



ANMW / PPA / NPA

RETAIL CLASSIFICATION

RETAIL TYPE – DEFINITIONS

The purpose of the standard is to assign all representative retail trading outlets to the appropriate classification and location to facilitate meaningful and accurate analysis/reporting on mainstream retail outlet performance. If a retailer cannot reasonably be classified under any of the eleven main categories, then the miscellaneous code should be applied.

SPECIALIST CLASSIFICATIONS

Classification Code	Retail Type	Independent/Multiple	Retail Type Definition
CAP	CAPTIVE MARKET	IND/MULT	Limited range and a predictable sales pattern. Prison Camps, Catering Companies within a business. Includes all kiosks, trolley services and shops within Hospitals. Also military camps - army, navy or air force camps with no access to the public.
CFC	CONVENIENCE FORECOURT	IND/MULT	Stores complying with convenience description (CON) but located on petrol forecourts. Examples are: BP Connect, Total Bonjour, Tesco Express, Safeway BP, Sainsbury and Shell.
FER	FERRIES	IND/MULT	Sales points on the actual Ferries - not the Ferry Ports as these are either TRA or ITP.

ITP	INTERNATIONAL TRAVEL POINT	IND/MULT	Travel Point that is primarily linked to international destinations, such as Airport, Chunnel, major Ferry Ports where there are extremely high volumes of footfall and likely 24hour sales potential. Airlines supplying passengers with complimentary copies are not ITP and should be classified as MIS, miscellaneous.
PFC	PETROL FORECOURT	IND/MULT	Petrol forecourts with either a small shop or kiosk that includes newspapers and magazines within its retail offering. Category also contains petrol stations attached to supermarkets/hypermarkets not covered by CFC.
ROU	ROUNDSMAN	IND	Outlets or individuals offering no displays of news and trading on a delivered/saved copy basis only.
SER	MOTORWAY & MAJOR ROUTE SERVICE AREAS	IND/MULT	All Retail motorway and major route service shops and petrol forecourts where a range of "stop and park" or "stop and stay" services are available, such as overnight accommodation, restaurant and general rest area.
STR	STREET POINTS AND KIOSKS	IND/MULT	Street Vendors or small kiosks, either free standing or integrated kiosk premises. Kiosks located in Travel Points, Supermarkets etc should be classified as Travel Points, Supermarkets etc.
TRA	TRAVEL POINTS	IND/MULT	Retail premises/bookstalls in railway, bus or tube stations and small domestic/non international ferry terminals. See also ITP and FER.
UNI	UNIVERSITY AND COLLEGE SHOPS	IND/MULT	Outlets located within university or college campus, serving only students and teachers and closing between terms. Shops outside and close to universities/colleges, accessed by the general public should not be included.

GENERAL CLASSIFICATIONS

Classification Code	Retail Type	Independent/Multiple	Retail Type Definition
CCC	CONVENIENCE CITY CENTRE	IND/MULT	Stores complying with the convenience (CON) classification but located in city or main town centres. Will have concentrated footfall periods, which, due to location, tail off at weekends. Trades seven days a week with extended late night opening hours Monday to Friday.
CON	CONVENIENCE	IND/MULT	Store under 300 square metres trading seven days a week including Bank Holidays with extended late night opening hours (9pm or after). i.e. Co-op, Budgens, Spar, etc. Provides several of the following: food, news, alcohol, confectionery, video hire, chemists sundries, fast food, bakery goods but not necessarily all of these. May carry a multiple fascia and have a minimum of two self-service aisles three chillers. Convenience outlets located in motorway or main route service areas; travel points and petrol stations should not be assigned to convenience category, but to SER or CFC.
CTN	NEWSAGENTS	IND/MULT	Outlets where principle products are news, confectionary and tobacco. Business may include Home News Delivery.
GRO	GROCER/GENERAL STORE	IND	Independently owned store, which is not part of a symbol group, where newspapers and magazines are for sale along with traditional grocery and household products. Extended opening hours may be a feature.

MSN	MAJOR STORE WITH NEWS	MULT	Multiple stores over three hundred square metres in prime locations. Examples include Woolworth's, Superdrug etc and also Department Stores e.g. Marks & Spencer's, all offering a comprehensive range of products across many categories (e.g. cards, stationery, books, etc). Also Major Stores where customers call specifically to purchase news, but which also offers a wide range of other product lines. WHS High Street is a prime example. Other clearly defined categories such as Supermarkets, Hypermarkets and Convenience stores should not be included.
SUP	SUPERMARKET (and HYPERMARKET)	IND/MULT	Large self service food and household goods stores, likely white goods, with a news offer either within shopping aisles or from kiosks located outside check out areas. Premises will be over 300 square metres and have restricted Sunday opening hours, being the deciding factor, Tesco, Tesco Extra, Asda, Sainsburys, Savacentre, Morrisons, Waitrose etc, fall into this category.

OTHER CLASSISFICATIONS

Classification Code	Retail Type	Independent/Multiple	Retail Type Definition
MIS	MISCELLANEOUS	IND/MULT	Outlets, which cannot be classified as any of the above such as pharmacies. All the special bulk or single title/ publisher outlets that are not normal news shops, but where the copies are being sold, such as niche outlets, coffee shops, hotel supplies, car boot sales, market stalls, etc. Also merchandisers/fill-in, publishers representatives, libraries, churches, courtesy copies, internal accounts, WHS/JM customer saves, publisher sampling promotions supplies to offices/ schools/ /local media stations (not for re-sale). Also fixed supplies/bulks for trains and planes.

RETAIL CLASSIFICATION

The Industry Standard

LOCATION - DEFINITIONS

Location Code	Location Definition	
T	Town Centre	Prime city and town centre shopping streets, malls, centres and precincts in central locations.
U	Urban	Shopping areas on main arterial routes into towns and cities. Secondary shopping precincts and centres plus edge of town malls and shopping centres would fall into this location type.
N	Neighbourhood/Estate	Shopping areas located away from main arterial routes, including side streets, local shopping parades and precincts.
R	Rural	Country areas, villages, hamlets etc. with limited population.
O	Other	All other locations not catered for within the above broad definitions.