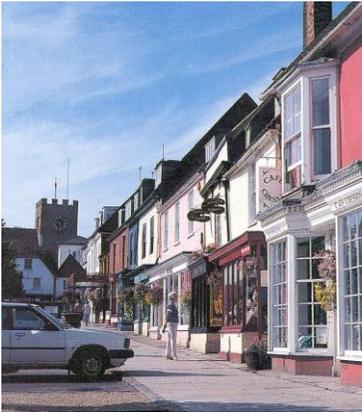


SMALL RURAL TOWNS IN THE SOUTH EAST: Typology Study 2010

ADDENDUM 2011: Analysis of size and functions



European Council for the Village & Small Town (ECOVAST)



This latest analysis was carried out by Valerie Carter, President of Ecovast during 2011. It forms part of the research work of Ecovast's ASSET project (Action to Strengthen Small European Towns). It updated some of the data published in 2010.

The original work (also carried out by Valerie Carter when working for SEEDA) was carried out during 2003-05 but was fully updated and published in 2010.

Cover photos on front page include the towns (from left to right and top to bottom) Lewes, East Sussex; New Alresford, Hampshire; Steyning, West Sussex; Wallingford, Oxfordshire; Shanklin, Isle of Wight; Cranbrook, Kent; Cranleigh, Surrey; Princes Risborough, Buckinghamshire; and Pangbourne, Berkshire

1. Purpose

1.1 The purpose of this further analysis is to look in more depth at the relationship between population size and functions.

1.2 The work involved looking at the retail functions found in small towns in the south east, the number of businesses and the occurrence of secondary schools.

1.3 The study looked at small towns in three size bands:

- an upper band of towns with a population of 10,000 up to 20,000
- a middle band of towns with populations between 5,000 and 9,999
- a lower band of towns with populations of less than 5,000

2. Retail

2.1 Magnet Traders

The study looked at 'magnet traders' – those national retail outlets that attract people to shop from a wider hinterland. Three were chosen in the original study - Woolworths, Boots and WH Smiths.

- 25 Woolworths were found in the upper band – 54.3% of the upper band.
- Only 2 were found in the 5-999 category – 3.3% of the middle size band
- Only 1 was found in the under 5,000 category – 1.7% of the lower size band

All have now gone with the closing of Woolworths but it gives some indication of their former importance as retail centres.

Looking at what magnet traders exist now in 2011

- There are 50 magnet traders found in the upper size band of small towns with an average of 1.1 per town
- There are 23 magnet traders found in the middle size band of small towns with an average of 0.38 per town
- There are only 8 magnets traders in the lower size band of small towns with an average of only 0.14 per town

The ratio of magnet traders per town almost triples when the population goes from the middle to the upper band.

2.2 Major Supermarkets

The next analysis looks at the presence of the major supermarkets in small rural towns – Tesco, Asda, Sainsbury, Morrisons, Waitrose and Marks and Spencer. These six are considered major retail attractions in small towns, although their presence may arouse strong feelings both for and against.

Looking at the 6 major supermarkets

- There are 34 towns in the upper size band (73.9%) which have a major supermarket. Thirteen towns have 2 of them and one has 3 of them. The 49 major supermarkets in this upper size band give an average of 1.07 per town
- There are 17 towns in the middle size band (28.3%) which have a major supermarket. Two towns have 2 but none has more than 2. The 21 major supermarkets in this middle band give an average of 0.35 per small town
- In the lower size band of small towns only two have 1 of the major supermarkets (3.4%) giving an average of 0.03 per town

The ratio of major supermarkets per town is more than trebled when the population goes from the middle to the upper size band.

2.3 Second Rank supermarkets

The next analysis looks at the presence of the second rank supermarkets in small rural towns. This includes The Co-op, Somerfields, Budgens, and Lidl and the small versions of the major chains such as Sainsbury's Local and Tesco Express. These six are also recognised as major retail attractions in small towns, but they are not considered as the same rank of the major chains.

Looking at the 6 second rank supermarkets

- There are 34 towns in the upper size band (73.9%) which have a second rank supermarket. Three towns have 2 of them and one has 3 of them. The 42 second rank supermarkets in this upper band give an average of 0.91 per town for the larger small towns
- There are 44 towns in the middle size band (73.3%) which have a second rank supermarket. Nine towns have 2 and two towns have 3 of them. The 56 second rank supermarkets in this middle band of towns give an average of 0.95 per small town for the middle sized towns
- There are 38 towns in the lower size band (64.4%) which have a second rank supermarket. Four towns have 2 but none have more than 2. The 43 second rank supermarkets in this lower band give an average of 0.7 per town for lower band size towns

The ratio of second rank supermarket per town is higher in the upper and middle size bands compared to the lower size band, but is nonetheless well represented even in the lower size band. This ratio falls slightly in the upper size band, probably due to the prevalence of major supermarkets in this band.

2.4 Weekly Markets and Farmers Markets

The next analysis looked at the presence of weekly markets and farmers markets.

- There are 13 of the upper size band towns (28.3%) that have a weekly market and 14 of the towns (30.4%) have a Farmers Market. Three towns have both. The average is 0.6 markets per upper town overall
- There are 8 towns of the middle size band towns (13.1%) that have a weekly market and 4 of the towns (6.6%) have a Farmers Market. Two of the towns have both. The average is 0.2 markets per middle town overall
- There are 5 of the lower size band of town (8.6%) that have a weekly market and 7 of the towns (12.1%) have a Farmers Market. One of the towns has both. The average is 0.2 markets per lower size town overall

The ratio of markets in the upper size band with a market is almost three times that of the middle and lower sized bands of small town.

3. Businesses

This next analysis looked at the number of businesses in the towns per size band.

- There were 63,245 businesses in the 46 towns of the upper size band – an average of 1,375 per town
- There were 39,941 businesses in the 61 towns in the middle size band – an average of 666 per town
- There were 24,255 businesses in the 58 towns in the lower size band town – an average of 411 per town

The average number of businesses in the upper size band is approximately double (2.06 times) that in the middle sized band of small town. However the smallest size band – the lower band – has a comparatively high average of businesses (0.62 of the middle size band).

4. Secondary Schools

The original study recognised the importance of having a secondary school which served a wide rural hinterland with many villages as well as the town itself.

- There were 39 secondary schools in the upper size band of small towns which equates to 84.8% of the towns (0.85 per town)
- There were 24 secondary schools in the middle sized band of small towns which equates to 40.0% (0.4 per town)

- There were 18 secondary schools in the lower size band of small towns which equates to 30.5% (0.31 per town)

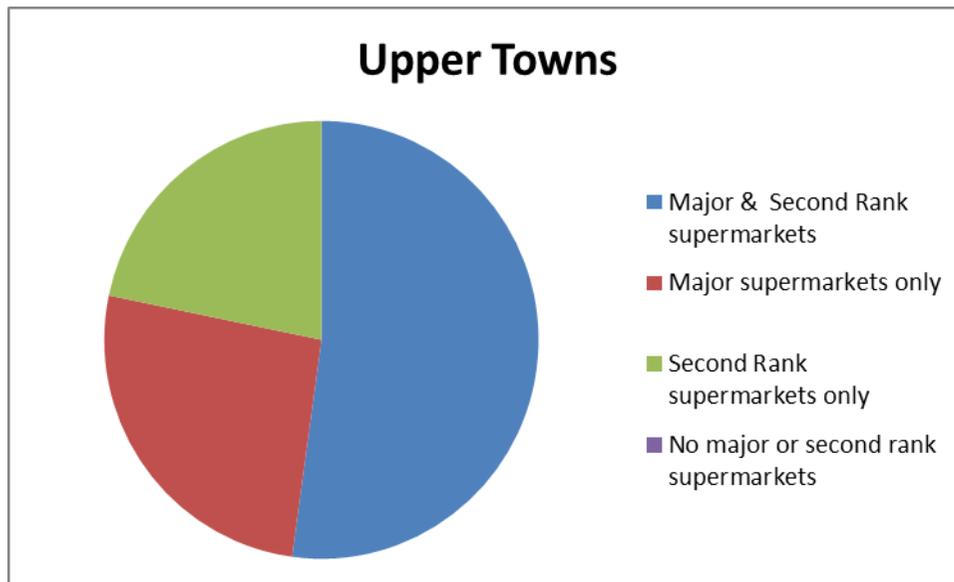
The ratio of secondary schools in the upper size band is 2.16 times that in the middle sized band of small town.

However the choosing of a site for a secondary school depends entirely on the Local Education Authority and will be influenced by the geography of the area, the size of hinterland not just the size of the town in which it is placed, and availability of a suitable site etc. This may account for the high number of secondary schools in the lower size band of rural towns.

5. Summary

Occurrence of Supermarkets

Upper size towns

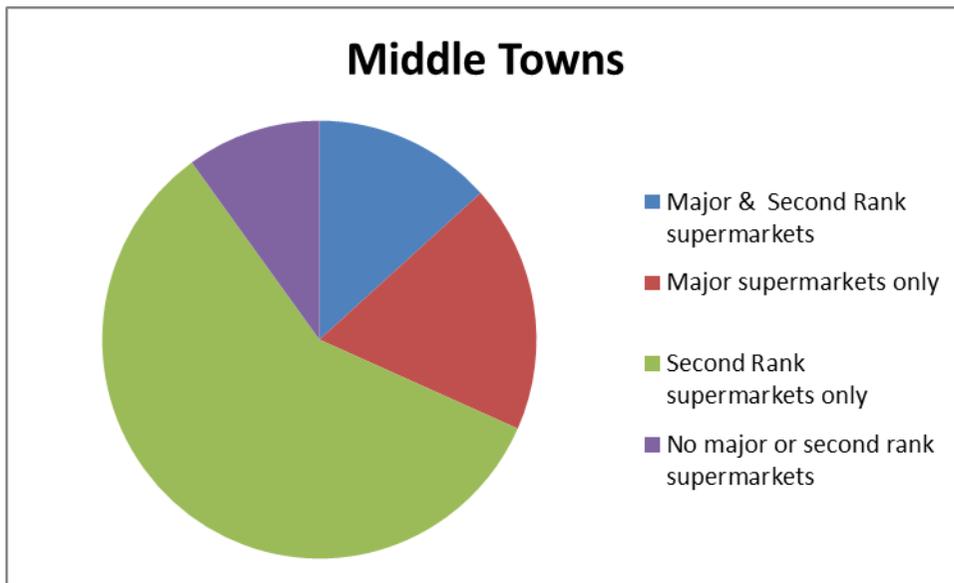


- 24 towns out of 46 upper towns (52.17%) have both major and medium sized supermarkets
- 10 upper towns (21.74%) have only major supermarkets

- 34 towns in total have a major supermarket (73.91%)
- 12 upper towns (26.09%) have only second rank supermarkets
 - 36 towns in total have a second rank supermarket (78.26%)
- All have a major or second rank supermarket

Middle size towns

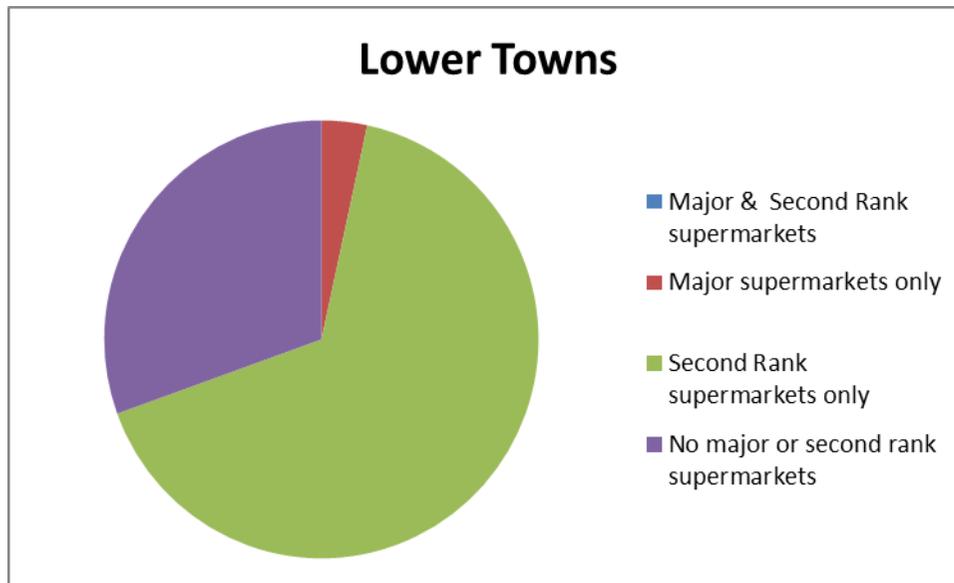
- 8 of the 60 middle sized towns (13.3%) have both major and second rank supermarkets
- 11 middle towns (18.33%) have only major supermarkets
 - 19 middle towns have a major supermarket (31.66%)
- 35 middle towns (58.54%) have only second rank supermarkets
 - 43 middle towns have a second rank supermarket
- 6 middle towns (10%) have neither a major nor a medium sized supermarket



Lower size towns

- None of the 59 lower towns have both major and second rank supermarkets
- Only 2 of the lower towns (3.39%) have a major supermarket

- 39 lower towns (66.10%) have only second rank supermarkets
- 18 lower towns (30.51%) have neither a major nor a second rank supermarket



All functions – averages and ratios per town

Magnet traders – averages and ratio per town size

- 50 magnet traders in upper size towns – an average of 1.1 per upper town – with nearly a treble rise (2.9 times) above the average in middle sized towns – a rise much larger than the population rise
- 23 magnet traders in medium sized towns – an average of 0.38 per medium town – with 2.6 times rise above the average in the lower towns – a rise larger than the population rise
- 8 magnet traders in the lower size band towns – an average of 0.13 per lower town

Major Supermarkets – averages and ratio per town size

- 49 major supermarkets in 34 upper towns giving an average of 1.07 per town. This is more than 3.1 times the average for middle sized towns and much more than the population rise

- 21 major supermarkets in middle sized towns giving an average of 0.35 per town. This is 11.6 times the average for lower size towns and a massive rise over the population rise
- Only 2 lower size towns have a major supermarket chain giving an with an average of 0.03 per town

Second Rank Supermarkets – averages and ratio per town size

- 42 second rank supermarkets in upper towns giving an average of 0.91 per town. This is virtually the same as the average for middle size towns and there is no increase – in fact a tiny decrease - compared to the population rise
- 57 second rank supermarkets in middle sized towns giving an average of 0.95 per town. This is a small 1.4 increase over the average for lower size towns
- 43 second rank supermarkets in lower size towns giving an average of 0.7 per town

Weekly / Farmers Markets – averages

- 27 markets found in upper size towns giving an average of 0.59 per town. This is nearly three times the ratio in middle size towns – much more than the rate of rise of population
- 12 markets found in the middle size towns giving an average of 0.2 per town. This is exactly the same as the ratio in the lower size towns
- 12 markets found in lower size towns giving an average of 0.2 per town

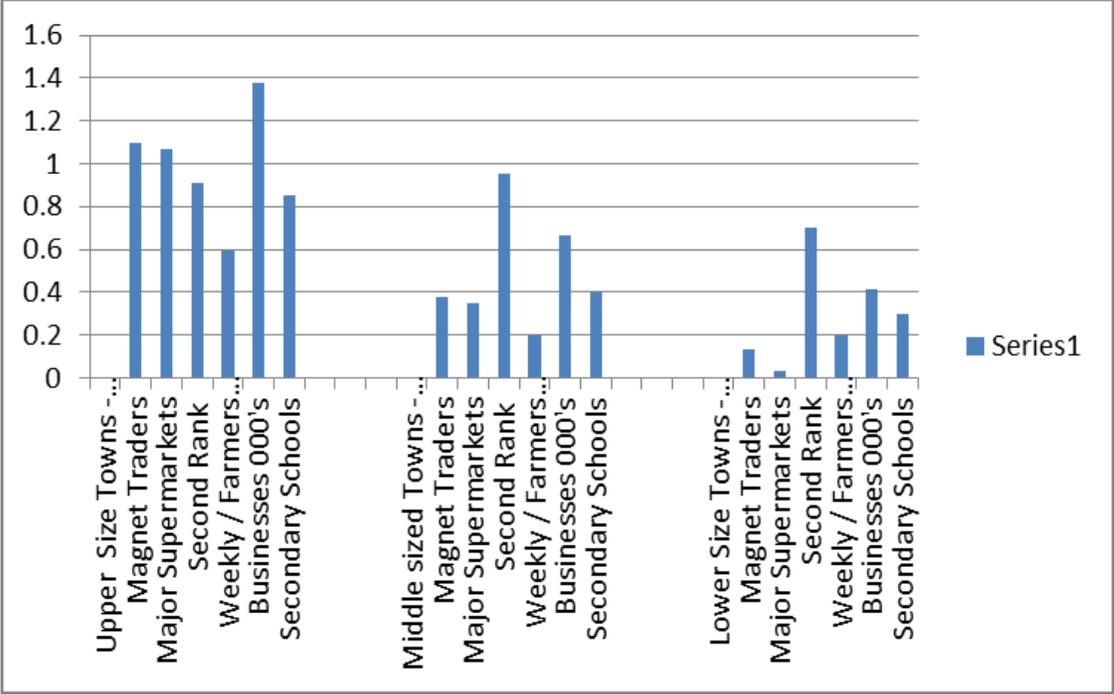
Number of Businesses - averages

- Average of 1375 businesses per upper size town: a rise of 2.06 on the figure for middle sized towns – in line with the population rise
- Average of 666 per middle size town: a rise of 1.6 on the figure for the lower sized towns – less than the population rise
- Average of 411 businesses per lower size town

Secondary Schools – ratio per town size

- 39 (84.8%) of the upper towns have a secondary school. This is 2.12 times that found in the middle sized towns but higher than the rise in population
- 24 (40%) of the middle size band towns have a secondary school. This is 1.3 times that found in the lower size towns and less than the rise in population.
- 18 (30.5%) of the lower size band towns have a secondary school. This is a relatively high percentage for such small towns.

Although in the small towns in the lower population band magnet traders and major supermarkets were poorly represented, they were nevertheless comparatively well-endowed with second rank supermarkets and small businesses and secondary schools.



6. Conclusions

The larger the size of town the more retail units and businesses and other services that it has

An increase in twice the population appears to give a lot more than twice the number of retail assets. The number of magnet traders, major supermarkets and street markets/farmers market are treble the size of the assets in the middle sized small towns.

However the number/ratior of businesses and secondary schools increased approximately in line with the population between the middle and upper population bands.

The towns of the upper band – between 10,000 and 20,000 populations – have the best assets and probably have the best potential for their residents and businesses.

TABLE OF EVIDENCE: Based on Table 3 in original Typology Study

			Population	Population size band	Boots	WH Smiths	Woolworths	Marks & Spencer	Tesco	Asda	Sainsbury	Morrisons	Waitrose	Somerfields	Co-op/Alldays	Budgens	Lidl	Tesco Express	Sainsbury local	Markets	Farmers Markets	Number of Businesses	SECONDARY SCHOOLS
BU	Aylesbury.Vale.	Buckingham	12500	C	3	3	0		5													1450	Y
BU	Chiltern.	Amersham	20000	C	3		0		5											1		911	
BU	Chiltern.	Chalfont S Pt	10000	C												4		4				1030	Y
BU	Chiltern.	Chesham	20000	C	3						5		5							1	1	2115	Y
BU	Milton.Keynes.	Newport Pag.	14000	C	3		0		5					4	4							1480	Y
BU	Milton.Keynes.	Stoney Stratfd	14000	C	3											4						818	
BU	Milton.Keynes.	Wolverton	11000	C					5						4							992	
BU	South.Bucks	Beaconsfield	12900	C	3	3	0				5		5							1	1	1741	Y
BU	Wycombe.	Marlowe	18400	C	3	3					5		5								1	2210	Y
BU	Wycombe.	Princes Risb	10400	C					5													904	Y
ES	Lewes.	Lewes	15900	C	3	3	0		5				5								1	2105	Y
ES	Lewes.	Newhaven	12200	C	3		0				5			4			4			1		1215	Y
ES	Lewes.	Peacehaven	17500	C					5						4							1111	
ES	Lewes.	Seaford	20000	C	3		0								4							1402	Y
ES	Wealden.	Crowborough	20000	C	3		0				5						4					1542	Y
ES	Wealden.	Hailsham	19100	C	3		0						5		4						1	1411	Y
ES	Wealden.	Heathfield	10000	C											4	4		4			1	791	Y
ES	Wealden.	Uckfield	15300	C	3		0								4			4			1	1221	Y
HA	East.Hampshire.	Alton	16000	C	3	3	0				5							4			1	1670	Y
HA	East.Hampshire.	Bordon/White	13000	C	3				5					4			4					1024	Y
HA	East.Hampshire.	Horndean	13000	C											4							425	

HA	East.Hampshire.	Petersfield	13000	C	3	3		5					5					4		1	1	1700	Y
HA	Hart.	Yateley	16000	C	3													4				966	Y
HA	New.Forest.	Lyminngton	14200	C	3	3	0		5				5	4						1		1747	Y
HA	New.Forest.	New Milton	10000	C	3		0		5				4								1	1493	Y
HA	New.Forest.	Ringwood	13300	C	3	3	0						5					4		1	1	1561	Y
HA	Test.Valley.	Romsey	17500	C	3	3	0				5		5		4						1	1839	Y
IW	Isle of Wight	West Cowes	12000	C											4							1683	
KE	Shepway	Hythe	10000	C	3		0						5		4							992	Y
KE	Swale	Faversham	18200	C	3		0				5				4					1		1259	Y
KE	Swale	Sheerness	11600	C	3		0								4							791	Y
OX	Cherwell	Kidlington	14900	C							5				4					1		1206	Y
OX	South.Oxon.	Henley Thmes	10500	C	3	3	0				5		5							1		2208	Y
OX	South.Oxon	Thame	10800	C	3		0				5		5		4					1		1597	Y
OX	Vale.White.Horse	Wantage	12700	C	3		0				5		5									1068	
OX	West.Oxfordshire	Carterton	12900	C											4							862	Y
SU	Guildford	Ash	12000	C												4						935	Y
SU	Mole Valley	Dorking	16000	C	3	3	0	5			5		5								1	1962	Y
SU	Mole Valley	Grt Bookham	10000	C	3									4								773	
SU	Mole Valley	Leatherhead	10000	C	3	3					5				4		4				1	1684	Y
SU	Reigate & Banstd	Horley	19000	C	3								5				4	4		1		1839	
SU	Tandridge	Caterham	15000	C	3	3		5					5			4						1567	Y
SU	Tandridge	Oxted	12500	C	3		0					5										1059	Y
SU	Waverley	Cranleigh	10000	C	3						5				4					1		1247	
SU	Waverley	Godalming	20000	C	3	3	0				5		5		4							2243	Y
SU	Waverley	Haslemere	11600	C	3		0		5				5									1396	Y

46	Population figures - Countryside Agency (based 2001)	648900	36	14	25	34 towns have: 73.9%	34 towns have: 73.9%	13	14	Total	39
100%			78.3%	30.4%	54.3%	13 have 2 of them	3 have 2 of them	28.3%	30.4%	63245	84.8%
	average 1.1 per town		50 magnets	Lost	1 has 3 of them	1 has 3 of them				Av.	
			average 1.07 per town		49 Major supermarket chains	42 Second rank supermarkets				1375	
										average 0.91 per town	

TOWNS WITH POPULATION BETWEEN 5,000 AND 9,999

			Population	Population size band	Boots	WH Smiths	Woolworths	Marks & Spencer	Tesco	Asda	Sainsbury	Morrisons	Waitrose	Somerfields	Co-op/Alldays	Budgens	Lidl	Tesco Express	Sainsbury local	Markets	Farmers Markets	Number of Businesses	SECONDARY SCHOOLS
BK	Bracknell.Forest	Crowthorne	5000	B										4	4		4	4				1157	Y
BK	Newbury.	Burghfield.	5600	B											4							124	Y
BK	Windsor Maidenhd	Ascot	9000	B	3											4					1	1597	
BK	Windsor Maidenhd	Old Windsor	7000	B											4							336	
BK	Windsor Maidenhd	Sunningdale	5000	B									5									198	Y
BK	Wokingham.	Finchampstead.	5000	B																		921	
BK	Wokingham.	Twyford	7000	B									5									476	
BK	Wokingham.	Winnersh	7000	B							5											627	Y
BU	Aylesbury.Vale.	Wendover	7300	B											4			4		1	1	578	Y
BU	Milton Keynes	Olney	6000	B											4					1		796	
BU	South.Bucks	Burnham	5000	B	3																	811	
BU	South.Bucks	Farnham Com.	5000	B											4							484	
BU	South.Bucks	Gerrards Cross	9600	B	3	3									4							1020	
BU	South.Bucks.	Iver.Heath.	7300	B											4							1170	
ES	Rother.	Battle	5100	B	3										4	4		4		1		667	Y
ES	Wealden.	Polegate	7000	B											4			4				531	
HA	Basingstoke Dne.	Tadley	8200	B							5				4			4		1		671	
HA	East.Hampshire.	Liphook	6000	B							5											941	
HA	East.Hampshire.	Liss	6400	B	3				5													606	
HA	Eastleigh.	Botley	5000	B														4				374	
HA	Gosport	Lee on Solent	6000	B	3										4							699	

HA	Hart.	Hartley Witney	7500	B						5					4					515		
HA	Hart.	Hook	6800	B	3				5						4						940	
HA	Havant.	Emsworth	8100	B											4	4					879	Y
HA	Havant.	South Hayling	7000	B												4					1236	Y
HA	New.Forest.	Fordingbridge	5700	B												4					647	Y
HA	New.Forest.	Hythe	5200	B	3						5										720	
HA	New.Forest.	Milford.On.Sea.	6000	B																	347	
HA	Winchester.	Bishops Walthm	6000	B	3										4						560	
HA	Winchester.	Denmead	6000	B	3																288	
HA	Winchester.	New Alresford	5000	B					5										1		730	Y
IW	Isle of Wight	East Cowes	7000	B									4								598	
IW	Isle of Wight	Sandown	9500	B							5				4						1323	Y
IW	Isle of Wight	Shanklin	9000	B	3		0							4							1141	
IW	Isle of Wight	Ventnor	5800	B	3								4								806	Y
KE	Ashford	Tenterden	6900	B	3	3	0		5			5							1	1	733	Y
KE	Dartford	Longfield	8400	B								5		4							330	Y
KE	Maidstone	Staplehurst	5100	B																	383	
KE	Medway	Hoo	5200	B																	267	Y
KE	Sevenoaks	Edenbridge	7100	B	3									4							741	Y
KE	Shepway	New Romney	9400	B							5										550	Y
KE	Swale	Queenborough	9000	B										4							412	
KE	Tonbridge Malling	Snodland	9300	B										4							935	Y
KE	Tunbridge Wells	Paddock Wood	7800	B								5									509	Y
OX	South.Oxon	Wallingford	8000	B	3							5		4		4			1		1276	Y
OX	South.Oxon	Wheatley	5400	B						5				4							422	
OX	Vale.White.Horse	Botley	8000	B										4							139	
OX	Vale.White.Horse	Faringdon	6100	B	3										4						781	
OX	Vale.White.Horse	Grove	5000	B										4	4						394	Y
OX	West.Oxfordshire	Chipping Norton	5600	B	3									4						1	1129	Y

SU	Surrey Heath	Bagshot	5200	B										4						572	
WS	Chichester	Midhurst	6100	B	3										4		4			698	Y
WS	Chichester	Selsey	9700	B	3									4				1		522	Y
WS	Horsham.	Billingshurst	5400	B											4		4			699	Y
WS	Horsham.	Pulborough	7100	B				5	5											462	
WS	Horsham.	Southwater	8200	B											4					446	
WS	Horsham.	Steyning	9000	B									4	4						464	Y
WS	Horsham.	Storrington	7700	B	3						5		4							590	
WS	Mid.Sussex	Hassocks	6000	B	3										4					496	Y
WS	Mid.Sussex	Hurstpierpoint	6100	B										4						477	

60		40590	21	2	2	17 towns have them 28.3%	44 towns have: 73.3%	8	4	Total	24	
100%		0	35.0	%	3.3%	3.3%	only 2 have more than 1 none have more than 2 ALL BUT 4 TOWNS HAVE LARGE OR SECOND RANK CHAINS	9 have 2 2 have more than 2	13.3%	6.67	39941	40.0
	average 0.38 per town	23 magnets	Lost							av.	666	
	average 0.35 per town	21 Major supermarket chains	57 Second rank supermarkets	average 0.95 per town								

TOWNS POPULATION BELOW 5000

			Population	Population size band	Boots	WH Smiths	Woolworths	Marks & Spencer	Tesco	Asda	Sainsbury	Morrisons	Waitrose	Somerfields	Co-op/Alldays	Budgens	Lidl	Tesco Express	Sainsbury local	Markets	Farmers Markets	Number of Businesses	SECONDARY SCHOOLS
BK	Bracknell.Forest	Binfield	4000	A																		538	
BK	Newbury.	Hungerford	4900	A	3									4	4						1	756	Y
BK	Newbury.	Lambourne	2900	A											4							259	
BK	Newbury.	Pangbourne.	3000	A		3								4	4							456	
BK	Newbury.	Theale	2700	A											4							566	Y
BK	Windsor Maidenhd	Cookham	4000	A																		538	
BK	Windsor Maidenhd	Datchett	4000	A																		441	
BK	Windsor Maidenhd	Eton.	2000	A																	1	422	
BK	Wokingham.	Wargrave	2800	A																		293	Y
BU	Aylesbury.Vale.	Haddenham	4700	A																		517	
BU	Aylesbury.Vale.	Winslow	4500	A											4					1		431	
BU	Chiltern.	Chalfont St Giles	4700	A											4							628	
BU	Chiltern.	Gt Missenden	4000	A											4							462	
BU	Milton.Keynes.	Woburn Sands	4900	A											4							390	
BU	South.Bucks	Denham	4000	A																		590	
BU	Wycombe.	Bourne End	3000	A											4							821	Y
ES	Lewes.	Ringmer	2900	A																		343	Y
ES	Rother.	Robertsbridge	1900	A	3																1	257	Y
ES	Rother.	Rye	4100	A	3		0								4					1		700	Y
ES	Wealden.	Forest Row	3600	A											4							532	
ES	Wealden.	Mayfield	2100	A																		277	Y

ES	Wealden.	Wadhurst	3600	A																	310	Y	
HA	Basingstoke Deane	Kingsclere	3200	A																		290	
HA	Basingstoke Deane	Overton	3300	A										4								246	
HA	Basingstoke Deane	Whitchurch	4300	A										4		4						430	Y
HA	Hart.	Odiham	2900	A										4						1		320	Y
HA	New.Forest.	Brockenhurst	2800	A					5													390	
HA	New.Forest.	Lyndhurst	2200	A											4							433	
HA	Test.Valley.	Stockbridge	3000	A																		239	Y
HA	Winchester.	Wickham.	1900	A																		297	
IW	Isle of Wight	Bembridge	3400	A	3									4								378	
IW	Isle of Wight	Brading	1700	A										4								121	
IW	Isle of Wight	Wootton.Bridge	4300	A												4						334	
KE	Ashford	Wye	2000	A										4								193	
KE	Dover	Aylesham	1500	A	3									4								157	
KE	Dover	Sandwich	4300	A	3									4						1		496	Y
KE	Gravesham	Meopham	4200	A																		432	
KE	Maidstone	Headcorn	2400	A																4		249	
KE	Maidstone	Lenham	2000	A																		234	
KE	Maidstone	Marden	2400	A																		362	
KE	Sevenoaks	Westerham	2900	A										4								519	
KE	Thanet	Minster	3500	A										4						1		112	
KE	Tonbridge Malling	Borough Green	4200	A										4								338	Y
KE	Tonbridge Malling	West Malling	2100	A	3				5													865	
KE	Tunbridge Wells	Cranbrook	4200	A										4								463	Y
KE	Tunbridge Wells	Hawkhurst	3100	A											4							272	
OX	South.Oxon	Benson	3000	A										4								275	
OX	South Oxon	Goring	4500	A																		367	
OX	South.Oxon	Berinsfield	2700	A										4								168	
OX	South.Oxon	Watlington	4000	A										4								550	Y

OX	West.Oxfordshire	Burford	4000	A											4					472	Y	
OX	West.Oxfordshire	Charlbury	2900	A											4					1	346	
OX	West.Oxfordshire	Eynsham	4600	A											4		4				596	
OX	West.Oxfordshire	Woodstock	2300	A											4					1	461	
SU	Tandridge	Lingfield	3000	A											4						507	
WS	Arun	Arundel	3200	A											4					1	565	
WS	Chichester	Petworth	2200	A											4						450	
WS	Horsham.	Henfield	4500	A												4					508	
WS	Mid.Sussex	Cuckfield	3200	A											4					1	293	Y

59		19420	7	1	1	only 2 towns 3.4%	38 towns have: 64.4%	5	7	total	18
100%		0	11.9%	1.7%	1.7%	neither has more than 1	only 4 have 2	8.5%	11.9%	24255	30.5%
		average 0.14 per town	only 8 magnets				none has more than 2			av.	411
						17 HAVE NO MAJOR OR SECOND RANK CHAINS					
		0.03 per town	2 major supermarkets			43 secondary supermarkets	0.7 per town%				

The 14 towns in original survey but omitted during the analysis stage as they exhibit only village level of services

			Population	Population size band	<i>Boots</i>	<i>W H Smiths</i>	<i>Woolworths</i>	<i>Marks & Spencer</i>	<i>Tesco</i>	<i>Asda</i>	<i>Sainsbury</i>	<i>Morrisons</i>	<i>Waitrose</i>	<i>Somerfields</i>	<i>Co-op/Alldays</i>	<i>Budgens</i>	<i>Lidl</i>	<i>Tesco Express</i>	<i>Sainsbury local</i>	<i>Markets</i>	<i>Farmers Markets</i>	Number of Businesses	SECONDARY SCHOOLS
BK	Newbury.	Kintbury	200 0	A																		178	
BK	Newbury.	Stratfield Mort.	300 0	A																		133	
BK	Wokingham.	Shinfield	400 0	B																		230	
BK	Windsor Maidenhd	Sunninghill	400 0	A																		223	
BU	Chiltern.	Little Chalfont	400 0	A																		119	
IW	Isle of Wight	Totland	400 0	A																		265	
KE	Ashford	Charing	140 0	A																		212	
KE	Shepway	Lydd	210 0	A																		49	
KE	Sevenoaks	Kemsing	370 0	A																		250	
KE	Sevenoaks	Otford	300 0	A																		137	
KE	Sevenoaks	Hartley	500 0	B																		177	
KE	Sevenoaks	New Ash Green	800 0	B																		226	
KE	Dover	St Margarets	210 0	A																		109	
WS	Arun	Middleton	230 0	A																		77	