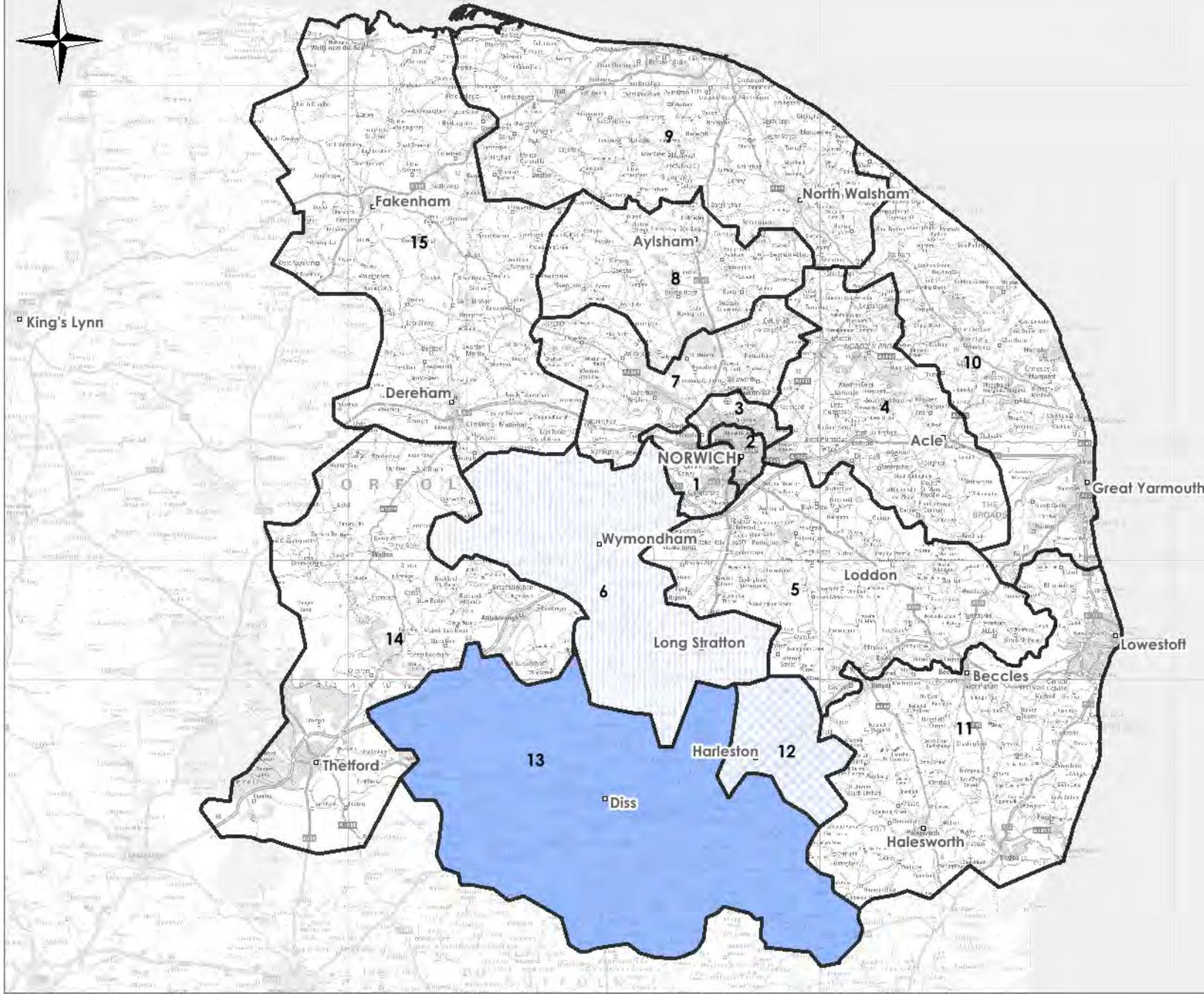
 10 - 20 %

 20 - 30 %

 30 - 40 %

 40 - 50 %

 > 50 %



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# Diss comparison goods market share



### Greater Norwich Town Centre and Retail Study

#### Key

 Survey Zone

Comparison goods market share (%)

 1 - 10 %

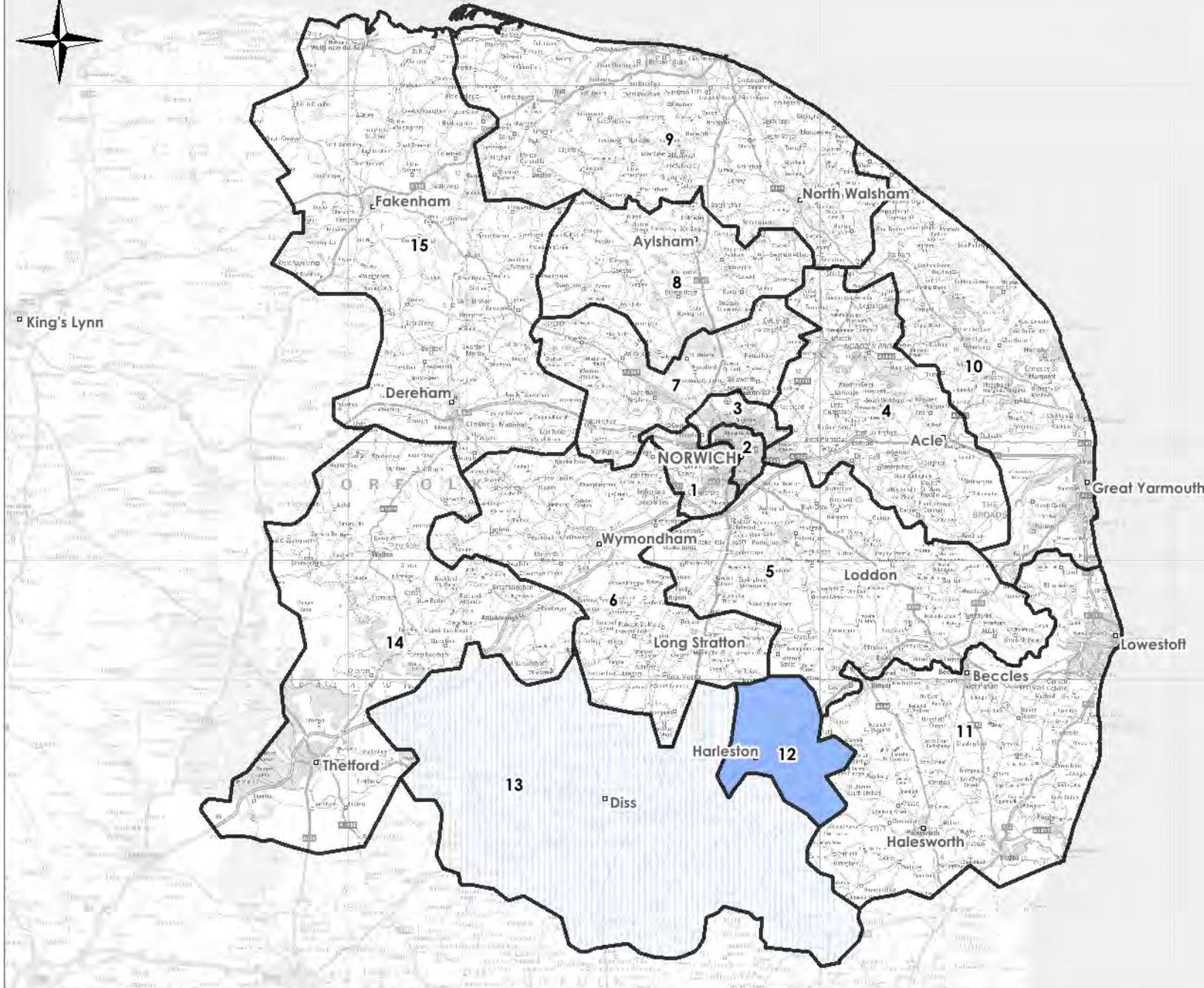
 10 - 20 %

 20 - 30 %

 30 - 40 %

 40 - 50 %

 > 50 %



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# Harleston comparison goods market share



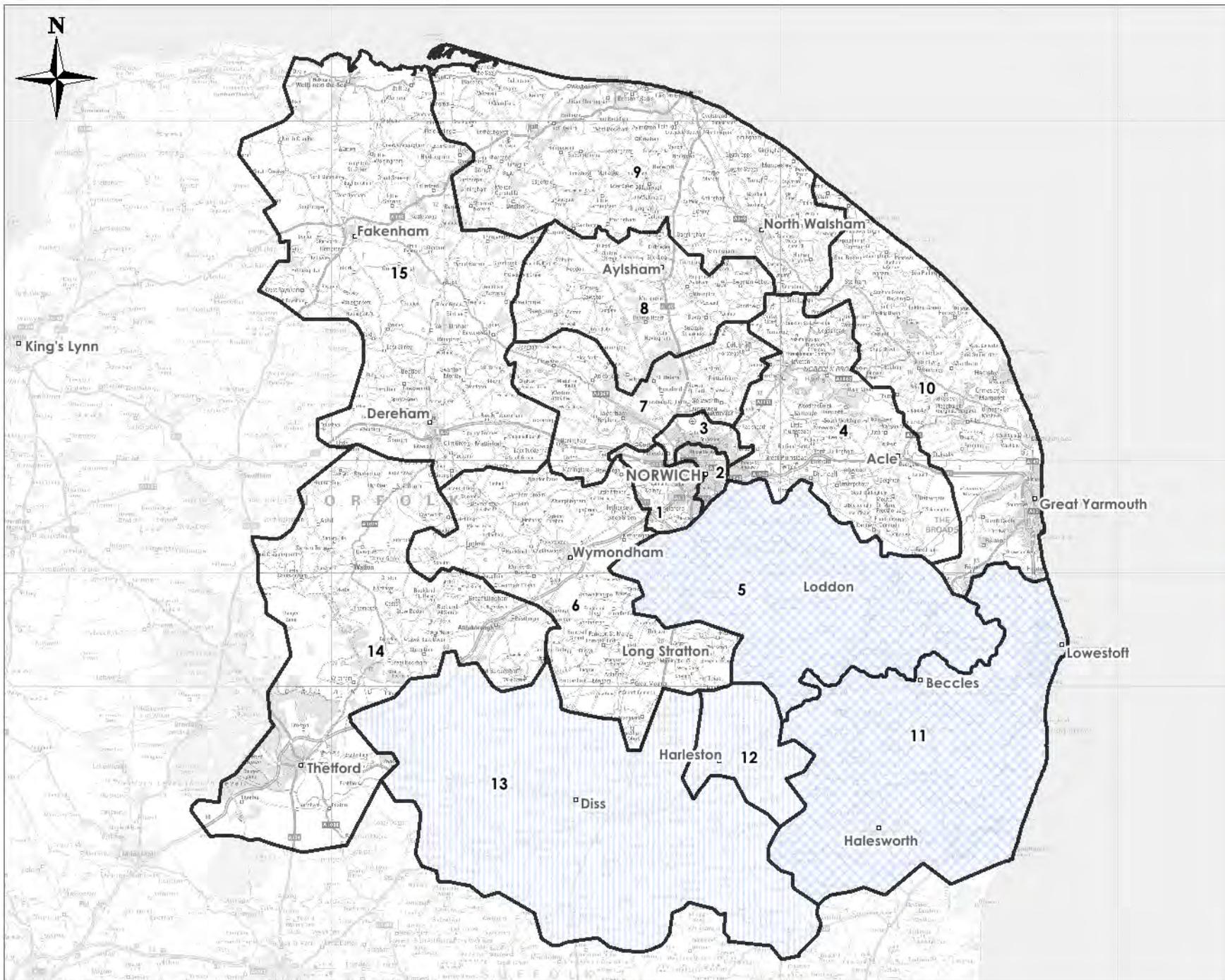
### Greater Norwich Town Centre and Retail Study

Key

 Survey Zone

Comparison goods market share (%)

-  1 - 10 %
-  10 - 20 %
-  20 - 30 %
-  30 - 40 %
-  40 - 50 %
-  > 50 %



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# Beccles comparison goods market share



### Greater Norwich Town Centre and Retail Study

#### Key

 Survey Zone

Comparison goods market share (%)

 1 - 10 %

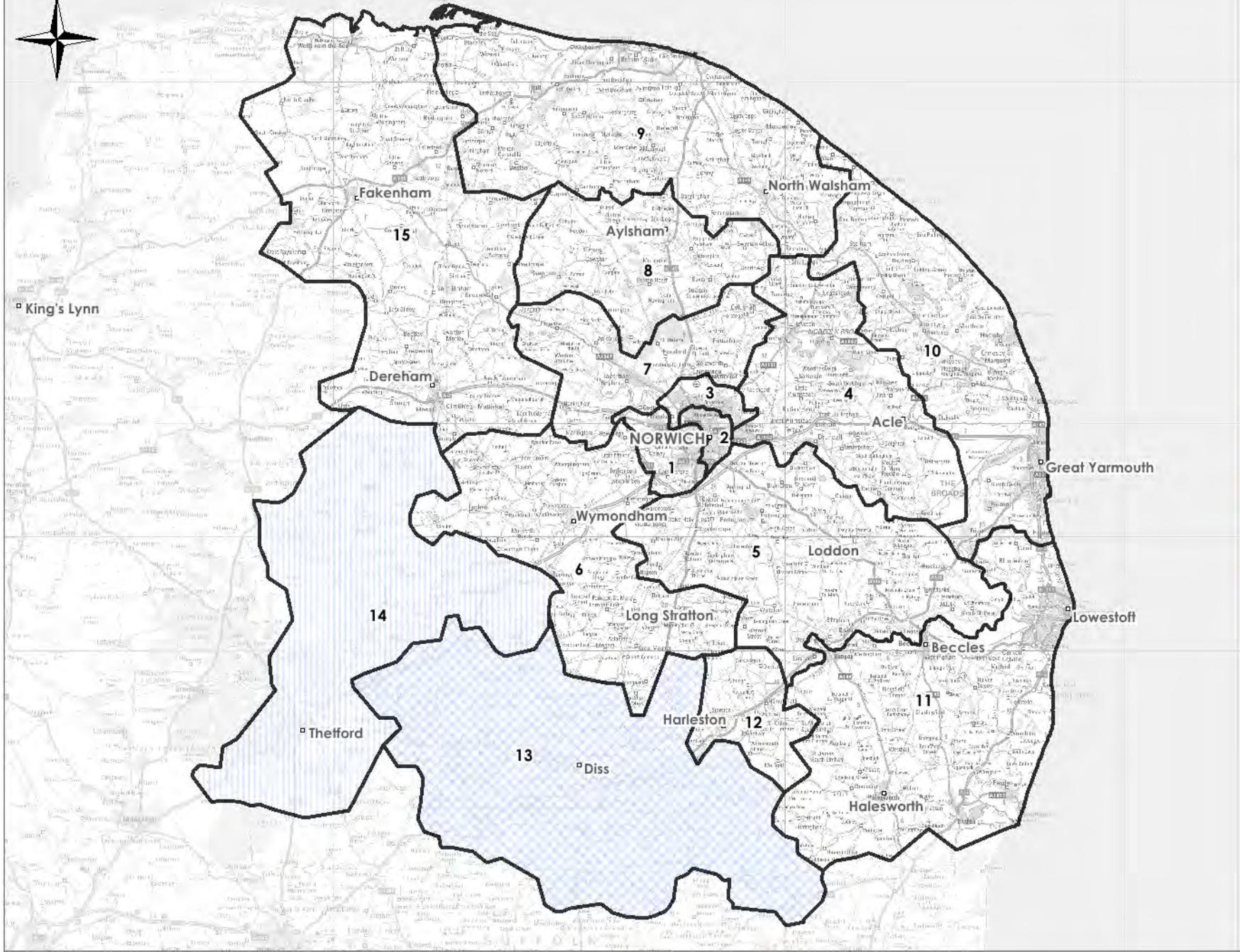
 10 - 20 %

 20 - 30 %

 30 - 40 %

 40 - 50 %

 > 50 %



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# Bury St Edmunds comparison goods market share



### Greater Norwich Town Centre and Retail Study

#### Key

 Survey Zone

Comparison goods market share (%)

 1 - 10 %

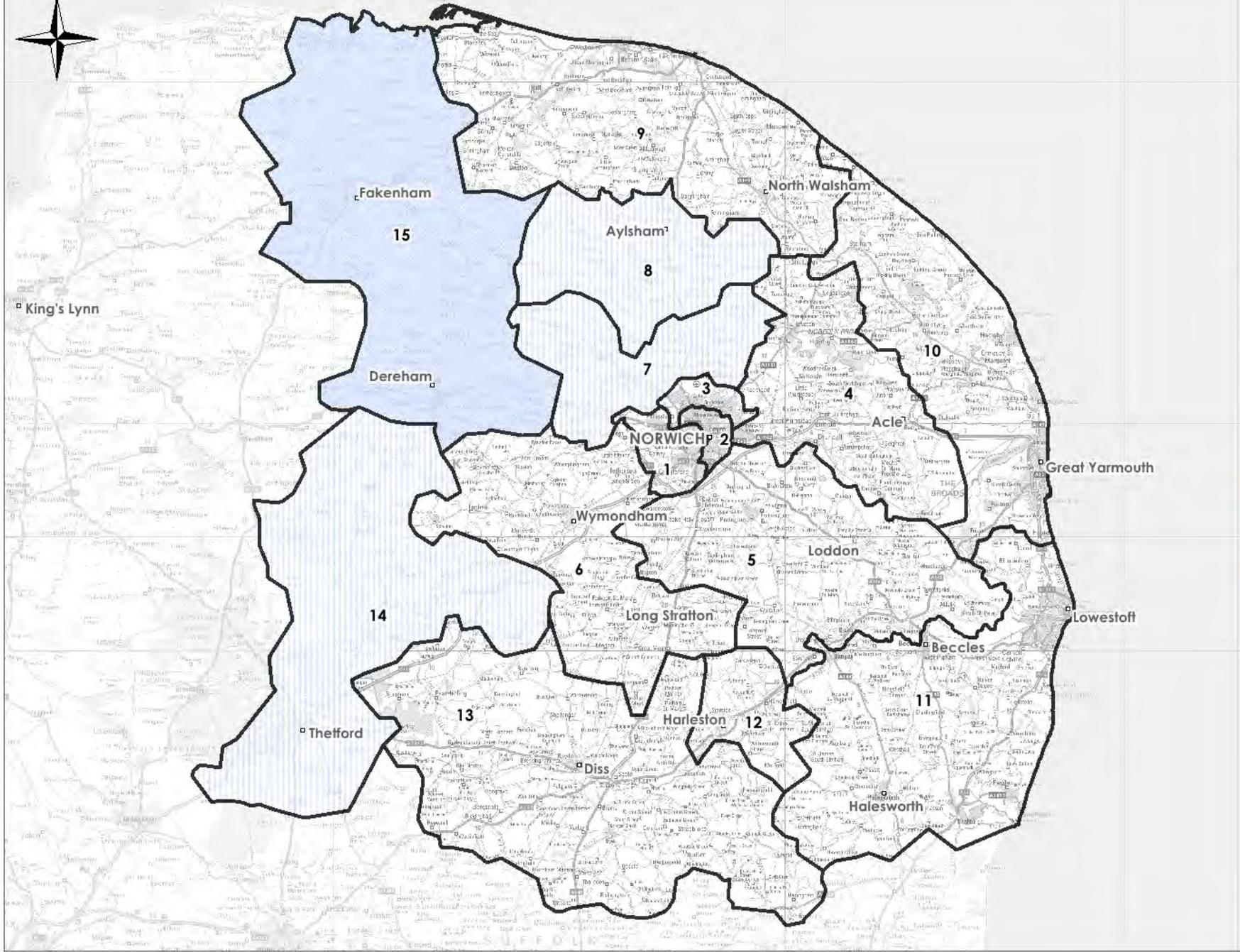
 10 - 20 %

 20 - 30 %

 30 - 40 %

 40 - 50 %

 > 50 %



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# Dereham comparison goods market share



### Greater Norwich Town Centre and Retail Study

#### Key

 Survey Zone

Comparison goods market share (%)

 1 - 10 %

 10 - 20 %

 20 - 30 %

 30 - 40 %

 40 - 50 %

 > 50 %



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# Fakenham comparison goods market share



### Greater Norwich Town Centre and Retail Study

Key

 Survey Zone

Comparison goods market share (%)

 1 - 10 %

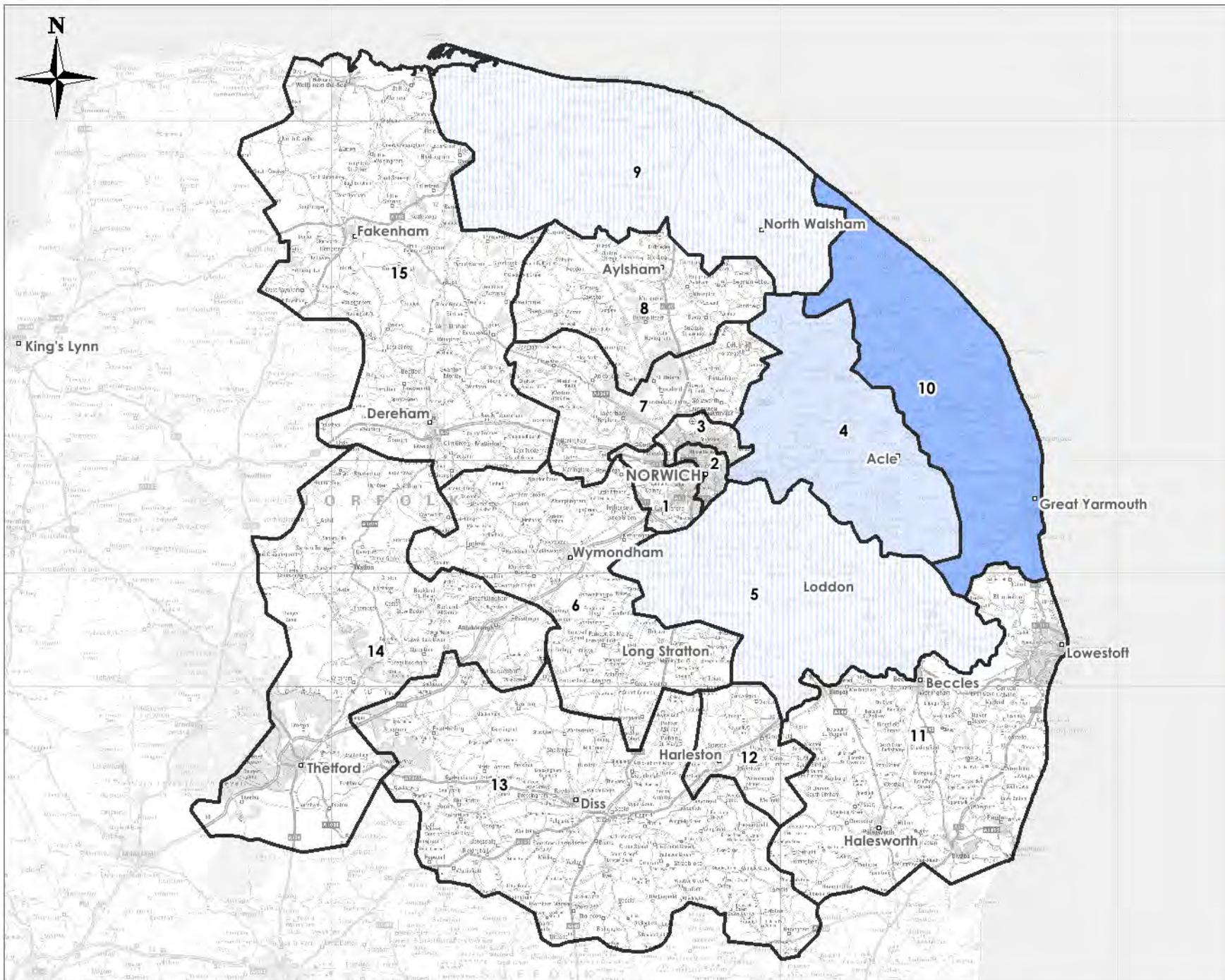
 10 - 20 %

 20 - 30 %

 30 - 40 %

 40 - 50 %

 > 50 %



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# Great Yarmouth comparison goods market share



### Greater Norwich Town Centre and Retail Study

#### Key

 Survey Zone

Comparison goods market share (%)

 1 - 10 %

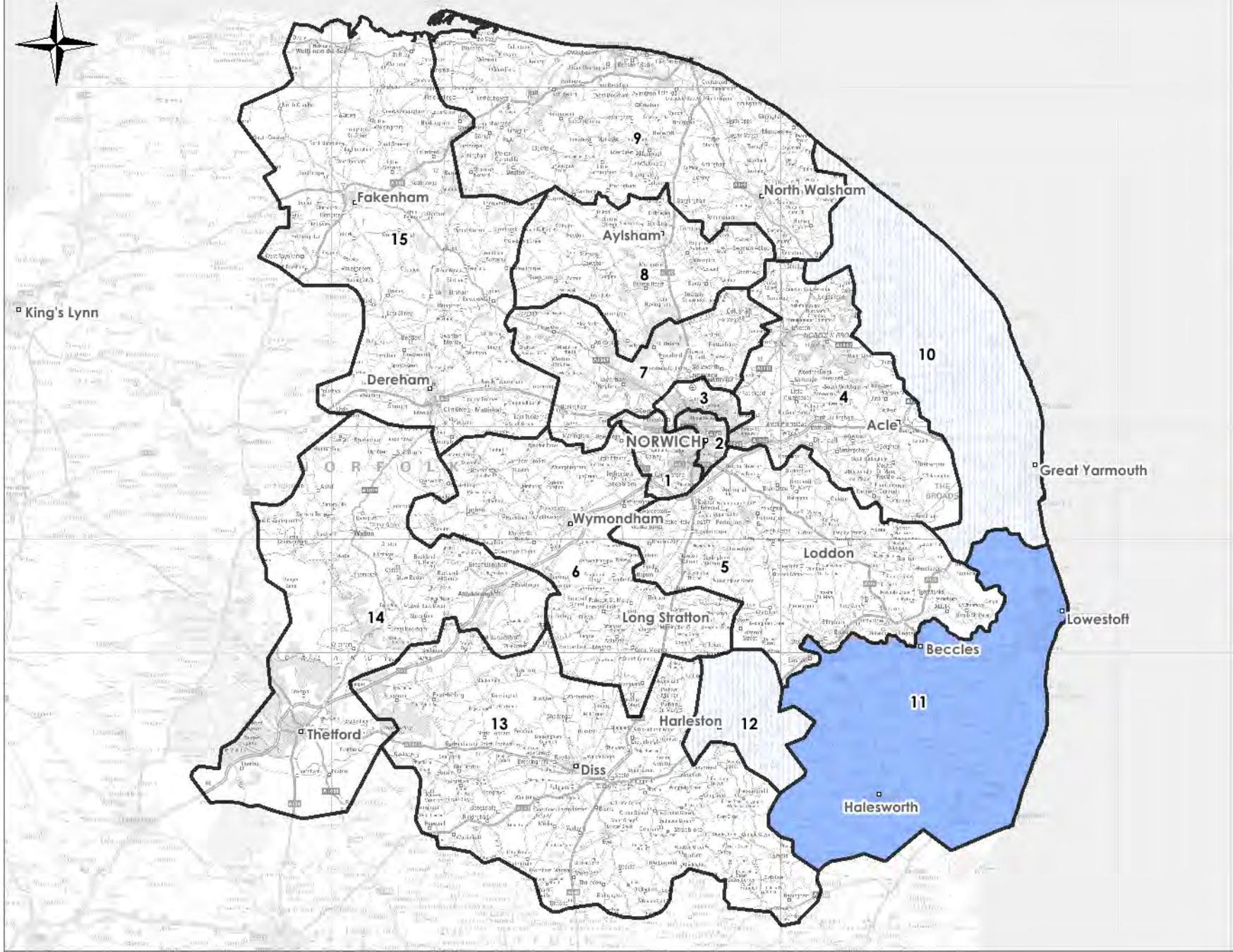
 10 - 20 %

 20 - 30 %

 30 - 40 %

 40 - 50 %

 > 50 %



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# Lowestoft comparison goods market share



## Greater Norwich Town Centre and Retail Study

### Key

 Survey Zone

Comparison goods market share (%)

 1 - 10 %

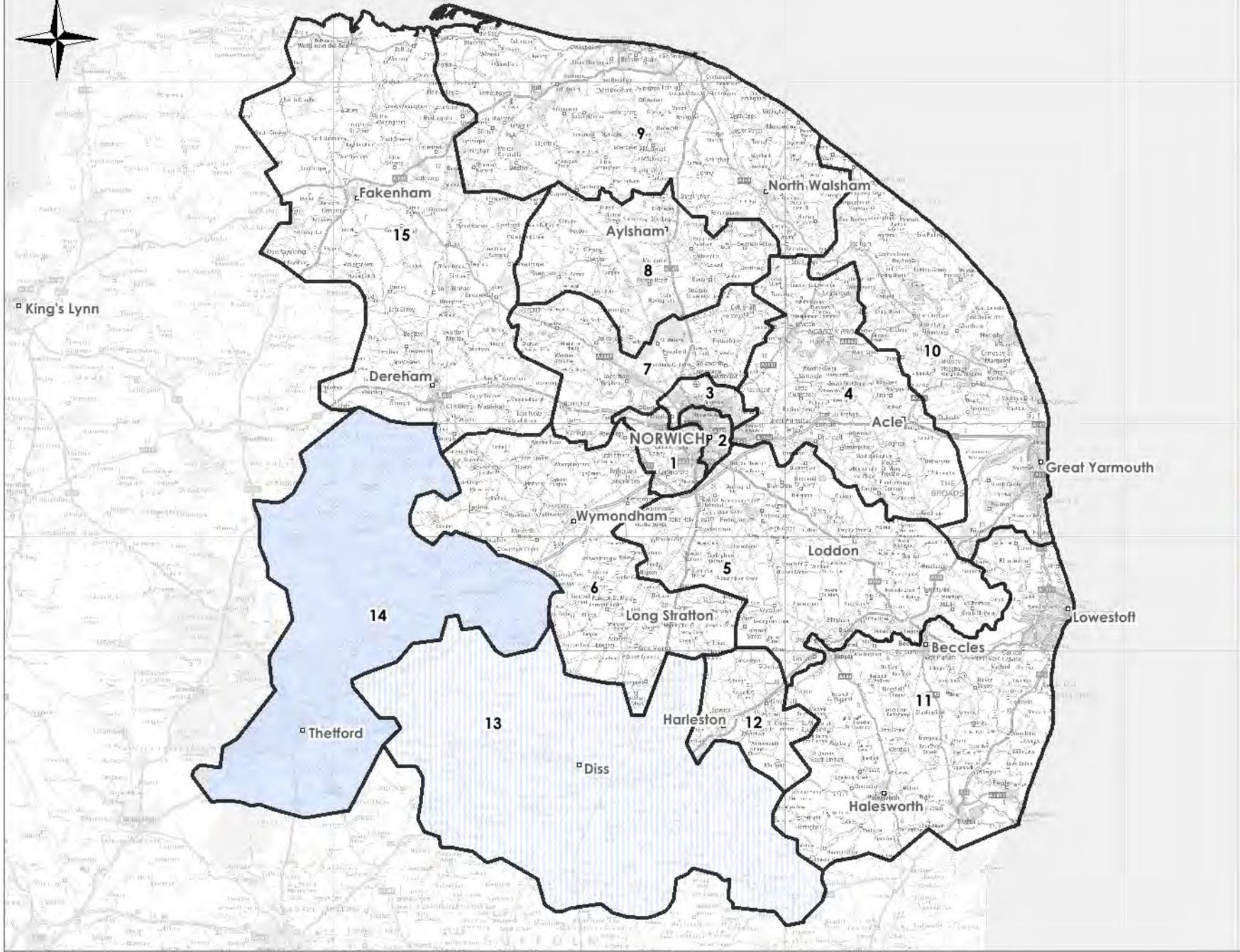
 10 - 20 %

 20 - 30 %

 30 - 40 %

 40 - 50 %

 > 50 %



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# Theftford comparison goods market share

### Greater Norwich Town Centre and Retail Study

**Key**

□ NPA boundary

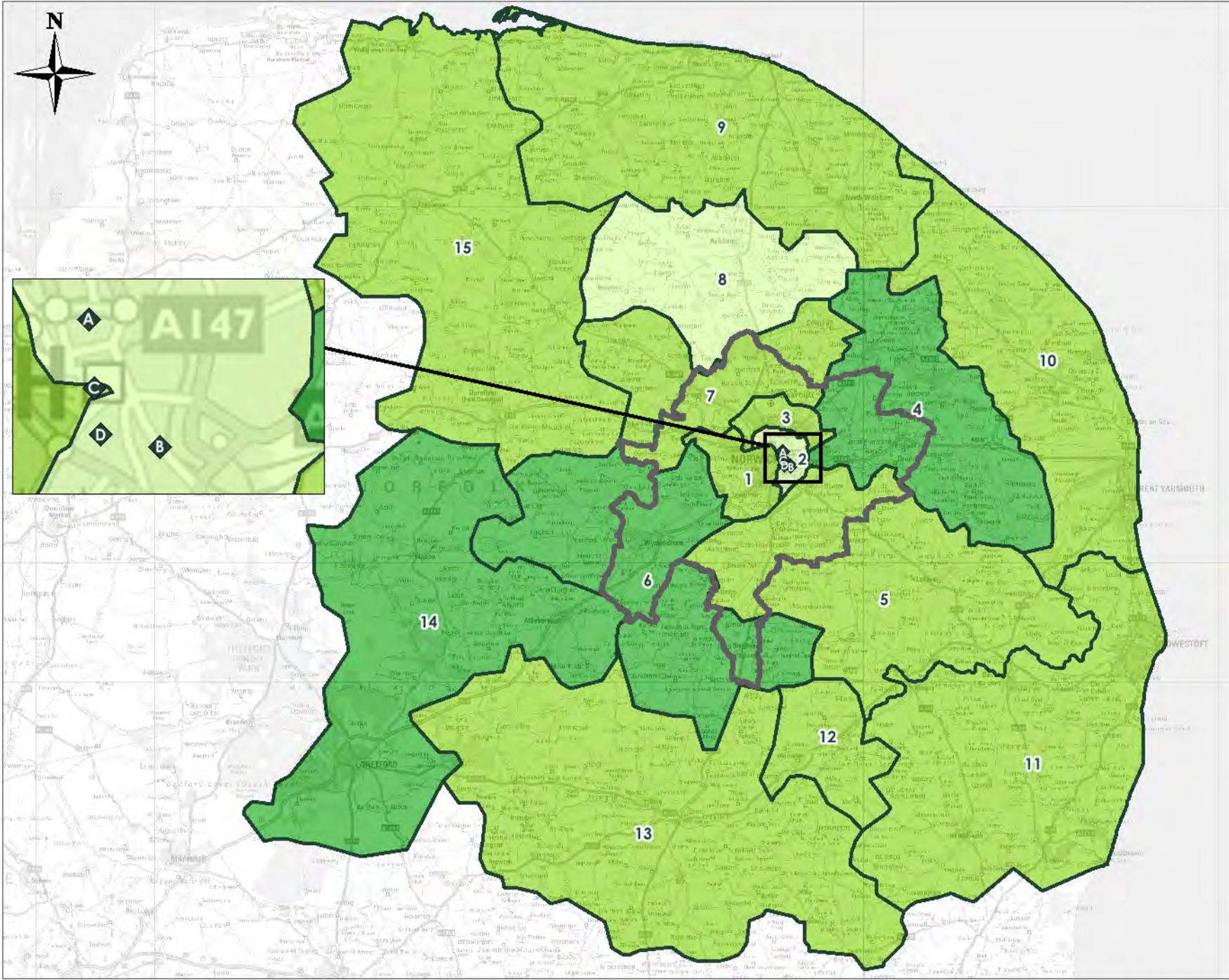
◆ Cinema

- A Hollywood, Anglia Square
- B Odeon, Wherry Road
- C Picturehouse Cinema City
- D Vue, Castle Mall

**Cinema market share**

- > 80%
- 60% - 80%
- 40% - 60%
- 20% - 40%
- <20%

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## Greater Norwich Town Centre and Retail Study

### Key

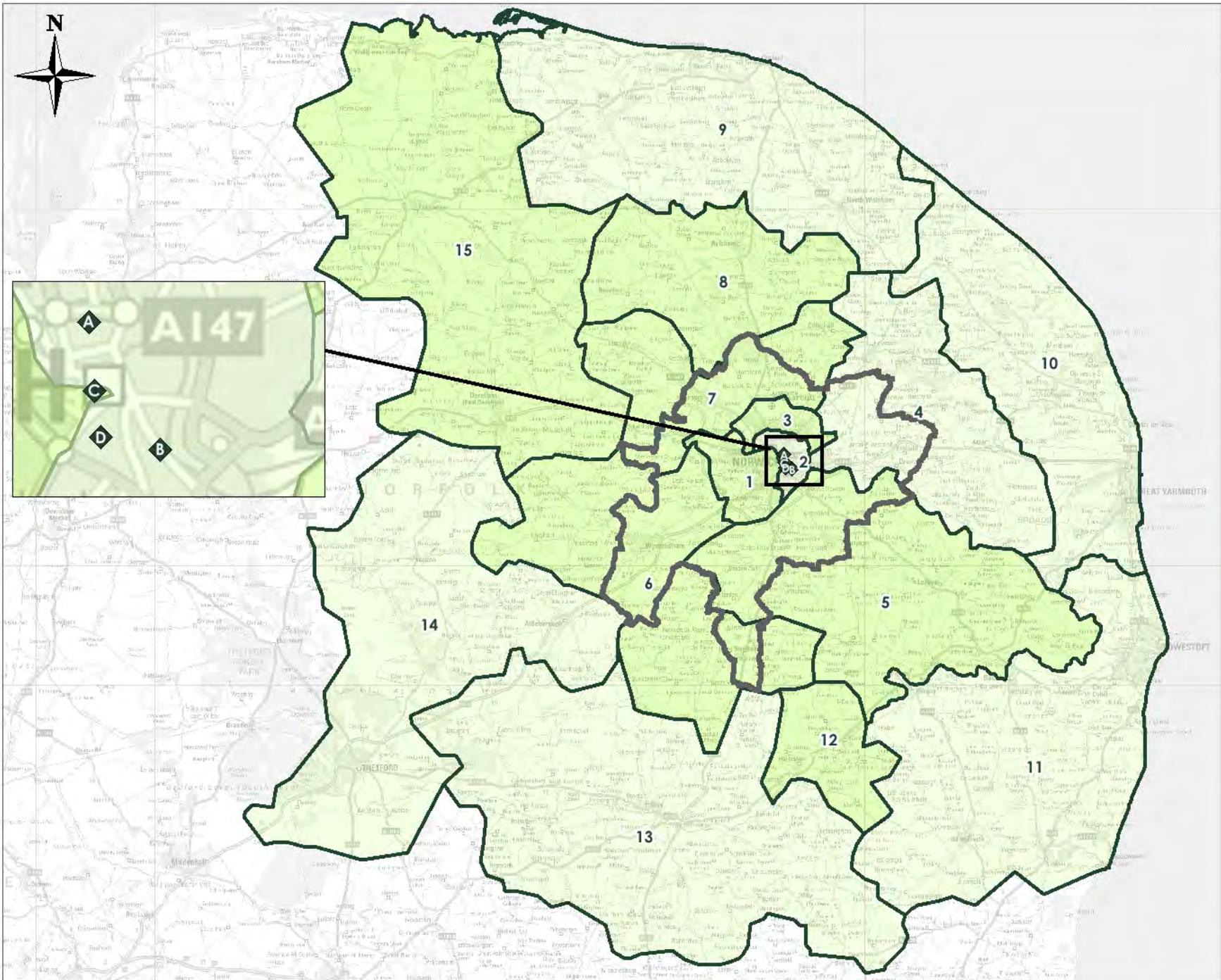
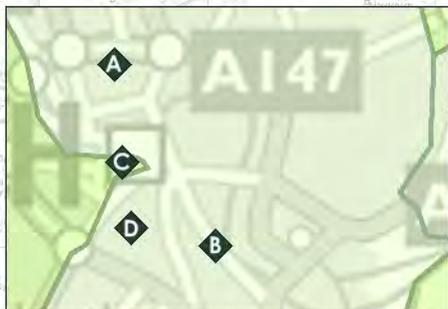
□ NPA boundary

◆ Cinema

- A Hollywood, Anglia Square
- B Odeon, Wherry Road
- C Picturehouse Cinema City
- D Vue, Castle Mall

### Cinema market share

- > 80%
- 60% - 80%
- 40% - 60%
- 20% - 40%
- <20%



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## Greater Norwich Town Centre and Retail Study

### Key

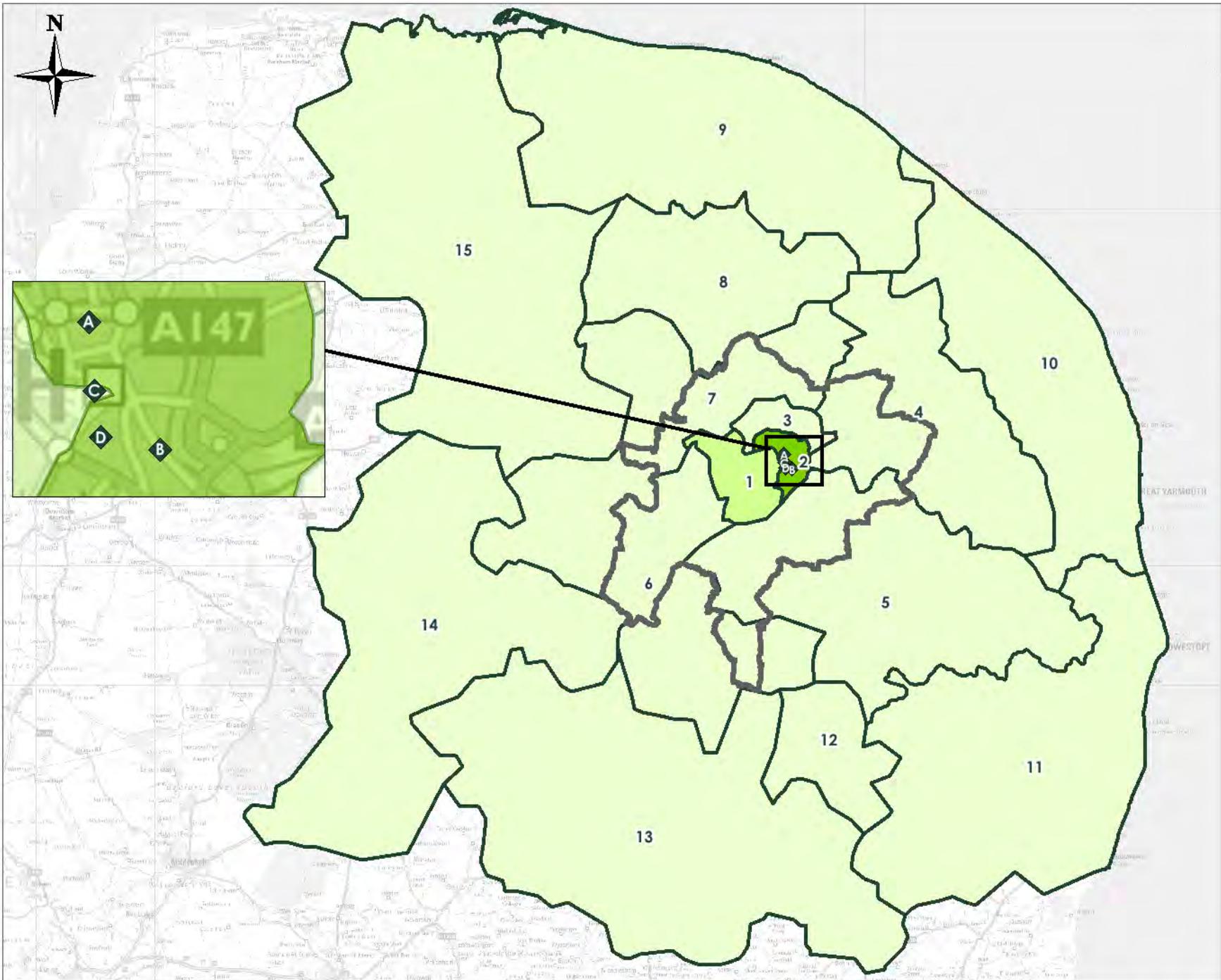
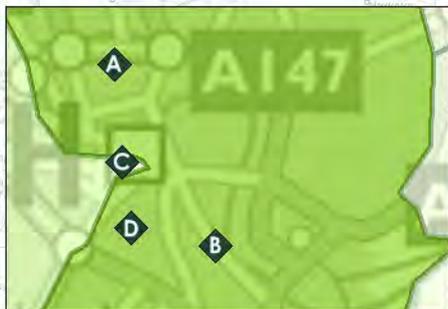
□ NPA boundary

◆ Cinema

- A Hollywood, Anglia Square
- B Odeon, Wherry Road
- C Picturehouse Cinema City
- D Vue, Castle Mall

### Cinema market share

- > 80%
- 60% - 80%
- 40% - 60%
- 20% - 40%
- <20%



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## Greater Norwich Town Centre and Retail Study

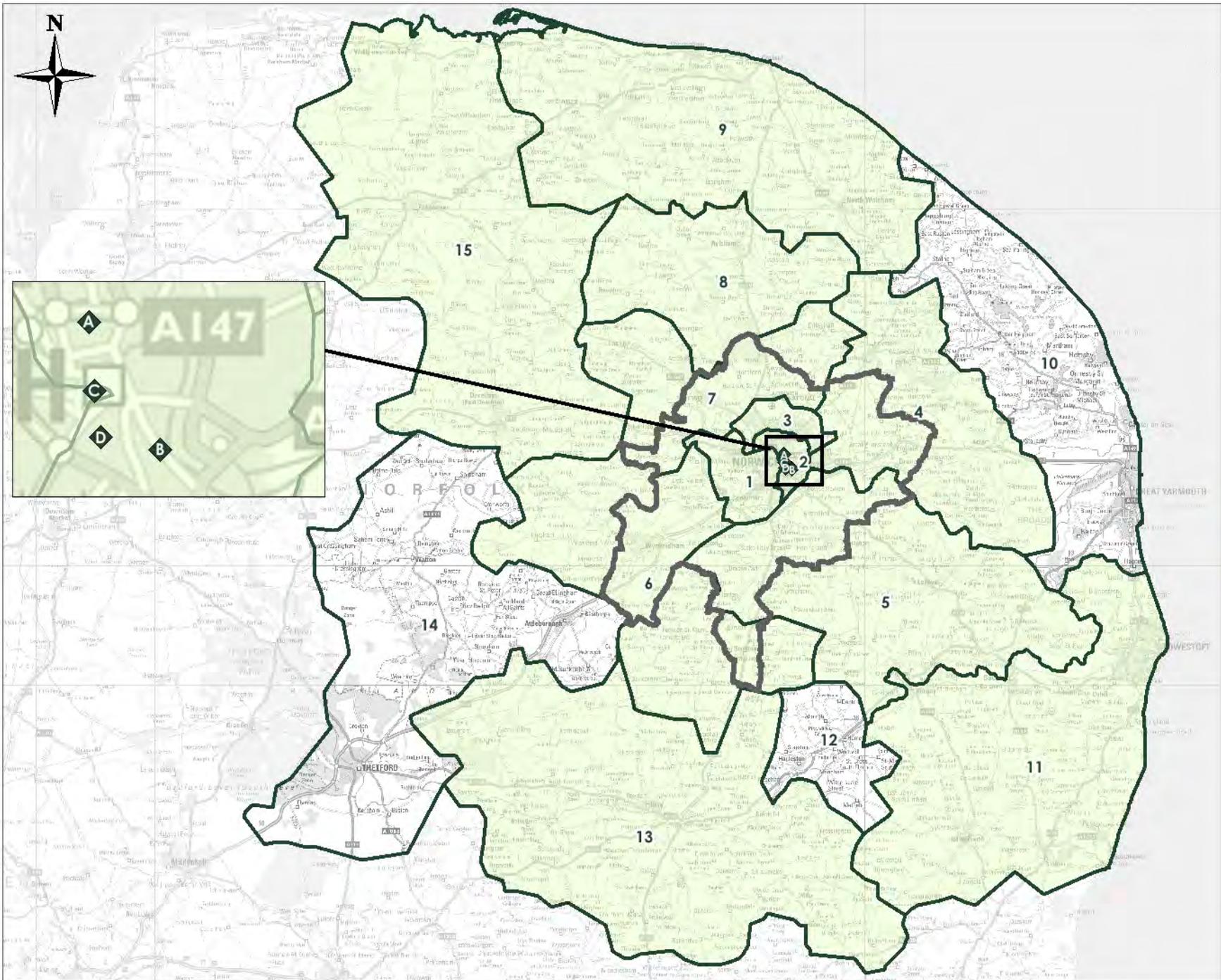
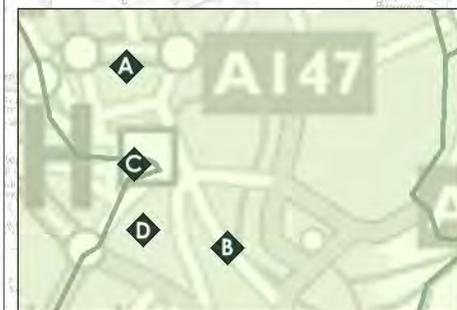
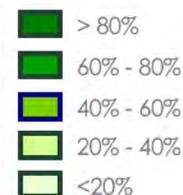
### Key

□ NPA boundary

◆ Cinema

- A Hollywood, Anglia Square
- B Odeon, Wherry Road
- C Picturehouse Cinema City
- D Vue, Castle Mall

### Cinema market share



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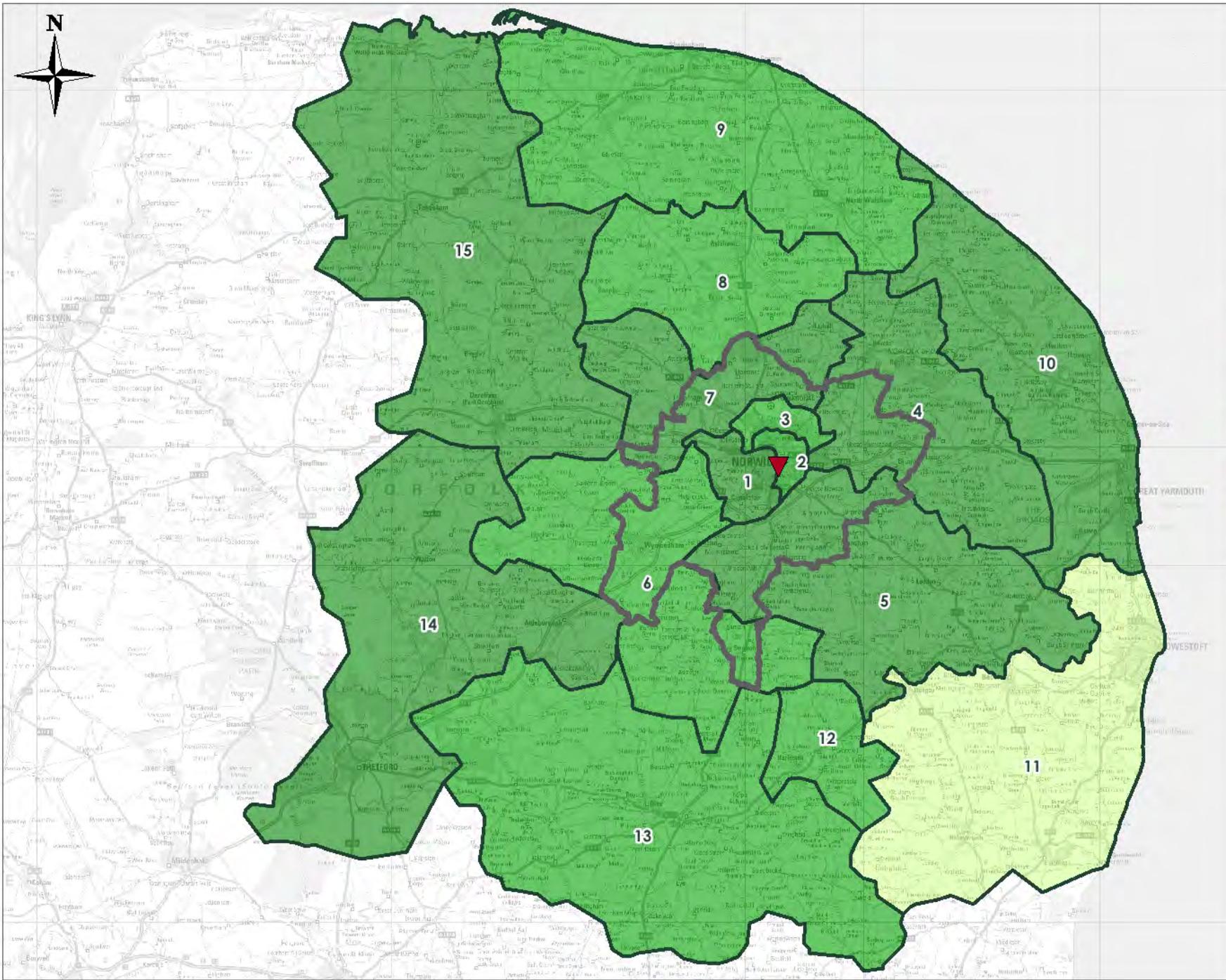
### Greater Norwich Town Centre and Retail Study

Key

- NPA boundary
- Norwich Theatre Royal

Market share

- > 80%
- 60% - 80%
- 40% - 60%
- 20% - 40%
- <20%



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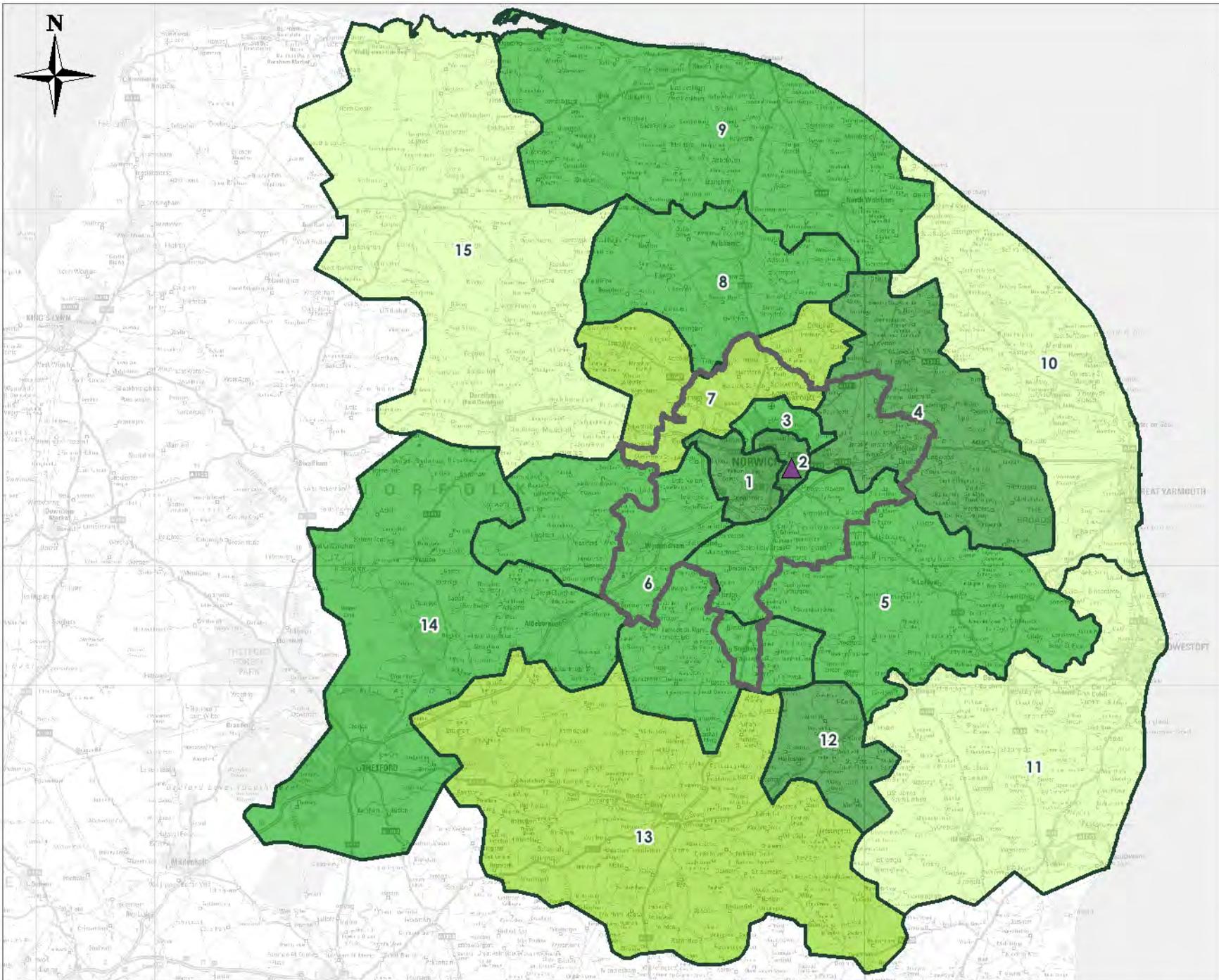
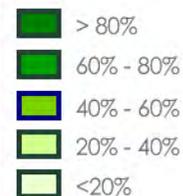
## Greater Norwich Town Centre and Retail Study

### Key

□ NPA boundary

▲ Hollywood Bowl Norwich

### Market share



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