

## APPENDIX TWO : HOW AND WHY PEOPLE TRAVEL TO TOWN CENTRES

Detailed data from The Mall Corporation

This data supports Section 6.2 of the final report.

The Means has been able to access data supplied by ROI Team on behalf of The Mall Corporation, one of the UK's largest providers of shopping centres. The Mall Corporation has 8 'community shopping centres' across the UK with 3 in London. Most of these shopping centres are to be found in in-town (as opposed to out-of-town) locations, making the data particularly valuable for the purposes of this study.

For the purposes of this report, The Means asked ROI Team to analyse more recent data from three of the London shopping centres, with a base sample of 1418. The aggregate data is included in section X.X of the report.

The Mall has requested that we do not identify the centres other than in general terms. However it is important to mention that not all the centres are now part of the Mall Corporation estate.

### 1. Centre one

This centre is in central north London, with a nearby tube station in zone 3. The centre has colour-coded parking levels with 1500 parking spaces, including disabled parking bays and Family First (Mother and Baby) spaces. Auto valet wax and wash service is available.

#### Opening Hours

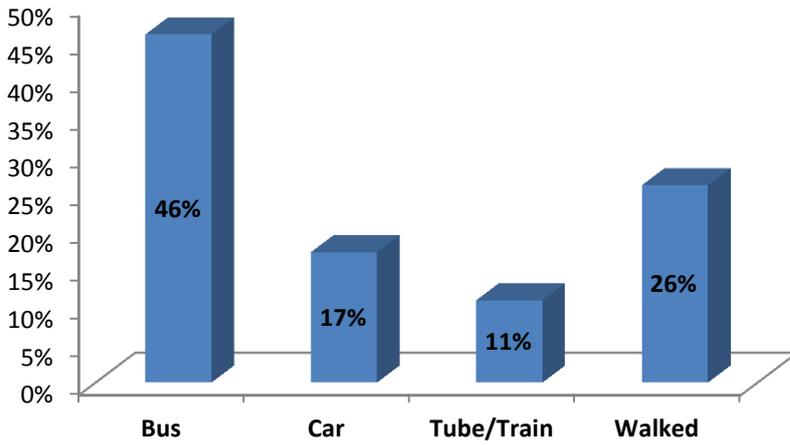
- Monday 6.00 AM - 1.30 AM
- Tuesday 6.00 AM - 1.30 AM
- Wednesday 6.00 AM - 1.30 AM
- Thursday 6.00 AM - 1.30 AM
- Friday 6.00 AM - 3.30 AM
- Saturday 6.00 AM - 3.30 AM
- Sunday 8.00 AM - 1.30 AM

#### Car Park Tariff

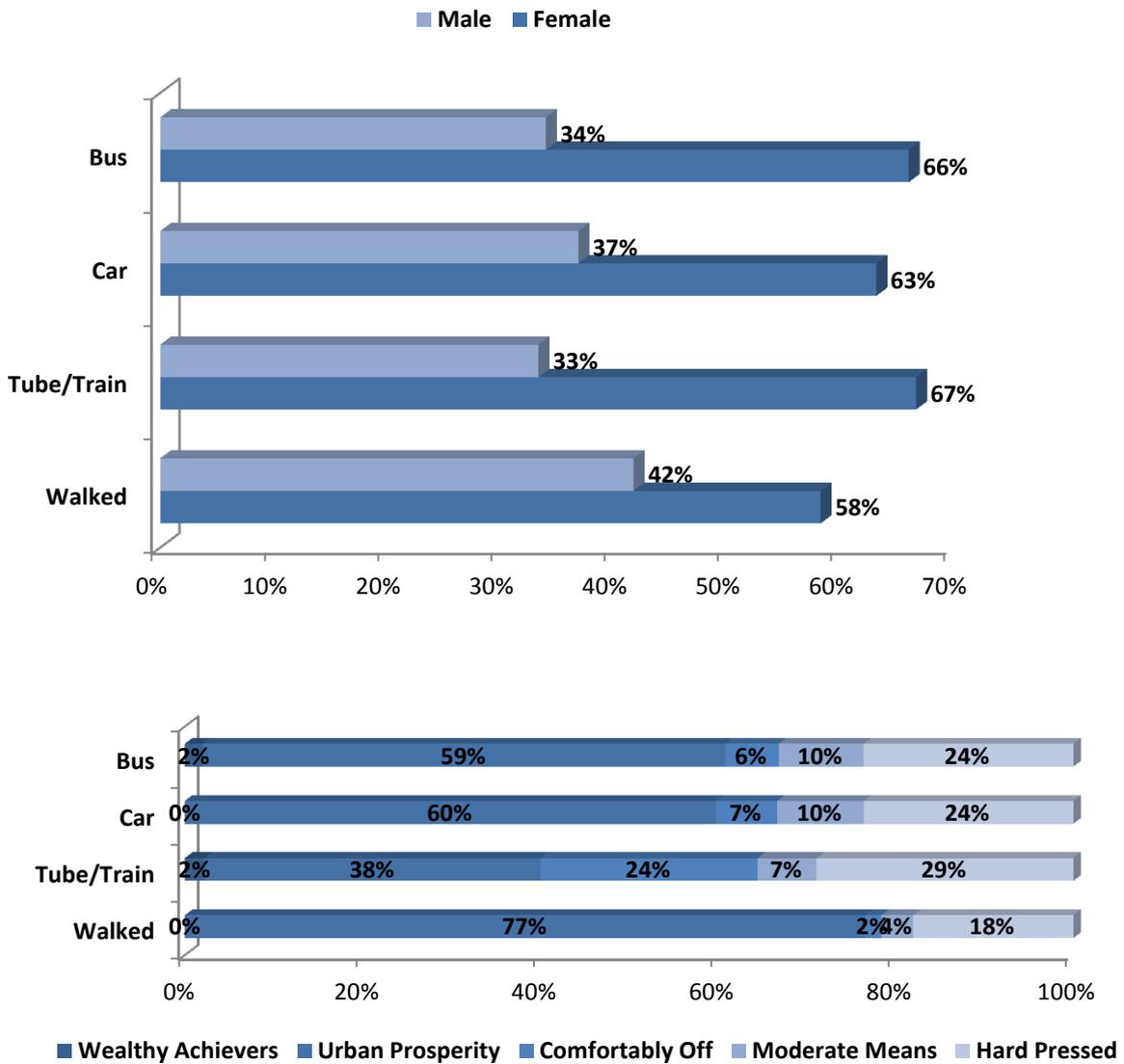
- Daily
- Up to 1 hour £1.00
- 1 to 3 hours £2.00
- 3 to 10 hours £3.00
- over 10 hours £6.00

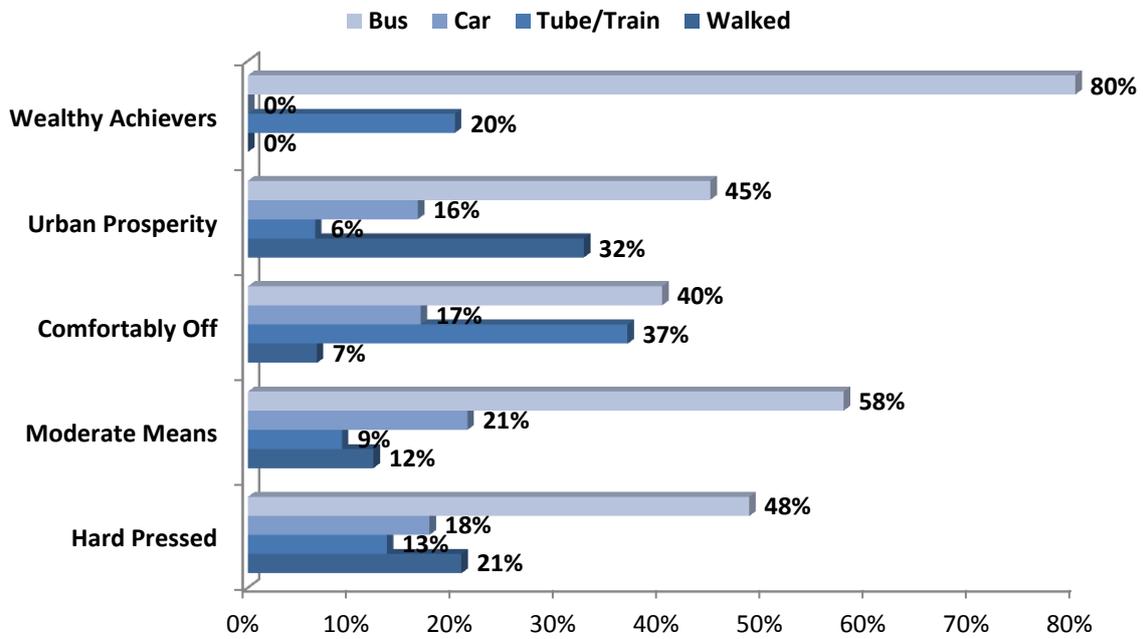
Free parking on entry after 6pm for the first 4 hours.

*Fig 1: How did you travel to this shopping centre today?*

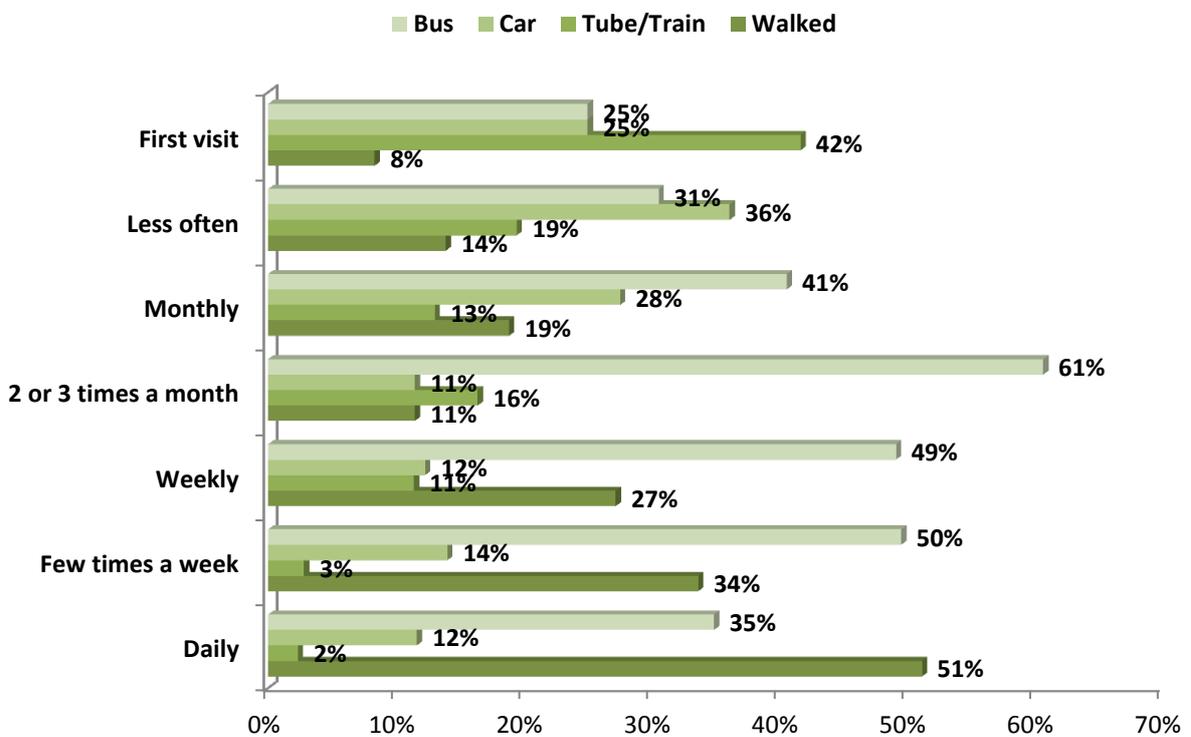


Figs 2-4: Shopper Profile by travel - Acorn





Figs 5 & 6: How often do you visit this shopping centre?



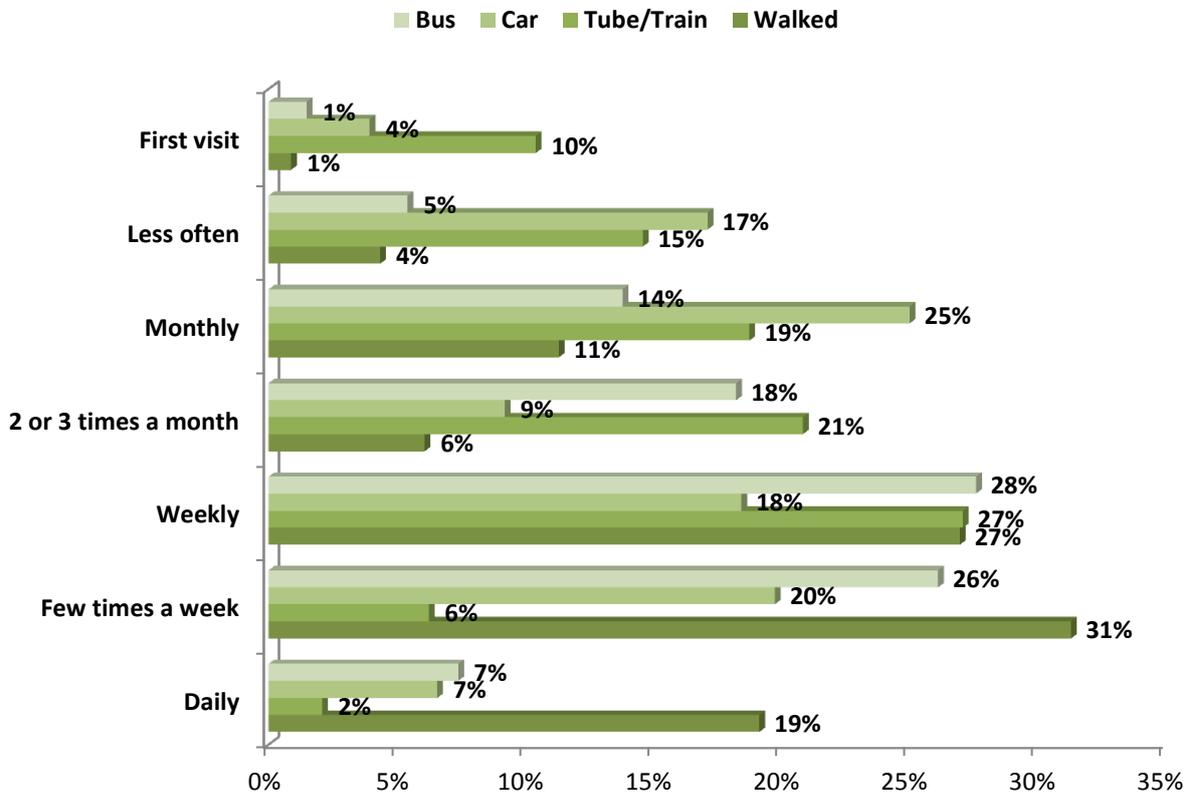


Fig 8: How much have you and your party spent in total here today?

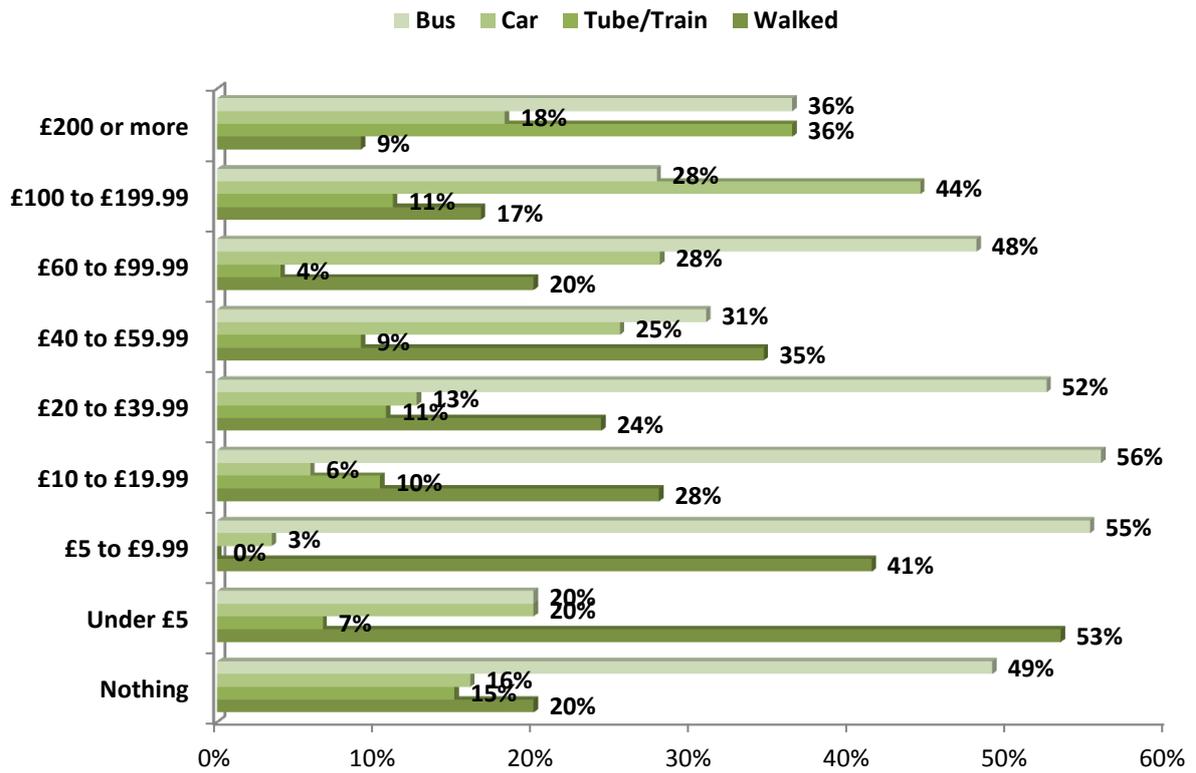


Fig 9: How many shops have you visited today?

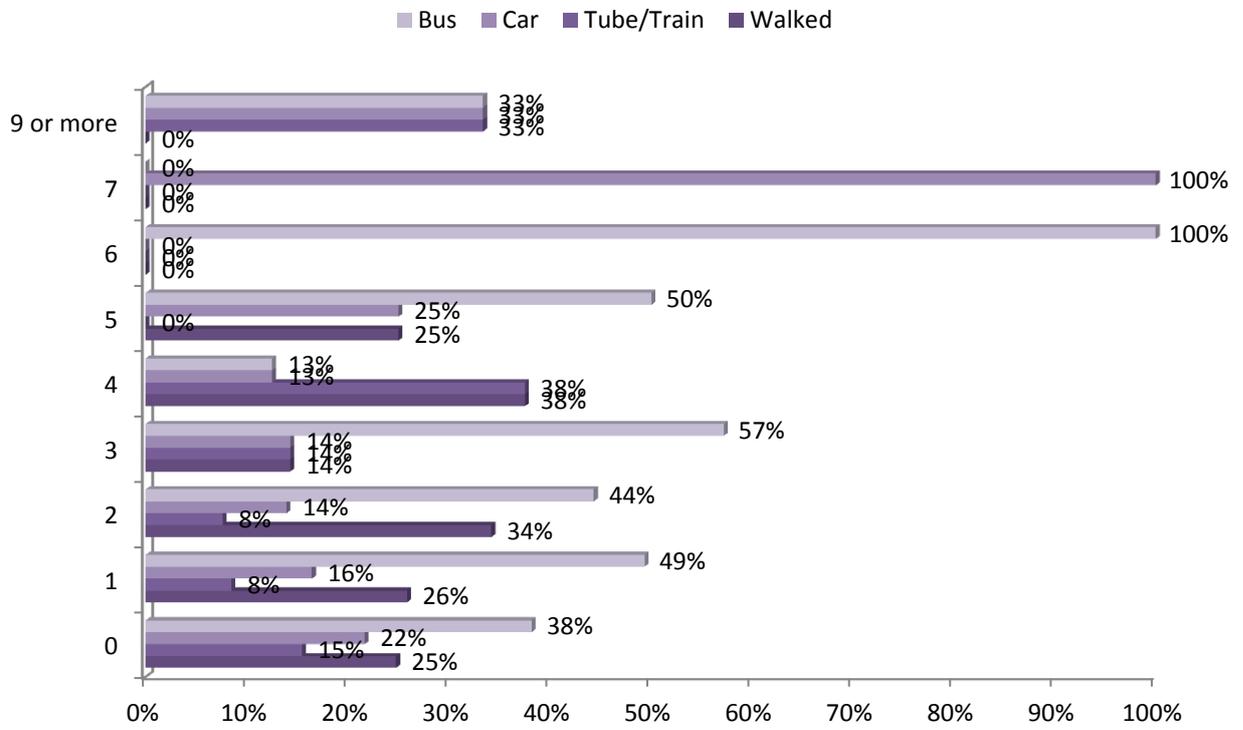
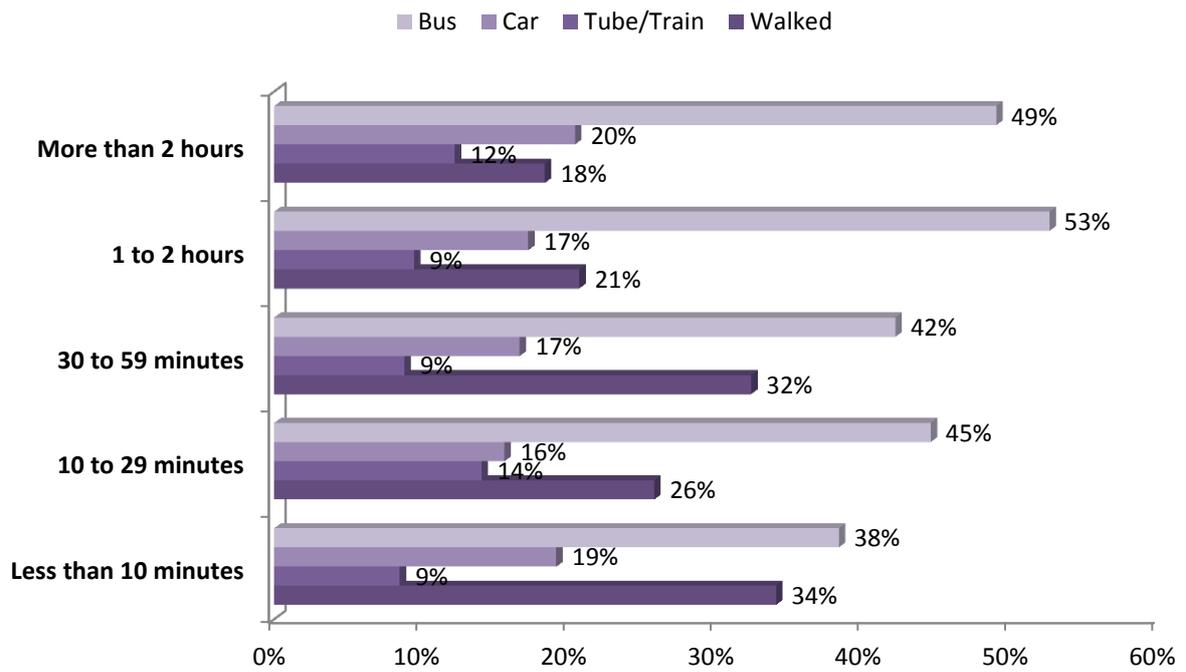


Fig 10: How long have you spent in this shopping centre today?



## Centre two

This centre is in north-west London, with a nearby tube station in zone 3. The centre has two levels of parking with 850 parking spaces, including Disabled parking bays.

### Opening Hours

- Monday 7.00 am - 11.00 pm
- Tuesday 7.00 am - 11.00 pm
- Wednesday 7.00 am - 11.00 pm
- Thursday 7.00 am - 11.00 pm
- Friday 7.00 am - 11.00 pm
- Saturday 7.00 am - 11.00 pm
- Sunday 9.00 am - 6.00 pm

Closing times – Monday-Saturday 11.00pm. All Sundays and Bank Holidays 6.00pm. The vehicle entrance closes one hour prior to these times.

### Tariffs

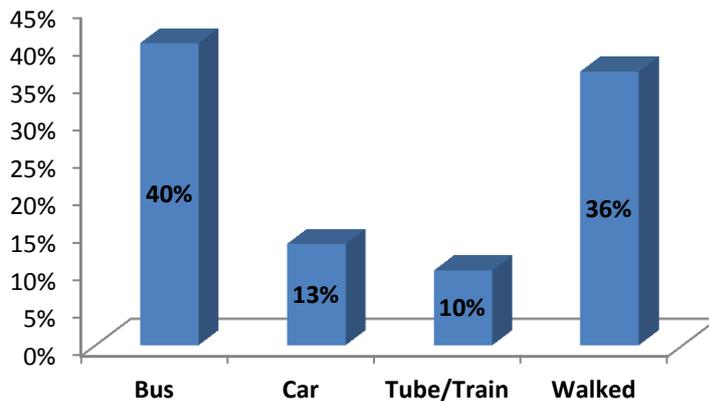
#### Monday to Sunday

- Up to 2 hours - £1.00
- 2-4 Hours - £2.00
- 4-8 Hours - £5.00
- Over 8 hour until 23:00 - £10.00
- Vehicles left after 23:00 - £25.00 per night
- All day parking is available Monday to Friday – £4.00, on the lower level of the car park (level 2)

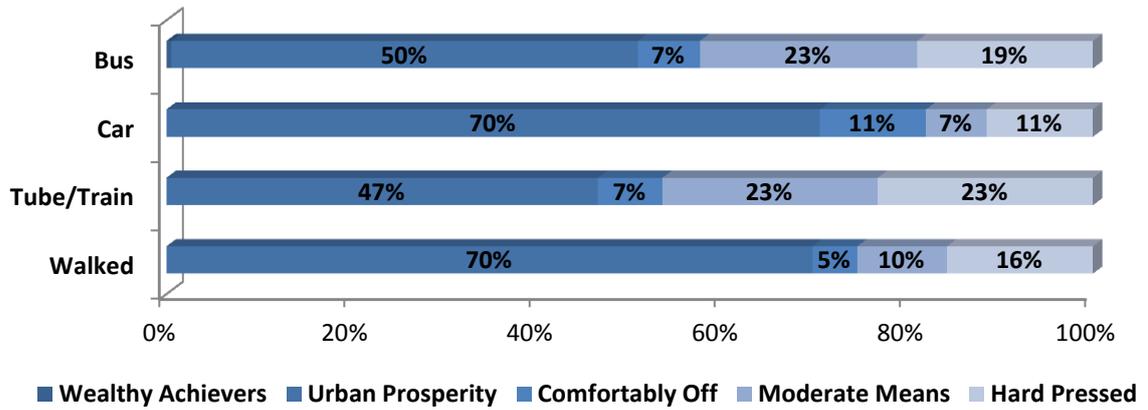
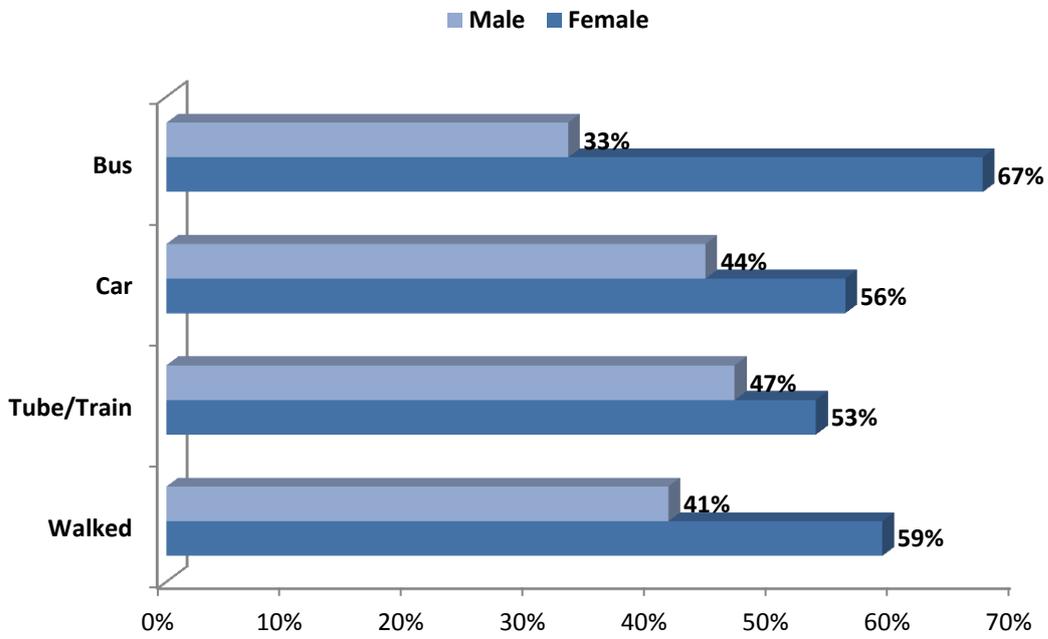
This car park operates on a Pay-on-Foot system.

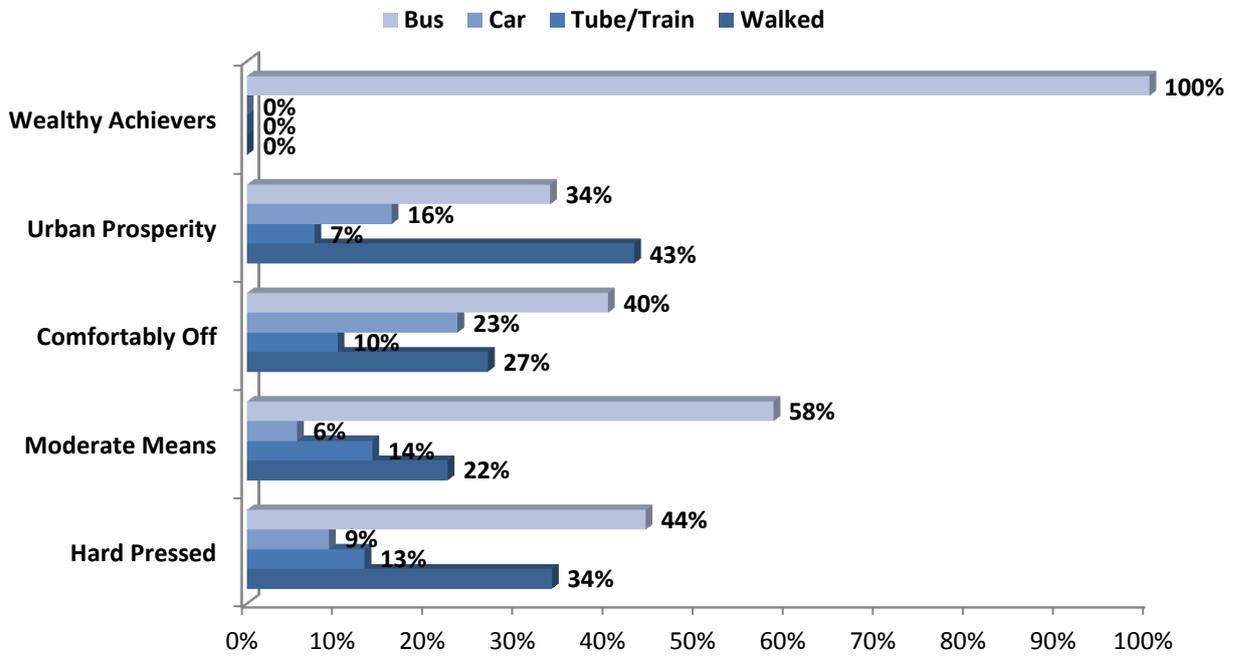
Cycle racks are located in three locations adjacent to the shopping centre.

*Fig 1: How did you travel to this shopping centre today?*

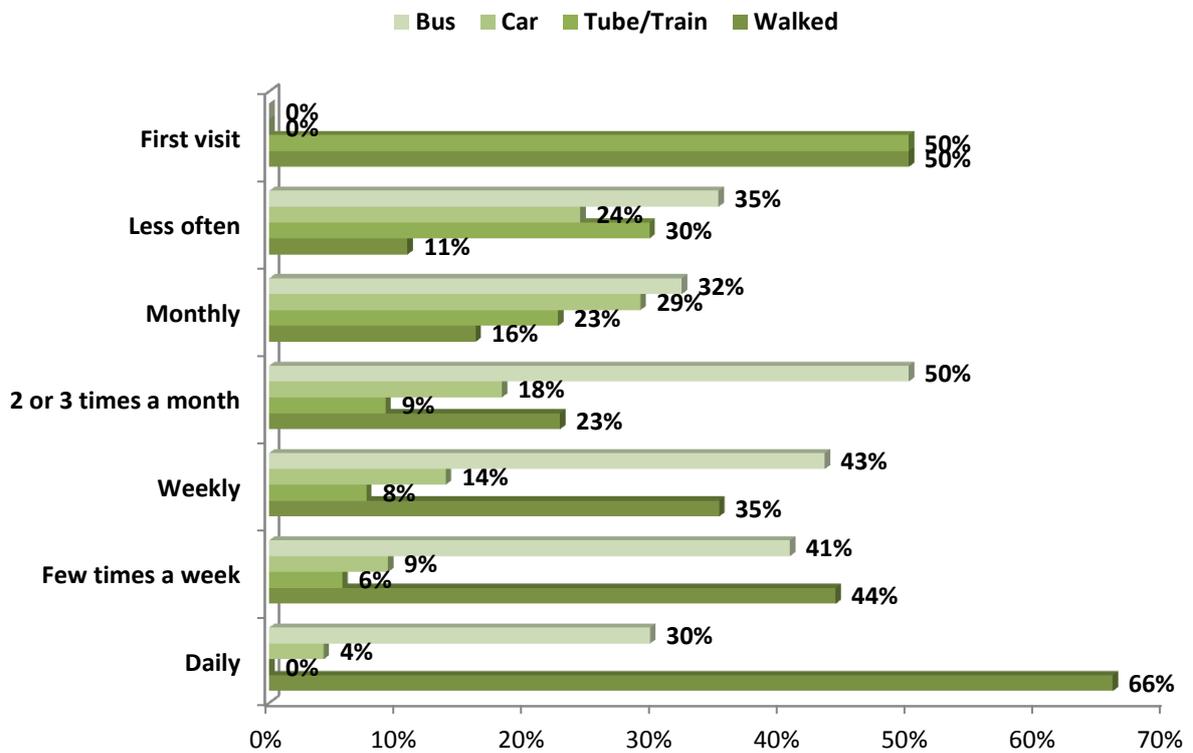


*Figs 2-4: Shopper Profile by travel - Acorn*





Figs 5 & 6: How often do you visit this shopping centre?



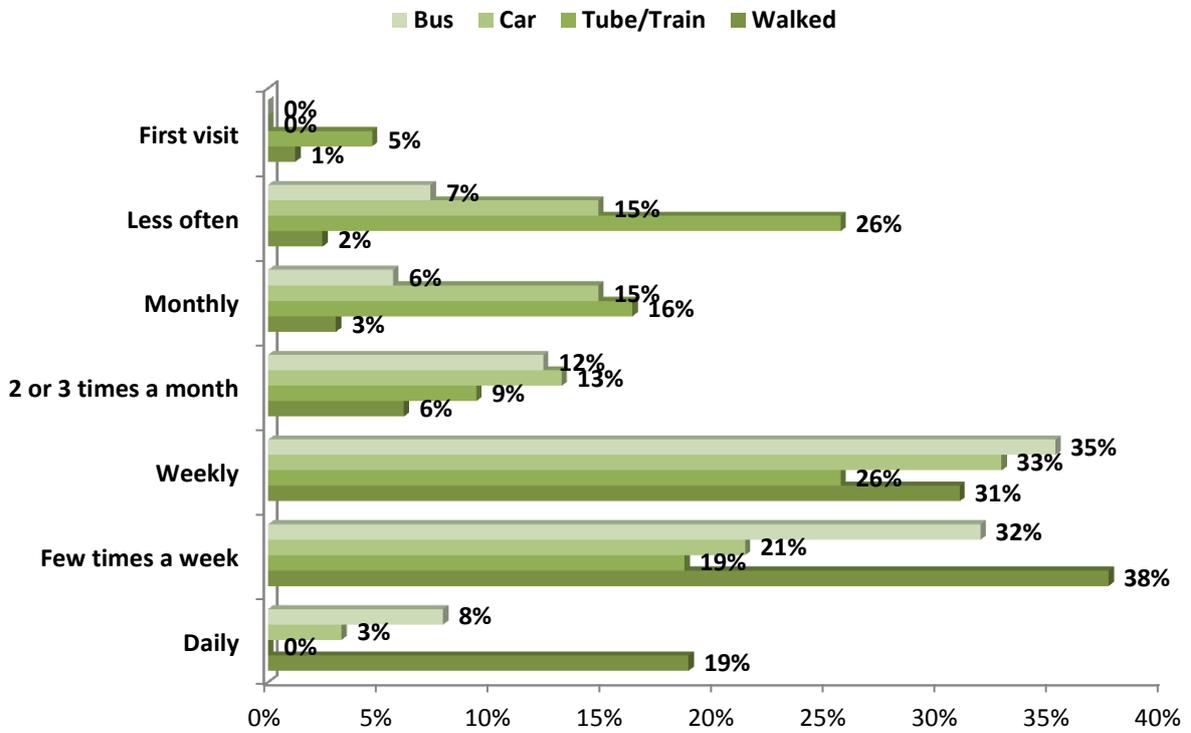


Fig 8: How much have you and your party spent in total here today?

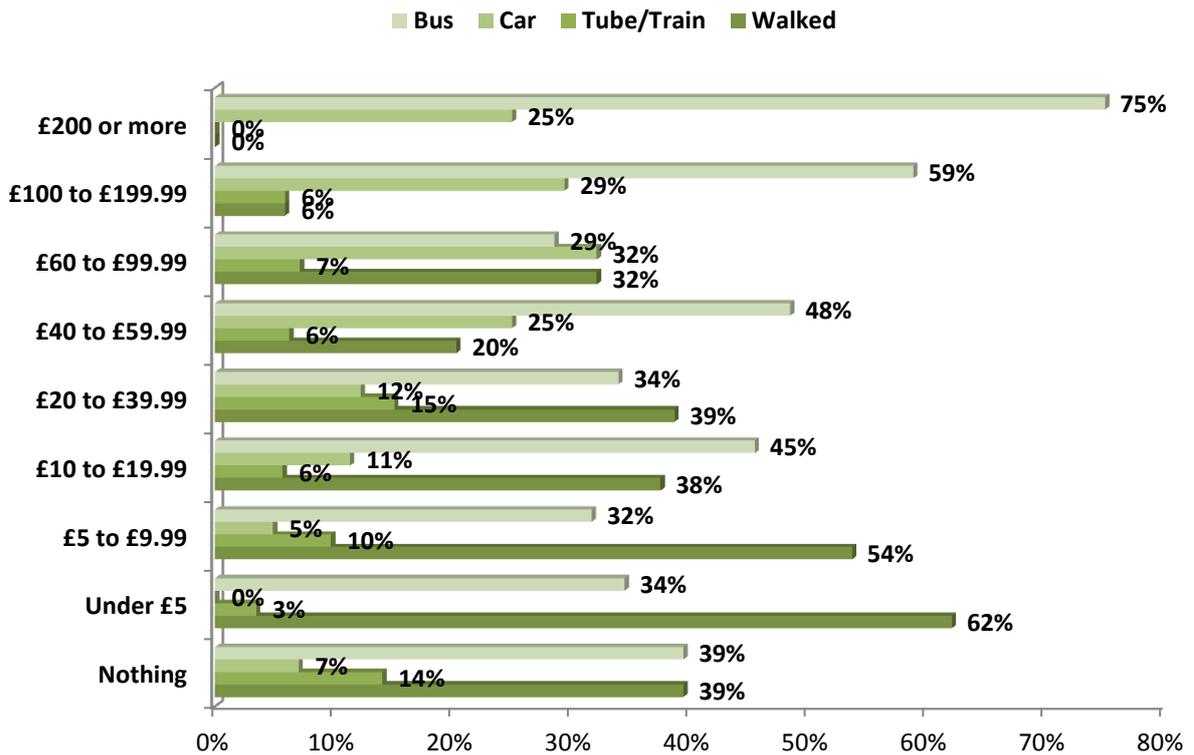


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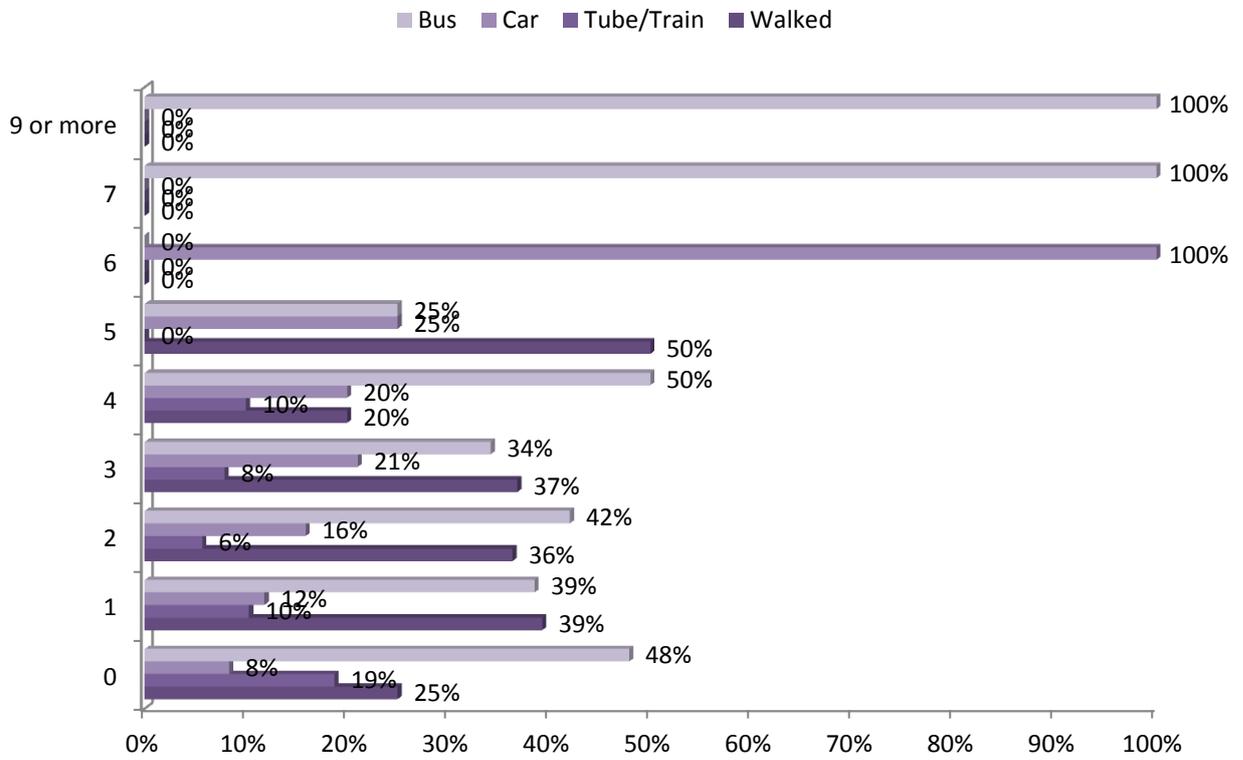
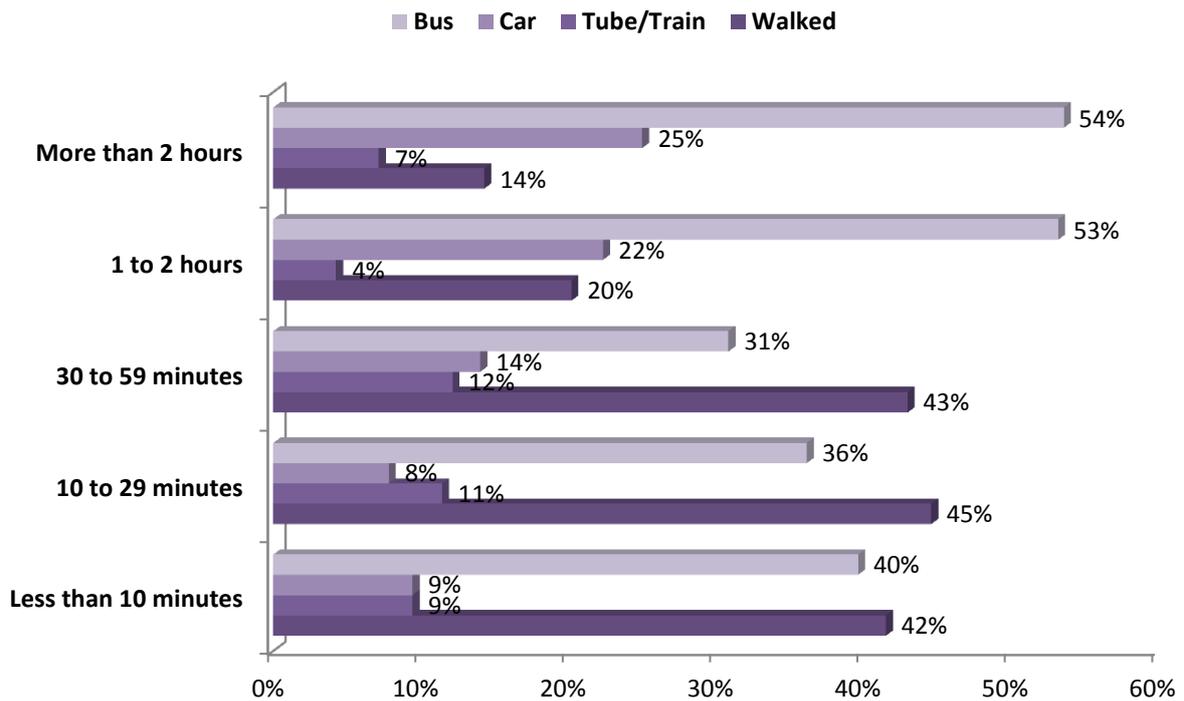


Fig 10: How long have you spent in this shopping centre today?



### Centre three

This centre is in north-west London, with a nearby tube station in zone 6. The centre can be accessed via two car parks, both owned and managed by the local authority.

#### Opening Hours

- Monday 6.30 AM - 8.00 PM
- Tuesday 6.30 AM - 8.00 PM
- Wednesday 6.30 AM - 8.00 PM
- Thursday 6.30 AM - 8.00 PM
- Friday 6.30 AM - 8.00 PM
- Saturday 6.30 AM - 8.00 PM
- Sunday 9.00 AM - 6.00 PM

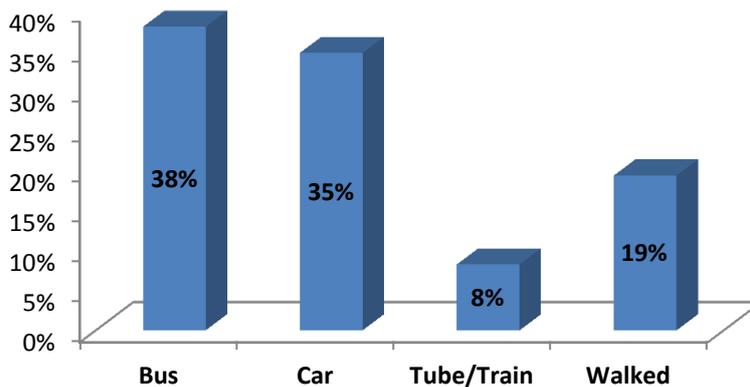
#### Tariffs

	Non card holder	Council's affinity card holder
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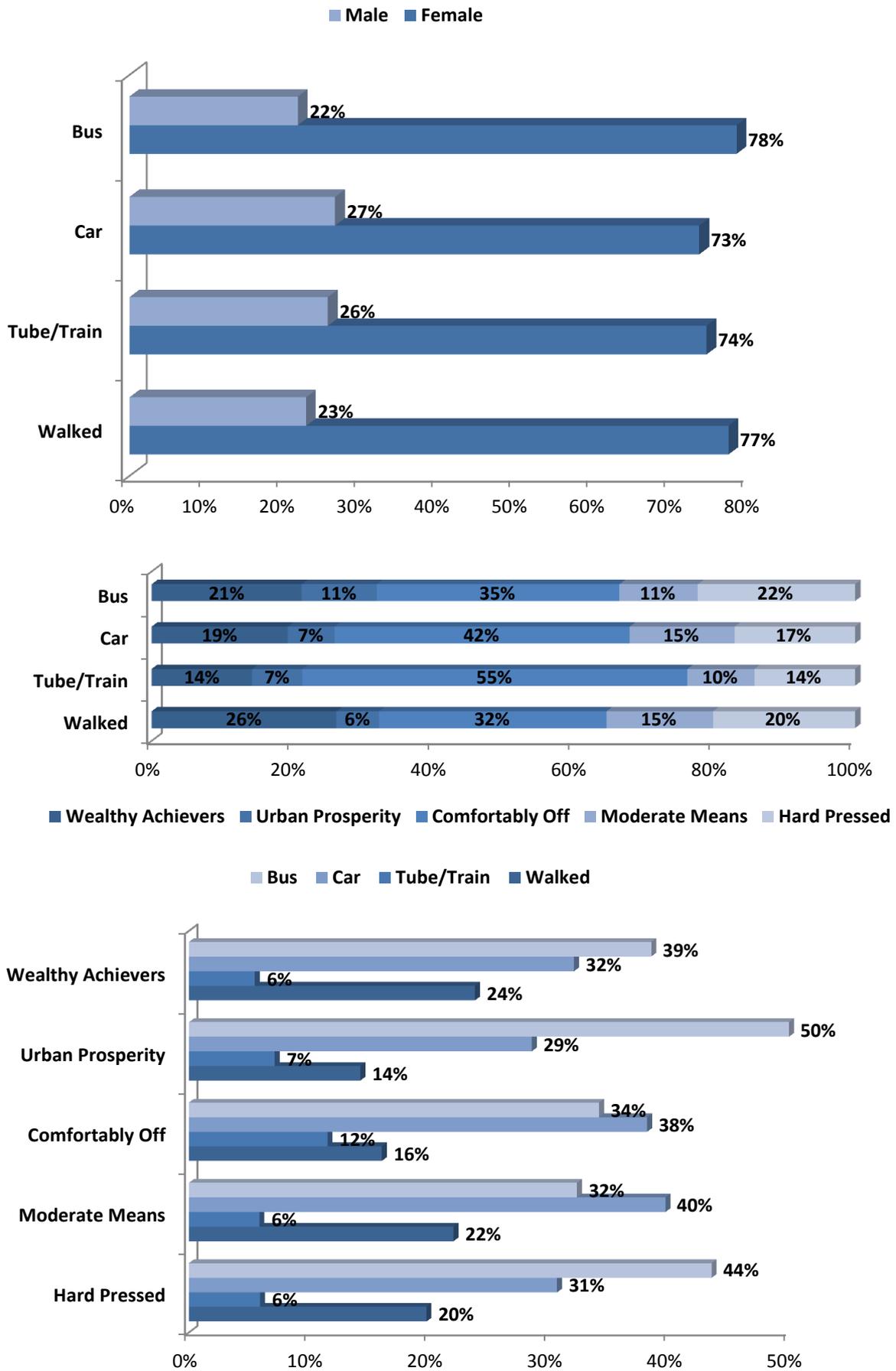
Season ticket prices are £1680 per annum for non-residents and £1200 per annum for Council's affinity card holders.

Cycle racks are located on the adjoining High Street.

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Figs 2-4: Shopper Profile by travel - Acorn



Figs 5 & 6: How often do you visit this shopping centre?

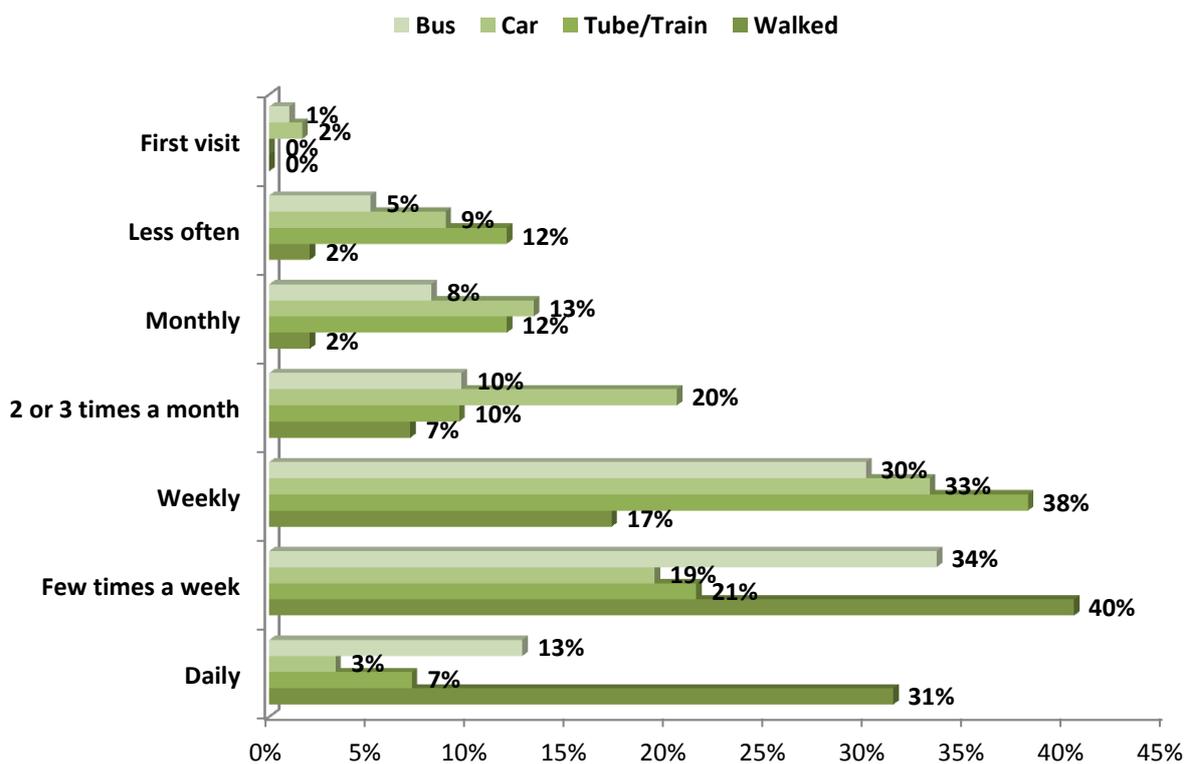
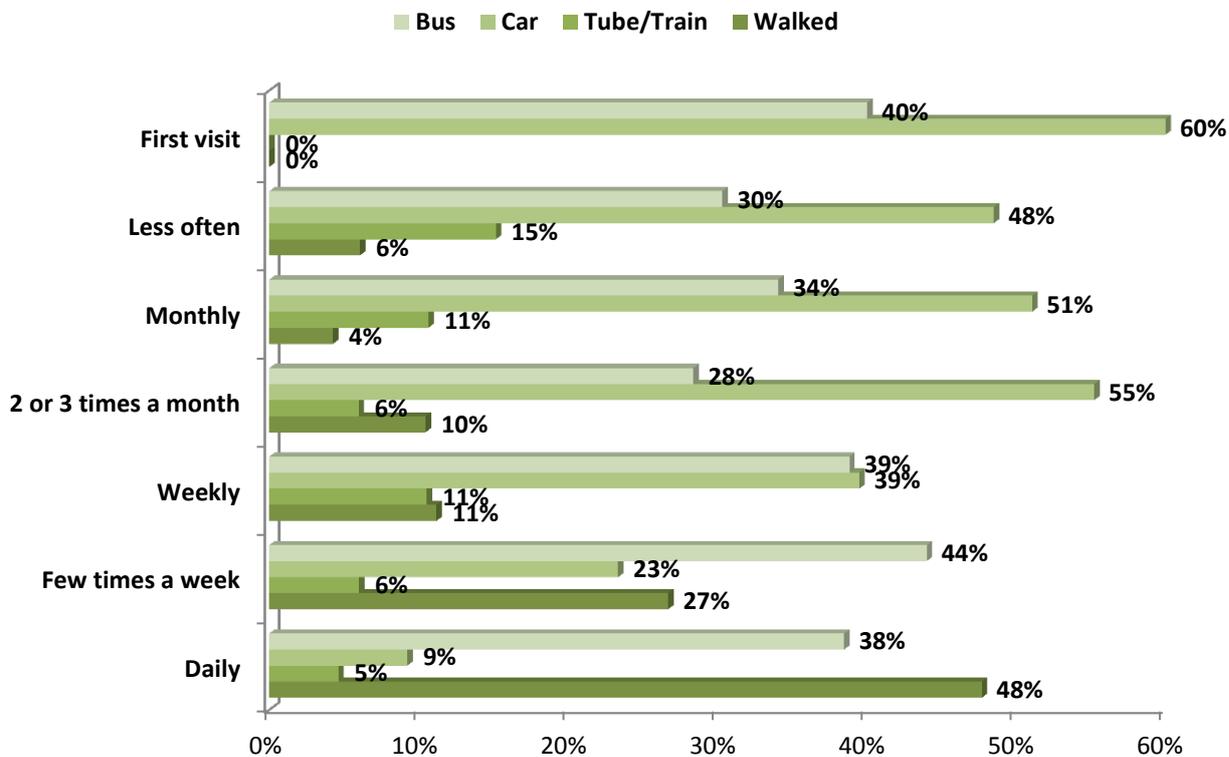


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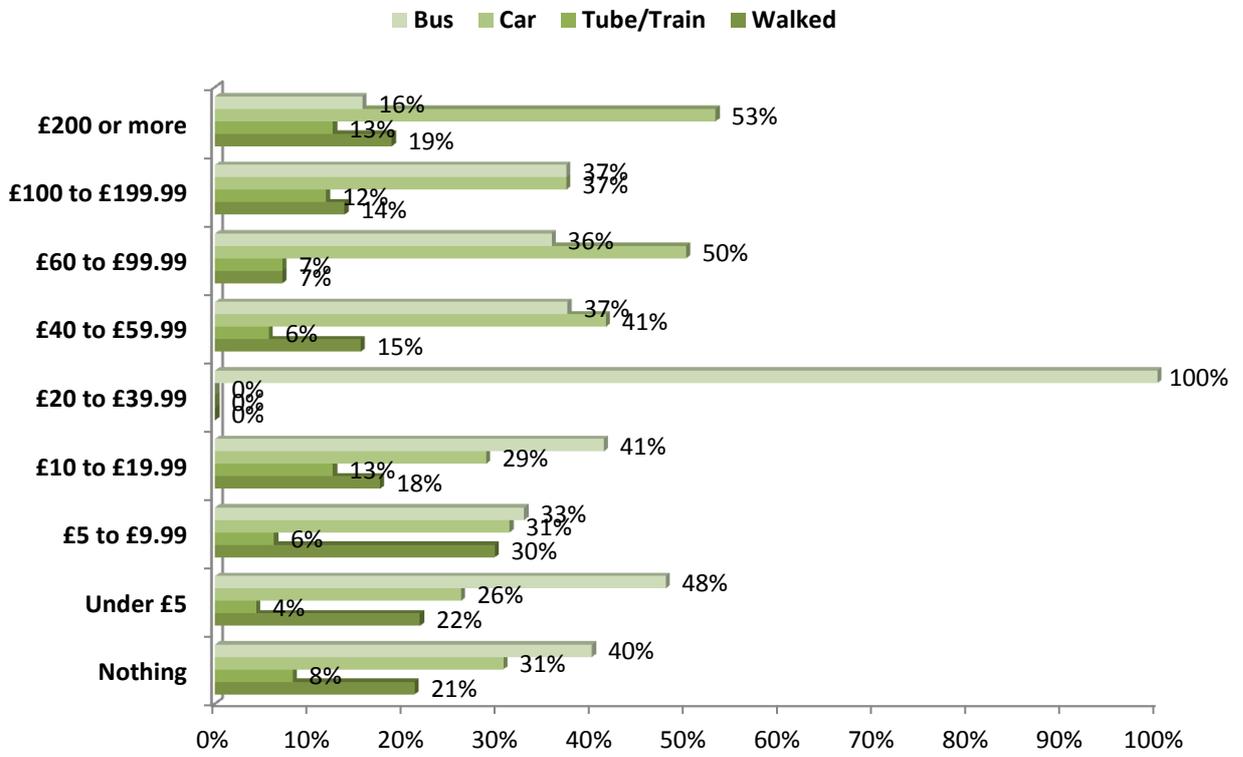


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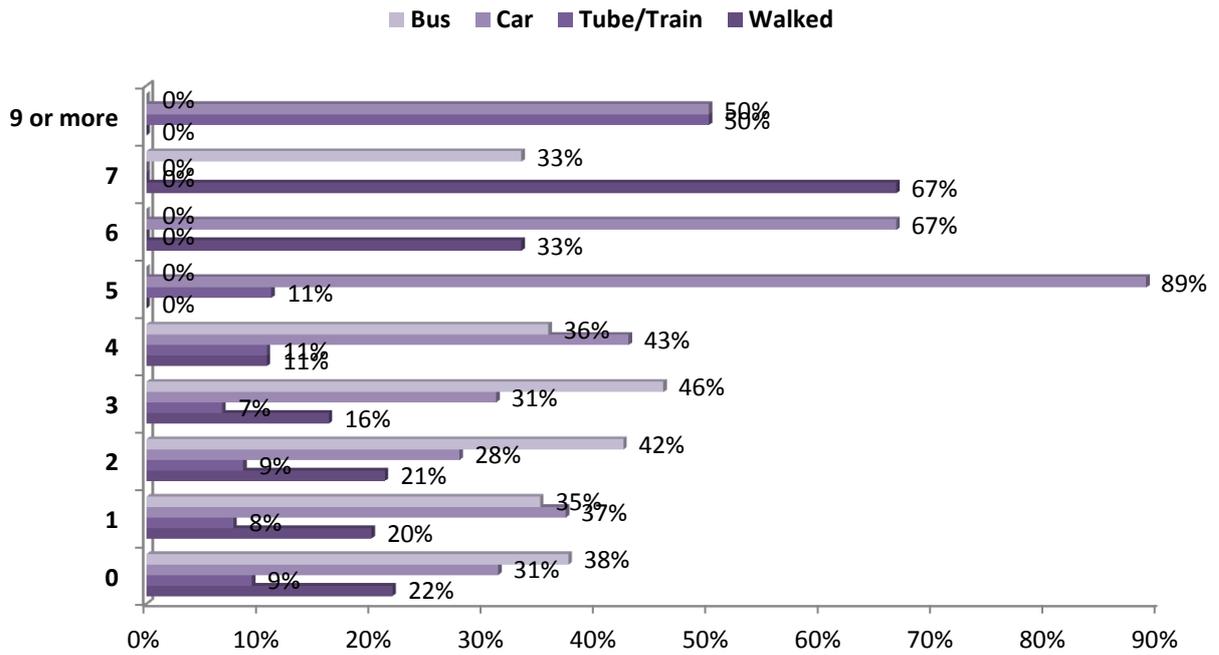


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