Task 2.5   Retail Destination Analysis

Inputs
Household survey.
Planning data, including shopping centre classifications.

Processing
We currently anticipate that the most we might do is to include a dummy variable in the trip attraction model for HB Shopping identifying whether the zone contains various scales of shopping centre (strip shops, malls, bulk retail, CBD shopping areas) – in case the major centres attract higher trip rates. This analysis would be part of the trip attraction model calibration.

We might however consider some limited pre-analysis of the data to gain a better understanding of the characteristics of trips to retail destinations ("shops/mall/retail" places in the household survey). We might look at the geographic distribution of shopping trips, at the recreational travel to shopping places, at mode usage to/from and between shops, and we might try and relate this to a classification of zones according to the nature of the shopping available. The value of this needs to be reviewed.

We need planning data identifying zones with different types of shopping activity.

We can do some limited initial analysis of the expanded trips in the household survey. We can do the following by mapping the trip ends on a zonal base:
- count the number of trip origins whose stop was 'shop/mall/retail' (by zone); repeat for destinations (should be identical);
- for these particular trips, tabulate the distribution according to the answer to the 'why did you go?' question for that stop (to check whether they are doing other than shopping);
- again on a geographical basis, and for these particular trips, compute the % mode shares and the average journey length for vehicular trips (exclude walks, as some may be within the shopping area).

The outcome of this should be some ability to identify the main shopping attractors and to distinguish them according to their success in attracting public transport access and the extent to which they attract other than local shoppers.

To go further with this we should need data on the activity in the key areas.

Outputs
Note.