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TRACKING RETAIL TRENDS IN LONDON: LINKING THE 1971 CENSUS OF DISTRIBUTION TO ODPM'S NEW TOWN CENTRE STATISTICAL SERIES. A REVISED REPORT

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Tracking retail trends in London

Linking the 1971 Census of Distribution to ODPM's new town centre statistical series

A revised report

February 2004

1 Introduction

Retailing is highly significant to London's employment, economy, tourism and inward investment. The London Retail Sales Monitor, published by London Retail Consortium with KPMG, estimated that more than 356,000 people were employed in retail in the capital in September 2003 (http://www.brc.org.uk/lrc). This represented around 9% of the total workforce.

It goes on to estimate that there are more than 30,000 shops in London, 3,000 of them in central London, and that retailing provides 3% of the city's GDP.

The problem has been that no-one could assess the accuracy of these estimates until this year. In May 2004, ODPM published a range of retail statistics, dated to 2000, offering a reliable picture of the performance of the retail economy.

Prior to this, the last systematic collection of data about retail activity in London or the UK as a whole was in 1971. The development of the sector since this time has occurred in a vacuum of official information.

The 1971 figures are the result of the last in a series of Censuses of Distribution and Other Services, taken in 1950, 1957, 1961, 1966 and 1971, which drew a comprehensive picture of retailing in Britain over this period.

The last full census in 1971 provided volumes of data on shopping areas in towns of more than 50,000 across the country, and for the capital it covered each London Borough, the City, and the other towns in the region having a population of 20,000 or more.

Rather than undertake such a census again to address the lack of accurate retail data, the Office for the Deputy Prime Minister (ODPM) saw the opportunity to use its range of statistics for major town centres in England and Wales.

UCL's Centre for Advanced Spatial Analysis undertook the task of comparing the 1971 Census of Distribution with the recently released ODPM town centres data.

The purpose of this project, carried out during 2004 for GLA Economics, was to provide a means of measuring the changes which have affected Greater London's retail economy during the last 30 years, since the last systematic survey of retailing in the capital was undertaken.

A number of significant issues had to be overcome in attempting this comparison, the greatest of which being that the 1971 data was held only in hard copy format. Geographical changes to London's town centres and the definitions applied in the two datasets also presented challenges. This report details the methods used to address these difficulties, and sets out the results of some initial analysis.

In the first section, we outline the processes employed in transferring the hard copy Census of Distribution into digital form. The second section offers some analysis of the changes that have occurred in London's retail economy between 1971 and 2000.

We also provide two Annexes which include more detailed information on the names of town centres in 1971 and 2000, and the classification of convenience and comparison retailing in 2000.

2 Digitising the 1971 Census of Distribution

ODPM's new town centres statistics for 2000 are available in a variety of different digital formats, but the 1971 Census exists only in hard copy. The first phase of this operation involved digitally encoding the 1971 data.

The Volume containing data for Greater London and the South East was passed to OCR specialist Allan Webb Ltd to be scanned. OCR (optical character recognition) is the recognition of printed or written text characters by a computer. This involves photo scanning the text character by character analysis of the scanned-in image, and then translation of the character image into character codes, such as ASCII, commonly used in data processing.

In OCR processing, the scanned-in image or bitmap is analysed for light and dark areas in order to identify each alphabetic letter or numeric digit. When a character is recognised, it is converted into an ASCII code.

This ASCII code can then be transferred into an Excel spreadsheet for storage. The formatting of the spreadsheet exactly matches that of the hard copy. These scanned spreadsheets, which are named according their Census of Distribution page number, can be found on the CD ROM accompanying this report.

TABLE 9B (continued) London

80	Kensington High Street shopping area							Kentish Town shopping area				
			Persons engaged							Persons engaged		
				Normal hours worked in week							Normal hours work	
	Shops	Turnover	Total	Over 30	Over 8 and up to 30	Not more than 8	Floor space	Shops	Turnover	Total	Over 30	Over 8 and up to 30
	Number	£'000	Number	Number	Number	Number	Sq. ft. ('000)	Number	£'000	Number	Number	Number
TOTAL RETAIL SHOPS	215	24,709	4,206	2,529	1,150	527	790	117	5,183	678	459	153
Co-operative societies	-	-	-	-	-	-	-	36	3,122	366	224	97
Multiples	87	8,812	974	543	278	153	157					
Independents	128	15,897	3,232	1,986	872	374	632	81	2,060	312	235	56
Grocers and provision dealers	12	1,936	144	90	31	23	19	12	1,797	174	112	59
Other food retailers	15	947	71	49	20	2	6	13	403	50	30	18
Dairymen	*	*	*	*	*	*	*	-	-	-	-	-
Butchers	*	*	*	*	*	*	*	4	139	20	16	3
Fishmongers, poulterers	-	-	-	-	-	-	-	3	62	10	6	4
Greengrocers, fruiterers (including those selling fish)	*	*	*	*	*	*	*	3	33	5	3	2
Bread and flour confectioners	*	*	*	*	*	*	*	*	*	*	*	*
Off-licences	8	571	26	20	5	1	3	*	*	*	*	*
Confectioners, tobacconists, newsagents	17	486	62	39	19	4	5	10	297	36	19	8
Clothing and footwear shops	90	4,930	638	394	164	80	113	33	991	168	99	38
Footwear shops	16	934	137	76	21	40	24	7	127	25	15	3
Men's and boys' wear shops	20	926	94	73	13	8	21	8	183	30	21	5
Women's and girls' wear, household textiles and general clothing shops	54	3,070	407	245	130	32	68	18	681	113	63	30
Household goods shops	41	1,455	160	118	29	13	44	24	849	116	96	15
Furniture and allied shops	23	961	83	62	16	5	33	9	500	67	56	8
Radio and electrical goods shops (excluding hire)	9	278	42	32	8	2	5	9	224	35	29	5
Radio and television hire shops												
Hardware, china, wallpaper and paint shops	9	215	35	24	5	6	5	6	126	14	11	2
Other non-food retailers	*	*	*	*	*	*	*	*	*	*	*	*
Bookshops and stationers	9	721	97	39	41	17	10	3	50	7	6	1
Chemists, photographic dealers	9	703	75	57	7	11	5	4	160	17	17	-
Cycle and perambulator shops	-	-	-	-	-	-	-	*	*	*	*	*
Jewellery, leather and sports goods shops	15	703	73	52	13	8	13	11	291	42	38	2
Other non-food shops	*	*	*	*	*	*	*	3	57	15	11	4
General stores	*	*	*	*	*	*	*	*	*	*	*	*
Department stores	*	*	*	*	*	*	*	-	-	-	-	-
Variety and general household stores	*	*	*	*	*	*	*	*	*	*	*	*

Figure 1: A table from the Census of Distribution in Excel Format

2.1 Incorrect data in the scanned spreadsheets

Inherent in this process is the risk that OCR will inaccurately identify certain characters. Allan Webb rectified many, but further errors have still been found, as the examples below highlight.

File name	District name	Shop type	Business type	Column	Correct number	Incorrect number
8/46	Bexley	All retail shops	Total retail shops	Persons engaged total	8508	5808
8/62	Hackney		Chemists, photographic dealers	Turnover	3114	3117
8/66	Haringey		Grocers and provision dealers	Shops	332	322
8/86	Merton		Other food retailers	Shops	335	355

Table 1: Errors discovered in Census of Distribution table: *Retail shops in the City of London and the London Boroughs by form of organisation and intermediate kind of business, 1971*

File name	Shopping area name	Business type	Column	Correct number	Incorrect number
8/133	Kingston upon Thames shopping area	Total retail shops	Persons engaged total	6367	3367

Table 2: Errors discovered in Census of Distribution table: *Retail shops in shopping areas by form of organisation and intermediate kind of business 1971*

It is important to note that errors we have so far been unable to identify are likely still to remain in the scanned spreadsheets, and that these errors will affect the analysis to some degree. Unexpected results should always be checked against the 1971 original hard copy, and CASA colleagues are happy to undertake cross-checking as necessary.

2.2 Building the database

Developing a database structure for the data was not straightforward. The data in the Census of Distribution are not arranged for ease of manipulation, but for visualisation.

Once converted into Excel, the organisation of the rows and columns remained the same. They would need to be converted into a more flexible structure for analysis. Furthermore, the Excel Spreadsheet is not an efficient or reliable means of storing data; a Visual Basic programme had to be written to convert the data from the digital version stored in the spreadsheet into a database.

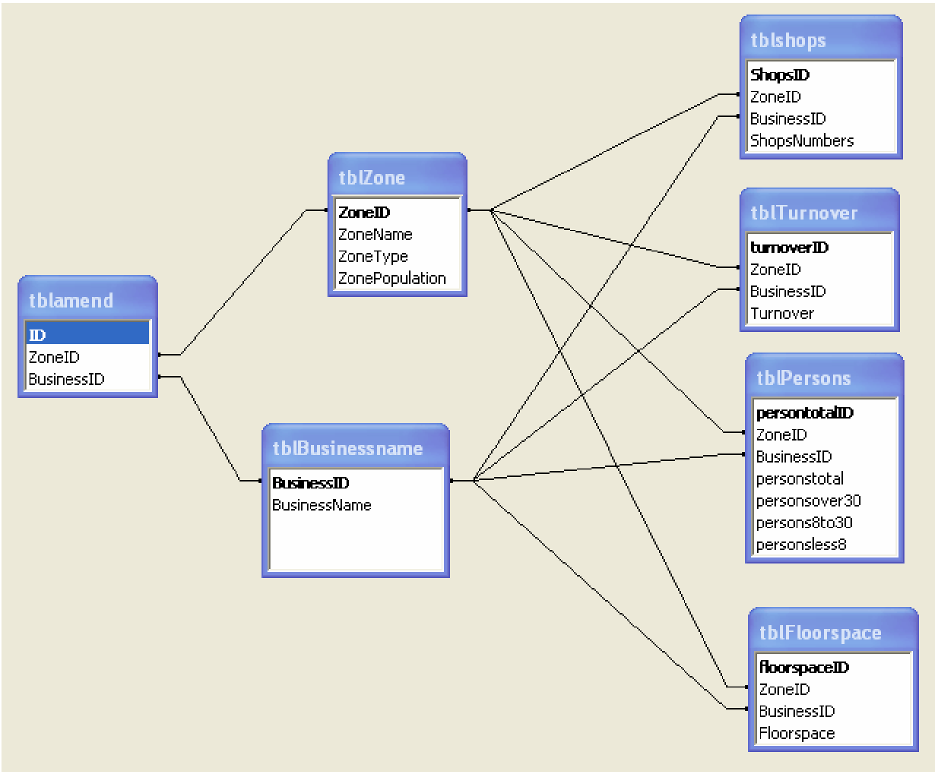

Figure 2: The database structure

In order to facilitate comparison with the recently published ODPM statistical series, the data had to be able to be queried into a basic flat-file, whereby each individual Greater London District and town centre comprised a row in the table with attribute information stored in columns. These processed data are found in the accompanying final spreadsheet on the CD ROM.

2.3 Conversion difficulties

The transfer of the data from the 230 Excel spreadsheets into a single Access database in readiness for linkage with the 2000 town centres data was not simply a matter of transferring data from cells to data tables. There were a number of additional issues that needed to be overcome.

These issues could be broadly grouped into the following categories:

- Matching the names
- Matching the descriptions of the retail economy
- Differences in floorspace data
- Handling data disclosure

2.3.1 Matching the names

The two datasets were linked by the names of the town centres, and the names of the districts in which they are located. No problems were encountered matching the names of the district summaries in the 1971 and 2000 datasets: the names of London's 33 Boroughs are set out in statute and have not changed for many years. The naming of town centres proved more problematic, since these names are not officially defined.

Of the 104 town centres defined in the 1971 Census Distribution, we were able to identify only 100. The four town centres present in the 1971 series but not in the 2000 data were Manor Park, Shepherd's Bush, Sidcup Station Road and Whitton.

The 100 that were identified are listed in Annex 1 of this report. In 25 instances, the names of the town centres have changed somewhat between the two data series.

On the whole a one-to-one matching exercise was feasible, although in the case of Ealing, the 1971 Census of distribution defined two distinct town centres – West Ealing and Ealing Broadway – which have been merged in the 2000 series.

The key reason for matching the names as a starting point for this comparison is that the 1971 Census of Distribution provided no information on the geographical extent of the town centres. The exception to this is Central London, for which a very rough boundary was defined in 1971. We were able to replicate this and extract statistics from the ODPM's 2000 database, and so in this instance, the boundary definition remains the same.

2.3.2 Matching the descriptions of the retail economy

Once the town centres in both series had been matched, we needed to ensure that the statistics recorded for each town centre in both series were comparable.

The 2000 series divided the retail economy into three components:

- Convenience retailing
- Comparison retailing
- Service retail

The exact specifications of these are given in Annex 2.

The 1971 Census of Distribution does not aggregate retail information into the same categorisations. We should not be surprised to see such a difference, given the structural changes that have affected the sector since then. Indeed, the Service retail component is barely represented in 1971, only hairdressers being represented in both datasets.

The definitions of convenience and comparison retail have also changed to an extent. We have therefore aggregated the retail classifications of the 1971 Census of Distribution in the following way:

Convenience retail	**Comparison retail**
Grocers and provision dealers	Clothing and footwear shops
Other food retailers	Household goods shops
Confectioners, tobacconists, newsagents	General stores
Chemists, photographic dealers	Other non-food retailers
	Bookshops and stationers
	Cycle and perambulator shops
	Jewellery, leather and sports goods shops
	Other non-food shops

Table 3: 1971 Census of Distribution Convenience and Comparison retail aggregations

On the whole, we were able to match the retail categories of the 1971 Census of Distribution with those of the 2000 series, with the exception of ‘Chemists and photographic dealers’.

In the 1971 series, *Chemists and photographic dealers* were viewed as comparison retailers, whereas in the 2000 series, chemists are classified as convenience retailers (photographic dealers remain classed as comparison retail).

This presented a problem, since there was no way to subdivide chemists from photographic dealers in the 1971 series, while the two are far more distinct on today’s high street. We have therefore classified *Chemists and photographic dealers* as convenience retail to enable the datasets to be compared.

2.3.3 Floorspace data

The floorspace of retail establishments was measured differently in 1971 and 2000. Not only had the 1971 floorspace data to be converted from square feet to square metres to match the 2000 dataset, which was readily done, but also retail floorspace itself was defined differently in the two data series.

The 1971 Census of Distribution defined retail floorspace as being:

> *"… confined to that used for selling and display only. It is defined as that area used for selling to customers, including the space to which customers have access, counter space, window and other display space, fitting rooms and space immediately behind counters used by shop assistants. It excludes offices, storage and preparation rooms, work rooms, lobbies, staircases, cloakrooms, and other amenity rooms."*

Whereas the 2000 definition uses the Valuation Office Agency's definition of retail floorspace: that which

> "…*serves the public 'off the street'. The class includes (but is not confined to) banks, building society outlets, betting shops, hairdressers and beauty salons, pharmacists, launderettes and dry cleaners, post offices, real estate agents, tax consultants, travel agents, ticket sales, takeaways bars, restaurants, cafes, wine bars, food courts, amusement arcades, showrooms, hyper markets, retail warehouses, superstores and department stores. Also included are markets, car sales showrooms and sales yards, shops selling car parts, farm and factory shops, hobby shops, kiosks, booths, photo booths, craft workshops that display and sell goods and street front repair shops. Some health centres may be valued as retail. The bulk class includes some wholesale premises (others are typically warehouses)."*

This presents a significant problem since the former type of space will always be smaller than the latter for two key reasons:

Firstly, the VOA's definition of retail floorspace includes the financial and business services as well as food and drink outlets, establishments not included in the 1971 Census. We can circumvent this problem to some degree by comparing the Census data with the A1 floorspace totals included in the 2000 series. We must we mindful that this category not only includes floorspace not explicitly included in the 1971 Census (such as post offices), but also that the A1 total is an estimate derived from the VOA dataset.

The second issues concerns the definition of space within retail units. The floorspace recorded in the 1971 Census comprises that used "for selling and display only", whereas the 2000 definition includes other areas such as lobbies, staircase and storage areas. On-going research undertaken by UCL's Bartlett Graduate School suggests that ratio between the two is typically 0.63: 1 respectively.

This factor has been applied across the full A1 dataset, to attempt to derive a comparable indicator, although we acknowledge that this is a simplification and that in some parts of the capital, the ratio of sales space to off-the-street area (which includes lobbies, staircases, cloakrooms, and other amenity rooms) may be different.

2.3.4 Data disclosure

The final issue that we faced was that data for some retail classifications was not released in the 1971 Census of Distribution.

This occurred due to data disclosure restrictions. At the town centre scale, to release information (such as the number of employees employed in department stores, for example) might reveal confidential information about a particular business. On these occasions, the data aggregations were not released and the data were flagged as "*".

Without these data, the convenience and comparison retail aggregations became difficult to derive. In many instances, it was possible to create accurate aggregations using sub totals in the Census of Distribution tables, but for three town centres, Bexleyheath, Clapham Junction and Stratford, it was necessary to estimate the numbers for *Chemists and photographic dealers* using Greater London averages.

The percentages of total used were:

- 4.1% for the number of shops;
- 4.6% for turnover;
- 4.8% for employment; and
- 2.7% for floorspace.

Using these we were able directly to compare employment and floorspace totals for 33 London Boroughs and 100 town centres with those published for 2000.

3 Changes in London’s retail economy between 1971 and 2000

In this section we present some initial findings of the changes that have occurred in London’s retail economy between 1971 and 2000. The data underpinning this analysis can be found in the excel spreadsheets on the CD ROM accompanying this report.

We will consider three elements of the retail economy in turn – convenience retail employment, comparison retail employment, and retail floorspace – and will look at how the patterns of retailing have changed at the district level and town centre level during this time.

It should be stressed that we will continue to investigate these patterns after the completion of this project and will make subsequent findings available to GLA Economics.

3.1 Convenience retail employment

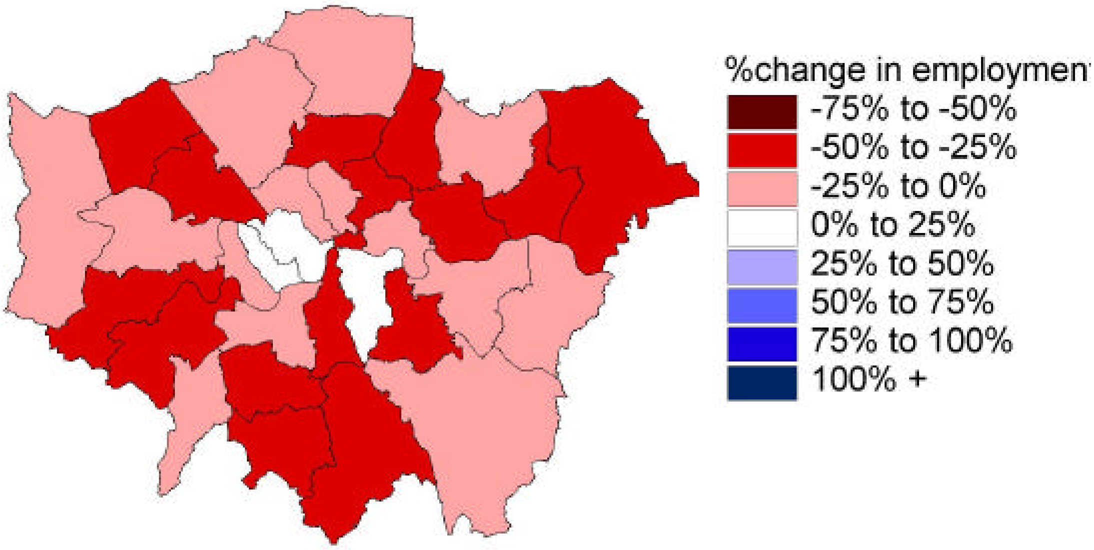

Figure 3: Percentage change in convenience retail employment 1971 – 2000 by district

At the district level, we can see that with the exception of three Boroughs towards the centre of London, the number of people employed in convenience retail has fallen across Greater London (Figure 3). We would perhaps expect this since the food sector in particular has been consolidated by a small number of large retailers, the supermarket replacing the corner shop. Relative to the floorspace occupied, fewer people are required to run modern stores than the traditional food retailers of the 1960s and 1970s.

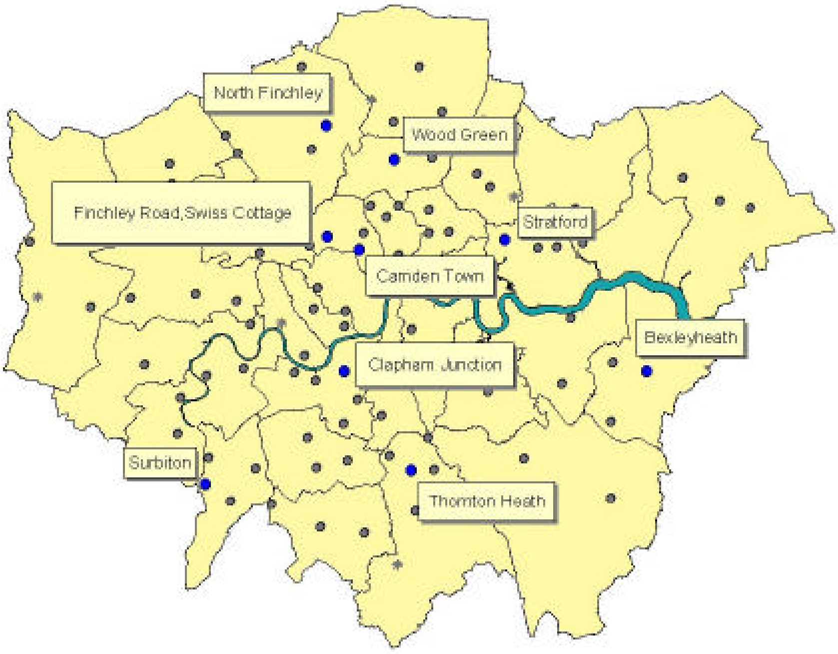

Figure 4: 10 best performing town centres, convenience retail employment 1971 – 2000

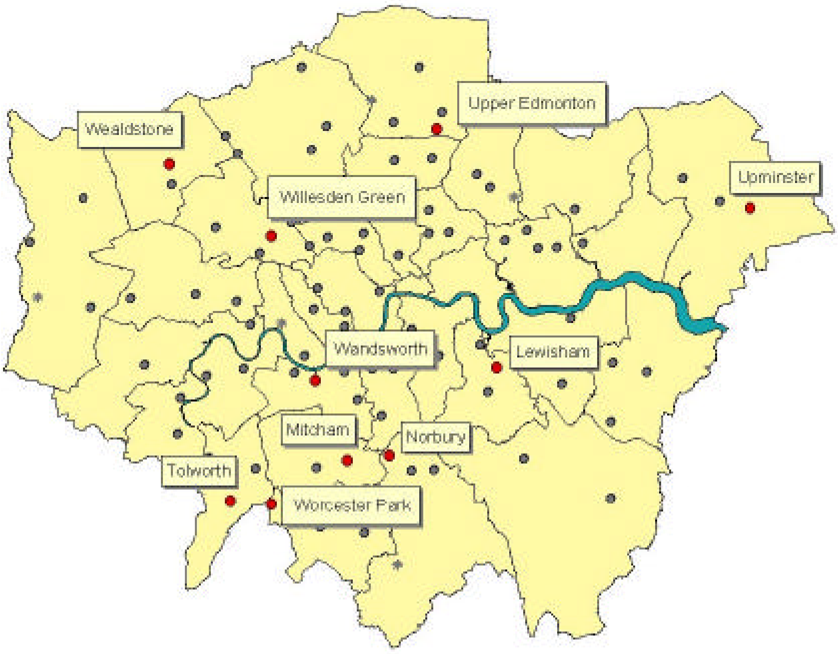

Figure 5: 10 worst performing town centres, convenience retail employment 1971 – 2000

Trends expressed at the district level do tend to hide important local detail. In Figures 4 and 5 we can identify the ten best, and worst, performing centres in terms of convenience retail employment growth between 1971 and 2000.

Figure 4 shows that there are a number of town centres where convenience employment has increased. Furthermore, none of these town centres fall within the three top Boroughs identified in Figure 3.

Stratford witnessed the biggest increase in convenience retailing between 1971 and 2000, employment growing by over 500%; Camden Town was next with an increase of over 200%. In general, the trend has been one of decline in town centres. Of the 95 town centres which we could compare using this measure (5 town centres had disclosive totals in the 2000 series and thus could not be compared) only 24 saw an increase between 1971 and 2000. These growing centres are spread fairly evenly across Greater London in both central and peripheral locations suggesting that there were no macro level effects at work.

When we look at the distribution of the ten worst performing town centres (Figure 5), all of which have lost at least 78% of convenience retail jobs, we again see no discernible spatial pattern relative to their locations within Greater London. This suggests that local factors are at work, which may include demographic changes in the immediate catchment populations, or indeed deterioration in the quality of the retail stock in these town centres.

It is likely that the most important local trend at work is the decentralisation of food retailing away from town centres, in accordance with what the late Russell Schiller, previously head of research at Hillier Parker, neatly summarised as the first phase of post-war retail development. Consumer demand for time-saving, car-accessible food shopping, coupled with retailers' own preference for easily-managed free-standing stores, gave rise to massive growth in out-of-town supermarkets in the 1970s.

3.2 Comparison retail employment

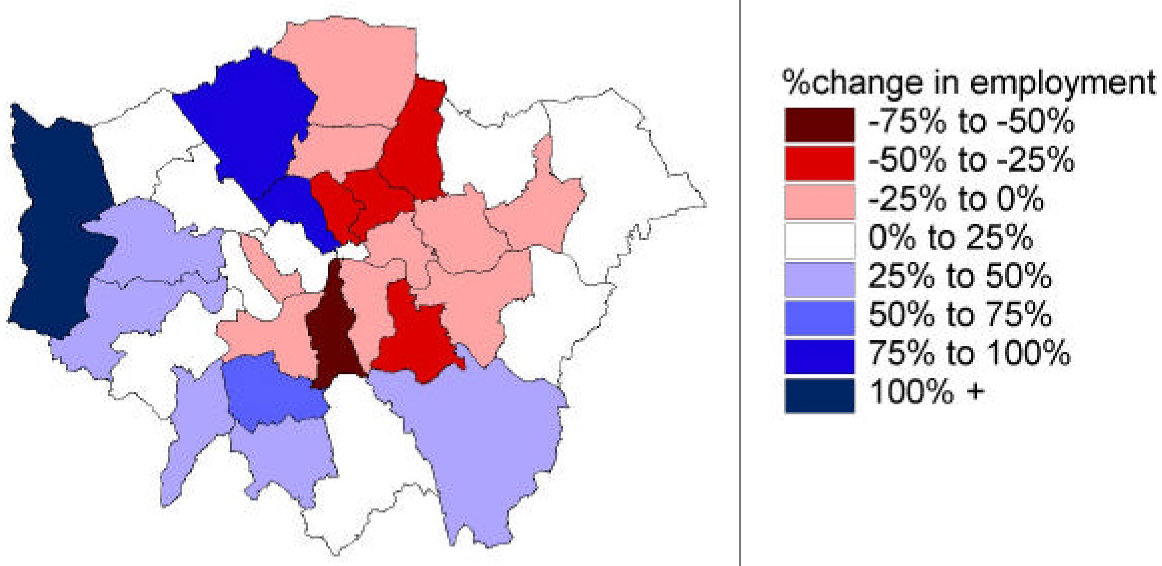

Figure 6: Percentage change in comparison retail employment 1971 – 2000 by district

The change in comparison retailing at the district level between 1971 and 2000 is more complex. Boroughs in the western half of the capital seem to have seen an increase in employment as do the City of London and the City of Westminster. In contrast, there is a wedge of eastern Boroughs which have seen a dramatic decline in comparison employment over this time.

The reasons for this are hard to disentangle. Schiller argued that comparison retailers followed the supermarkets to their suburban locations in the 1980s. Retail warehouse parks offered the same opportunities for maximum choice in the minimum time, and to offer so many lines the store had to be big. Shoppers now used to driving out of town to buy were the perfect target market for the third development phase in the 1990s: huge covered shopping malls in the Bluewater mould.

Yet in London there is surprising limited space for retail warehouse development and certainly not for major shopping centres such as Lakeside Thurrock and Bluewater. (This may be one reason why London's central shopping area has fared relatively well in competition with these two major developments.)

Thurrock is likely to be one reason why town centres in this eastern strip have suffered loss of comparison retail employment – Upper Edmonton, Leytonstone and Forest Gate are among the top ten worst performing town centres (Figure 8) although it may be due to the presence of available sites for retail warehousing.

Figure 7: 10 best performing town centres, comparison retail employment 1971 – 2000

It is a contention of many of the major retail warehouse retailers that London is under-shopped and remains so because of the lack of large sites suitable for this type of off-centre retailing. It is interesting to note in Figure 7 that with the exception of Wandsworth, there are no growing comparison retail town centres in any of the declining Boroughs identified in Figure 6.

Figure 8: 10 worst performing town centres, comparison retail employment 1971 – 2000

In terms of the declining town centres, the pattern is less evident but we do see three town centres which have suffered both significant comparison employment decline in addition to convenience retail decline. Upper Edmonton saw a decline of 83% in comparison retail employment while Mitcham and Tolworth saw a fall of 82% and 81% respectively. This suggests that there is a major structural failing in these town centres.

More investigation is needed to unpack these changes in the comparison retail economy in London.

3.3 Retail floorspace

Assessing the changes in retail floorspace is more problematic (as mentioned in section 2.3.3) because of the differences in the way in which retail floorspace is assessed in the 1971 and 2000 series. While we have been able to apply a ratio to convert the 2000 floorspace total to a net sales figure, we must take care when interpreting the results since applying this ratio across all the London data will inevitably mask some variation.

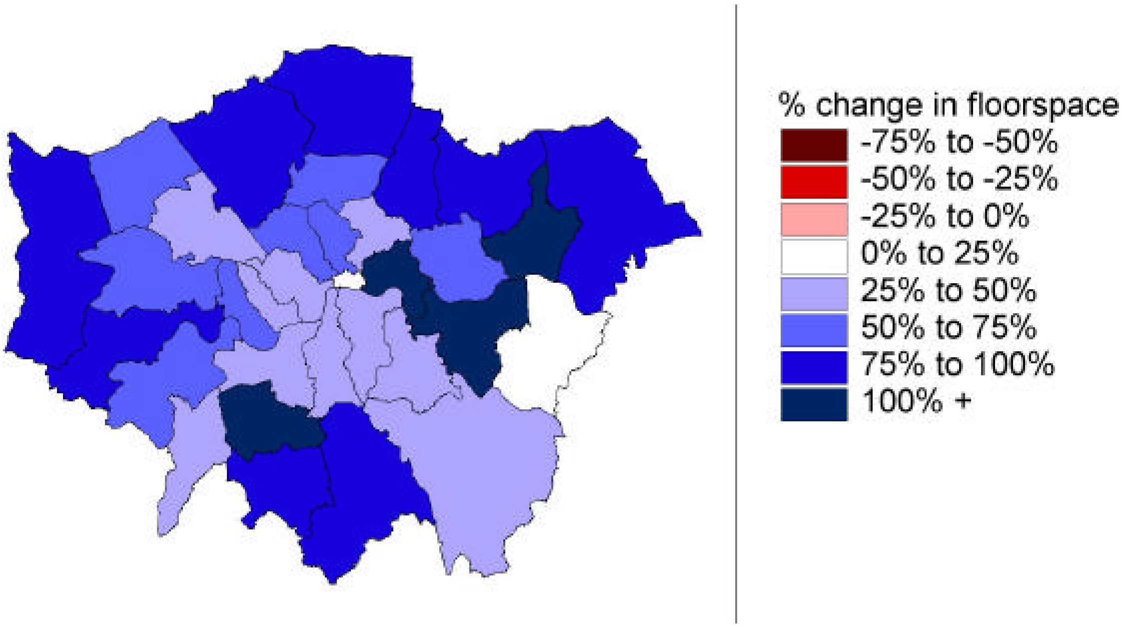

Figure 9: Percentage change in A1 floorspace 1971 – 2000 by district

What is immediately striking in Figure 9, which uses the same percentage scale as the previous district maps, that even when the sales area ratio is applied, all of London's Boroughs have seen an increase in the amount of A1 retail floorspace between 1971 and 2000. Of course, this map hides considerable variation within the districts themselves.

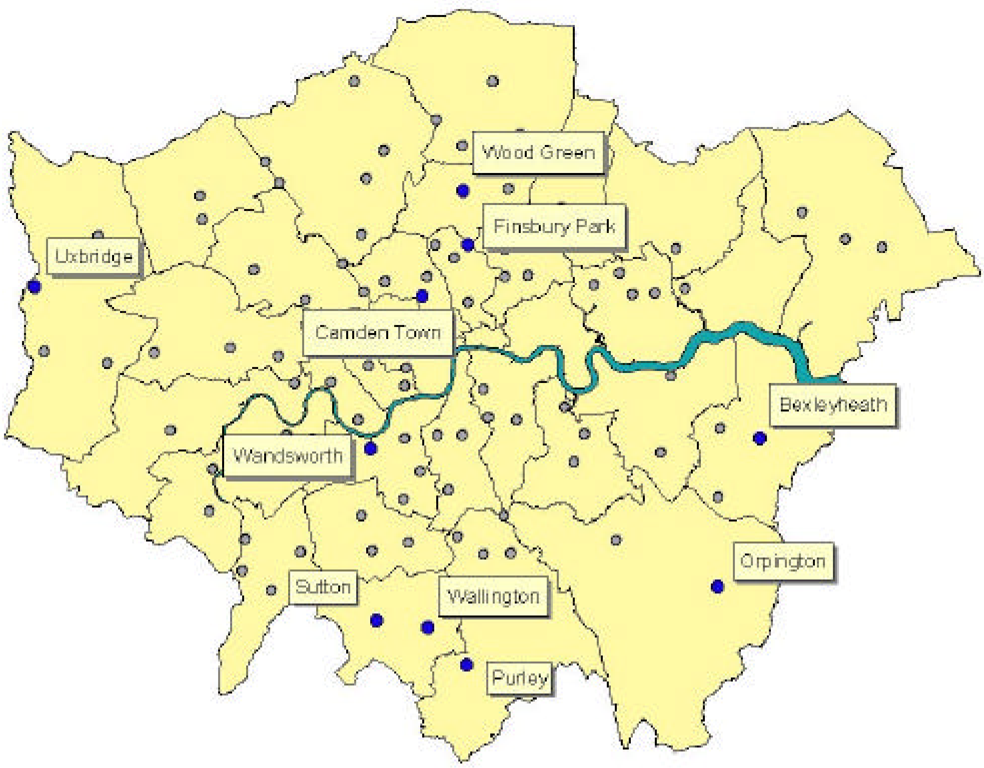

Figure 10: 10 best performing town centres, A1 floorspace 1971 – 2000

The ten town centres which have seen the biggest increase in retail floorspace have undergone an increase of at least 96% (Wallington lies in 10th place at this level). Camden Town has seen the biggest increase of 185%, arguably in line with its elevation to an international shopping destination in the 1980s and 1990s.

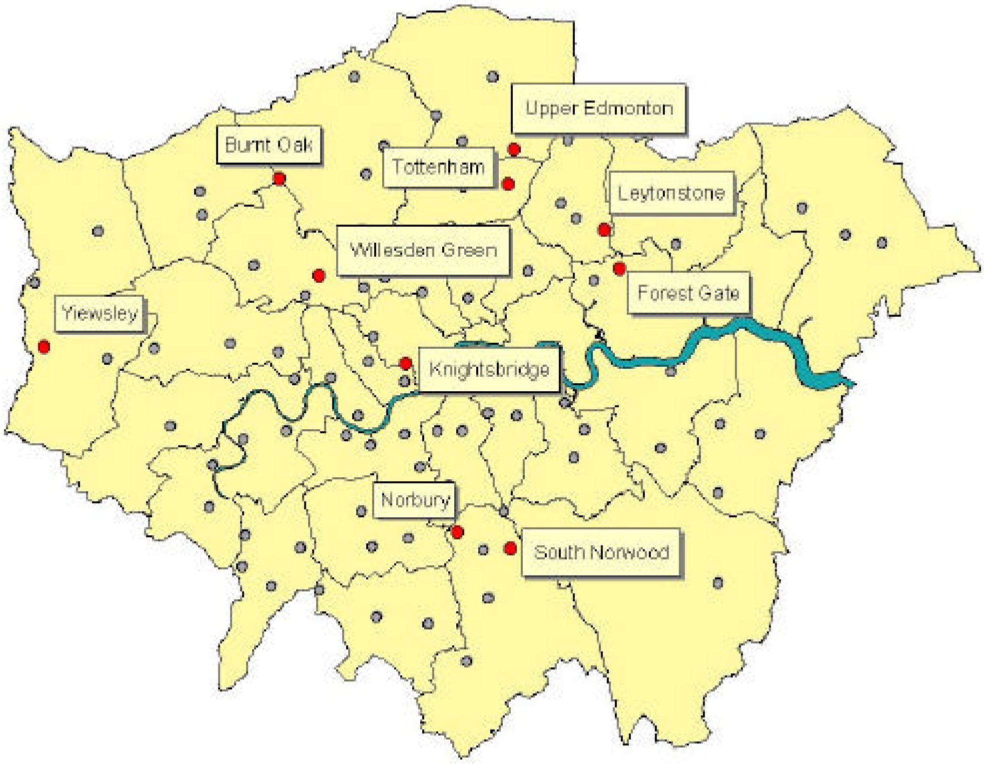

Figure 11: 10 worst performing town centres, retail floorspace 1971 – 2000

Despite the rosy picture painted by the district map in Figure 9, 31 of the 100 town centres have undergone a fall in retail floorspace. The largest of these drops occurred in Willesden Green where 63% of the A1 retail stock disappeared in the 30 years since the last Census of Distribution (possible the result of competition from Brent Cross).

There were some surprising drops in the amount of floorspace in some central locations, most notably Knightsbridge (a fall of 47%) and Kensington High Street (just outside the 10 worst performers with a fall of 23%).

On average, the amount of retail floorspace in London's main town centres increased by 26%, suggesting that retailing has become more extensive in its space requirements. This is clearly one reason why retailing has moved to off-centre locations since the 1970s, but it is interesting that the town centres appear to have also grown during this period as well.

Annex 1: The names of 100 town centres in 1971 and 2000

1971 Name (Town centre)	2000 Name (Town centre)
Acton	Acton
Angel	Angel, Islington
Archway	Archway
Leyton Green	Bakers Arms
Balham	Balham
Barking	Barking
Chipping Barnet Green	Barnet
Bayswater	Bayswater
Bexleyheath	Bexleyheath
Brixton	Brixton
Bromley	Bromley
Burnt Oak, Edgware	Burnt Oak
Camberwell Green	Camberwell
Camden Town	Camden Town
Catford	Catford
Chingford Mount	Chingford Mount
Chiswick	Chiswick
Clapham High Street	Clapham
Clapham Junction	Clapham Junction
Cricklewood	Cricklewood
Croydon	Croydon
Kingsland, Hackney	Dalston
Deptford	Deptford
Ealing Broadway	Ealing
East Ham	East Ham
East Sheen	East Sheen
Edgware	Edgware
Eltham	Eltham
Enfield Town	Enfield
Church End, Finchley	Finchley
Finchley Road	Finchley Road, Swiss Cottage
Finsbury Park	Finsbury Park
Forest Gate	Forest Gate
Fulham	Fulham
Golders Green	Golders Green
Mare Street, Hackney	Hackney
Hammersmith Broadway	Hammersmith
Harlesden	Harlesden
Harrow	Harrow
Hayes	Hayes Town
Holloway	Holloway Road
Hornchurch	Hornchurch
Hounslow	Hounslow
Ilford	Ilford
Kensington High Street	Kensington High Street
Kentish Town	Kentish Town
Kilburn	Kilburn
King's Road, Chelsea	Kings Road, Chelsea

Kingston upon Thames	Kingston-upon-Thames
Knightsbridge	Knightsbridge
Lewisham	Lewisham
Leytonstone	Leytonstone
Edmonton Green	Lower Edmonton
Mitcham	Mitcham
Morden	Morden
New Malden	New Malden
Norbury	Norbury
North Finchley	North Finchley
Orpington	Orpington
Palmers Green	Palmers Green
Rye Lane, Peckham	Peckham
Purley	Purley
Putney	Putney High Street
Richmond	Richmond, London
Romford	Romford
Ruislip	Ruislip
Sidcup, High Street	Sidcup
South Norwood	South Norwood
Southall	Southall
Southgate	Southgate
Stoke Newington road	Stoke Newington
Stratford	Stratford
Streatham	Streatham
Surbiton	Surbiton
Sutton	Sutton
Teddington	Teddington
Thornton Heath	Thornton Heath
Tolworth	Tolworth
Tooting Broadway	Tooting
Tottenham	Tottenham
Twickenham	Twickenham
Upminster	Upminster
Upper Edmonton	Upper Edmonton
Westow Hill and Upper Norwood	Upper Norwood
Upton Park	Upton Park
Uxbridge	Uxbridge
Wallington	Wallington
Walthamstow	Walthamstow
Walworth	Walworth
Wandsworth High Street	Wandsworth
Wealdstone	Wealdstone
Welling	Welling
Wembley	Wembley
Willesden Green	Willesden Green
Wimbledon	Wimbledon
Wood Green	Wood Green
Woolwich	Woolwich
Worcester Park	Worcester Park
Yiewsley and West Drayton	Yiewsley

Annex 2: Convenience and Comparison retail definitions in 2000

The Office for National Statistics' Annual Business Inquiry, which is used to derive employment data in the ODPM's 2000 series, uses the UK Standard Industrial Classification of Economic Activity (SIC) to classify business establishments by the type of economic activity in which they are engaged. The following groupings of SIC codes were used to create the categories of retailing:

Convenience Retail

52110 Retail sale in non-specialised stores with food, beverages or tobacco predominating
52111 Retail sale by confectioners, tobacconist and newsagents
52119 Retail sale in non-specialised stores with food, beverages or tobacco predominating not elsewhere classified
52210 Retail sale of fruit and vegetables
52220 Retail sale of mean and meat products
52230 Retail sale of fish, crustaceans and molluscs
52240 Retail sale of bread, cakes, flour confectionery and sugar confectionery
52250 Retail sale of alcoholic and other beverages
52260 Retail sale of tobacco products
52270 Other retail sale of food, beverages and tobacco in specialised stores

Comparison Retail

52120 Retail sale in non-specialised stores where food, beverages or tobacco does not predominate
52310 Dispensing chemists
52320 Retail sale of medical and orthopaedic goods
52321 Retail sale of hearing aids
52329 Retail sale of medical and orthopaedic goods not elsewhere classified
52330 Retail sale of cosmetic and toilet articles
52410 Retail sale of textiles
52420 Retail sale of clothing
52421 Retail sale of adults' fur and leather clothing
52422 Retail sale of children's and infants' clothing
52423 Retail sale of other women's clothing
52424 Retail sale of other men's clothing
52430 Retail sale of footwear and leather goods
52431 Retail sale of footwear
52432 Retail sale of leather goods
52440 Retail sale of furniture, lighting equipment and household articles not elsewhere classified
52450 Retail sale of electrical household appliances and radio and television goods
52460 Retail sale of hardware, paints and glass
52470 Retail sale of books, newspapers and stationery
52481 Retail sale of floor coverings

52482 Retail sale of photographic, optical and precision equipment, office supplies and equipment (computers etc.)
52483 Other retail sale in specialised stores not elsewhere classified
52484 Retail sale of sports goods, games and toys, stamps and coins
52485 Retail sale of sports goods, games and toys, stamps and coins
52489 Other retail sale in specialised stores not elsewhere classified
52500 Retail sale of second-hand goods in stores
52630 Other non-store retail sale

This definition excludes
52610 Retail via mail order houses
52620 Retail sale via stalls and markets
since they were either too large and likely to skew statistics (as in the case of mail order houses) or that they were not inclusive (many street markets are not included on the ABI).

Service Retail (Not used in this study – for reference only)
52700 Repair of personal and household goods
52710 Repair of boots, shoes and other articles of leather
52720 Repair of electrical household goods
52730 Repair of watches, clocks and jewellery
52740 Repair not elsewhere classified
60220 Taxi Operations
63301 Activities of travel agents
63302 Activities of travel organisers
63303 Activities of tour guides
63304 Miscellaneous tourist assistance
63309 Other tourist assistance activities n.e.c.
64120 Courier activities other than national post activities
71401 Renting of sporting or recreational equipment
71402 Renting of other personal and household goods not elsewhere classified
71403 Renting of radios, televisions and video recorders
71404 Renting of video tapes, records and other pre-recorded media
71405 Renting of video tapes
71409 Renting of other personal & household goods n.e.c.
74812 Portrait photographic activities (excluding operation of photo coin-operated machines)
74819 Miscellaneous photographic activities (excluding portrait photography)
93010 Washing and dry cleaning of textile and fur products
93020 Hairdressing and other beauty treatment
93030 Funeral and related activities
93050 Miscellaneous service activities

This category excludes 74811 (Operation of photo coin-operated machines) since while these machines are often found in town centres, the offices that run them may not necessarily be so.