

# TOWN CENTRE USES & FUTURE DIRECTIONS STUDY:



APPENDIX A

for:

SURREY HEATH BOROUGH COUNCIL

August 2021

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Signed:
Steren Dani
For and on behalf of Lambert Smith Hampton

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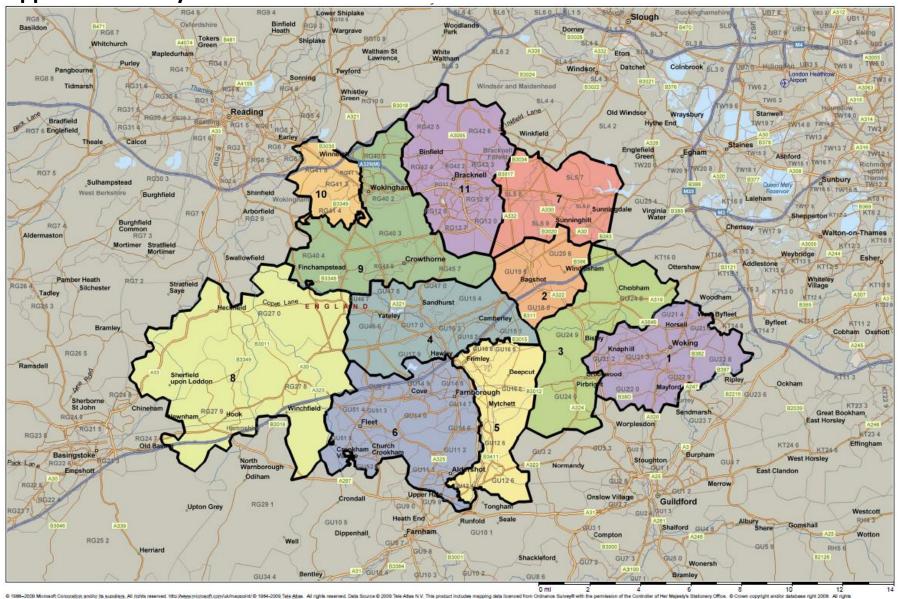
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## **APPENDIX A1**

### **Appendix 1: Study Area and Zones**





### **APPENDIX A2**

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2019 - 2040)

	2019	2024	2029	2034	2036	2038
Zone 1	88,294	90,767	92,721	94,749	95,597	96,473
Zone 2	18,177	18,545	18,941	19,240	19,342	19,462
Zone 3	18,768	19,228	19,725	20,233	20,396	20,601
Zone 4	84,436	86,757	88,606	90,371	91,097	91,870
Zone 5	58,083	59,552	60,943	62,246	62,769	63,304
Zone 6	125,317	127,629	129,638	131,781	132,673	133,525
Zone 7	26,287	27,168	27,858	28,651	28,941	29,251
Zone 8	23,537	24,167	24,702	25,198	25,381	25,604
Zone 9	45,153	46,586	47,762	48,702	49,033	49,436
Zone 10	31,209	32,368	33,252	34,064	34,409	34,776
Zone 11	86,340	90,431	93,391	95,985	97,011	98,182
STUDY AREA:	605,601	623,198	637,539	651,220	656,649	662,484
SURREY HEATH BOROUGH:	92,312	94,341	96,189	98,098	98,850	98,851

Growth: 20	Growth: 2019 to 2029		Growth: 20	019 to 2038
%	No.		%	No.
5.0%	4,427		8.6%	8,179
4.2%	764		6.7%	1,285
5.1%	957		9.1%	1,833
4.9%	4,170		8.2%	7,434
4.9%	2,860		8.4%	5,221
3.4%	4,321		6.2%	8,208
6.0%	1,571		10.3%	2,964
4.9%	1,165		8.2%	2,067
5.8%	2,609		8.8%	4,283
6.5%	2,043		10.5%	3,567
8.2%	7,051		12.3%	11,842
5.3%	31,938		8.7%	56,883
4.2%	3,877		6.7%	6,539

110,439	111,332
234,775	237,250
215,838	217,429
95,597	96,473
656,649	662,484
	95,597

Growth: 2019 to 2029		Growth: 20	19 to 2038
%	No.	%	No.
4.8%	4,934	8.0%	8,719
6.8%	14,439	10.6%	24,724
4.0%	8,138	7.1%	15,261
5.0%	4,427	8.6%	8,179
5.3%	31,938	8.7%	56,883

Notes: Population projections (2019 to 2036) for Zones 1-11 are derived from Experian and based on ONS 2014-based Sub-National Population Projections

TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2019	2019	2024	2029	2034	2036	2038
	Including SFT		Exclud	ing Special Fo	rms of Tradir	ng (SFT)	
Experian-based SFT Market Shares (%):		4.2%	6.0%	6.7%	7.2%	7.2%	7.3%
Zone 1	£2,327	£2,230	£2,229	£2,217	£2,218	£2,220	£2,222
Zone 2	£2,493	£2,388	£2,387	£2,374	£2,376	£2,378	£2,380
Zone 3	£2,503	£2,398	£2,397	£2,384	£2,386	£2,388	£2,390
Zone 4	£2,385	£2,285	£2,284	£2,272	£2,273	£2,275	£2,277
Zone 5	£2,235	£2,141	£2,141	£2,129	£2,131	£2,133	£2,135
Zone 6	£2,206	£2,113	£2,112	£2,101	£2,102	£2,104	£2,106
Zone 7	£2,715	£2,601	£2,600	£2,586	£2,588	£2,590	£2,593
Zone 8	£2,589	£2,480	£2,480	£2,466	£2,468	£2,470	£2,472
Zone 9	£2,483	£2,379	£2,378	£2,365	£2,367	£2,369	£2,371
Zone 10	£2,386	£2,286	£2,285	£2,273	£2,274	£2,276	£2,278
Zone 11	£2,384	£2,284	£2,283	£2,270	£2,272	£2,274	£2,276
Study Area Average:	£2,428	£2,326	£2,325	£2,312	£2,314	£2,316	£2,318

olivere: Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 18 (RPBN19 - October 2020) published by Experian Business Strategies.

Notes: At the Base Year (2019) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT-including mail order and Internet shopping). Forecast growth in SFT is informed by the year-on-year national growth forecasts

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million)

	2019	2019	2024	2029	2034	2036	2038
	Including SFT		Excludi	ing Special Fo	rms of Tradin	ng (SFT)	
Zone 1	£205.5	£196.9	£202.3	£205.5	£210.2	£212.2	£214.4
Zone 2	£45.3	£43.4	£44.3	£45.0	£45.7	£46.0	£46.3
Zone 3	£47.0	£45.0	£46.1	£47.0	£48.3	£48.7	£49.2
Zone 4	£201.4	£192.9	£198.2	£201.3	£205.4	£207.3	£209.2
Zone 5	£129.8	£124.4	£127.5	£129.8	£132.6	£133.9	£135.1
Zone 6	£276.4	£264.8	£269.6	£272.3	£277.0	£279.2	£281.2
Zone 7	£71.4	£68.4	£70.6	£72.0	£74.1	£75.0	£75.8
Zone 8	£60.9	£58.4	£59.9	£60.9	£62.2	£62.7	£63.3
Zone 9	£112.1	£107.4	£110.8	£113.0	£115.3	£116.2	£117.2
Zone 10	£74.5	£71.3	£74.0	£75.6	£77.5	£78.3	£79.2
Zone 11	£205.8	£197.2	£206.4	£212.0	£218.1	£220.6	£223.5
Study Area	£1,430.1	£1,370.0	£1,409.7	£1,434.4	£1,466.4	£1,480.0	£1,494.6

0 11 00	40.4 2020	ı		404 2020
Growth 20	Growth 2019 to 2029:		Growth 20	19 to 2038:
%	£m		%	£m
4.4%	£8.7		8.9%	£17.5
3.6%	£1.6		6.7%	£2.9
4.5%	£2.0		9.4%	£4.2
4.3%	£8.4		8.5%	£16.3
4.3%	£5.4		8.6%	£10.7
2.9%	£7.5		6.2%	£16.4
5.4%	£3.7		10.9%	£7.5
4.3%	£2.5		8.4%	£4.9
5.2%	£5.6		9.1%	£9.8
5.9%	£4.2		11.1%	£7.9
7.5%	£14.9		13.3%	£26.3
4.7%	£64.4		9.1%	£124.6

	2019	2019	2024	2029	2034	2036	2038
	Including SFT		Excludi	ng Special Fo	rms of Tradin	g (SFT)	
Zones 2 & 4: Core Catchment Area:	£246.7	£236.3	£242.4	£246.3	£251.2	£253.3	£255.6
Zones 7-11: North Catchment Area:	£524.7	£502.7	£521.8	£533.5	£547.2	£552.8	£559.1
Zones 3/5/6: South Catchment Area:	£453.2	£434.2	£443.2	£449.1	£457.9	£461.7	£465.6
Zone 1: Woking	£205.5	£196.9	£202.3	£205.5	£210.2	£212.2	£214.4
STUDY AREA TOTAL:	£1,430.1	£1,370.0	£1,409.7	£1,434.4	£1,466.4	£1,480.0	£1,494.6

Growth 2019 to 2029:			
%	£m		
4.2%	£9.9		
6.1%	£30.9		
3.4%	£14.9		
4.4%	£8.7		
4.7%	£64.4		

Growth 2019 to 2038:				
%	£m			
8.1%	£19.2			
11.2%	£56.4			
7.2%	£31.4			
8.9%	£17.5			
9.1%	£124.6			

TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2019	2019	2024	2029	2034	2036	2038
	Including SFT	Excluding Special Forms of Trading (SFT)					
Experian-based SFT Market Shares (%):		17.6%	24.0%	26.6%	27.9%	28.2%	28.5%
Zone 1	£4,541	£3,742	£3,703	£4,138	£4,689	£4,945	£5,214
Zone 2	£5,415	£4,462	£4,416	£4,935	£5,592	£5,896	£6,217
Zone 3	£5,604	£4,618	£4,570	£5,107	£5,788	£6,103	£6,435
Zone 4	£4,905	£4,042	£4,001	£4,470	£5,066	£5,342	£5,632
Zone 5	£4,404	£3,629	£3,592	£4,014	£4,548	£4,796	£5,057
Zone 6	£4,356	£3,589	£3,552	£3,970	£4,499	£4,743	£5,002
Zone 7	£5,773	£4,757	£4,708	£5,261	£5,962	£6,286	£6,628
Zone 8	£5,625	£4,635	£4,588	£5,127	£5,810	£6,126	£6,459
Zone 9	£5,230	£4,309	£4,265	£4,766	£5,401	£5,695	£6,005
Zone 10	£5,002	£4,121	£4,079	£4,558	£5,166	£5,447	£5,743
Zone 11	£4,649	£3,831	£3,792	£4,237	£4,802	£5,063	£5,339
Study Area Average:	£5,046	£4,158	£4,115	£4,598	£5,211	£5,495	£5,794

Source: Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 18 (RPBN19 - October 2020) published by Experian Business Strategies.

Notes: At the Base Year (2019) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT-including mail order and Internet shopping). Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in RPBN18.

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£million)

	2019	2019	2024	2029	2034	2036	2038
	Including SFT		Exclud	ing Special Fo	rms of Tradin	g (SFT)	
Zone 1	£400.9	£330.4	£336.1	£383.7	£444.3	£472.7	£503.0
Zone 2	£98.4	£81.1	£81.9	£93.5	£107.6	£114.1	£121.0
Zone 3	£105.2	£86.7	£87.9	£100.7	£117.1	£124.5	£132.6
Zone 4	£414.2	£341.3	£347.1	£396.1	£457.8	£486.6	£517.4
Zone 5	£255.8	£210.8	£213.9	£244.6	£283.1	£301.0	£320.1
Zone 6	£545.9	£449.8	£453.4	£514.6	£592.8	£629.3	£667.8
Zone 7	£151.7	£125.0	£127.9	£146.6	£170.8	£181.9	£193.9
Zone 8	£132.4	£109.1	£110.9	£126.6	£146.4	£155.5	£165.4
Zone 9	£236.1	£194.6	£198.7	£227.6	£263.1	£279.3	£296.9
Zone 10	£156.1	£128.6	£132.0	£151.6	£176.0	£187.4	£199.7
Zone 11	£401.4	£330.8	£342.9	£395.7	£460.9	£491.2	£524.2
Study Area	£2,898.2	£2,388.1	£2,432.7	£2,781.4	£3,219.9	£3,423.4	£3,642.0

	2019	2019	2024	2029	2034	2036	2038
	Including SFT		Exclud	ing Special Fo	rms of Tradin	g (SFT)	
Zones 2 & 4: Core Catchment Area:	£512.6	£422.4	£429.0	£489.6	£565.4	£600.7	£638.4
Zones 7-11: North Catchment Area:	£1,077.8	£888.1	£912.4	£1,048.1	£1,217.1	£1,295.3	£1,380.0
Zones 3/5/6: South Catchment Area:	£906.8	£747.2	£755.2	£860.0	£993.0	£1,054.8	£1,120.5
Zone 1: Woking	£400.9	£330.4	£336.1	£383.7	£444.3	£472.7	£503.0
STUDY AREA TOTAL:	£2,898.2	£2,388.1	£2,432.7	£2,781.4	£3,219.9	£3,423.4	£3,642.0

Growth 20	19 to 2029:	Growth 20	19 to 2038:
%	£m	%	£m
16.1%	£53.3	52.3%	£172.6
15.2%	£12.4	49.2%	£39.9
16.2%	£14.1	53.0%	£45.9
16.1%	£54.8	51.6%	£176.2
16.0%	£33.8	51.9%	£109.3
14.4%	£64.8	48.5%	£218.0
17.2%	£21.5	55.1%	£68.8
16.1%	£17.5	51.6%	£56.3
17.0%	£33.1	52.6%	£102.3
17.8%	£22.9	55.3%	£71.1
19.6%	£64.9	58.5%	£193.4
16.5%	£393.2	52.5%	£1,253.9

Growth 2019 to 2029:						
%	No.					
15.9%	£67.2					
18.0%	£160.0					
15.1%	£112.7					
16.1%	£53.3					
16.5%	£393.2					

Growth 20	19 to 2038:
%	No.
51.2%	£216.1
55.4%	£491.9
50.0%	£373.3
52.3%	£172.6
52.5%	£1.253.9



### **APPENDIX A3**

#### TABLE 1: ALL CONVENIENCE GOODS - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

												TOTAL STUDY
ZONES:		2	3	4				8	9	10	11	AREA
CAMBERLEY TOWN CENTRE:												
Sainsbury's, Cambridge Walk, Camberley	0.0%	3.5%	0.0%	3.5%	0.6%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.8%
Lidl, Charles Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%
Local shops	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	3.5%	0.7%	3.5%	0.6%	0.0%	0.2%	0.4%	1.9%	0.0%	0.0%	0.9%
BAGSHOT DISTRICT CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Square	0.0%	4.6%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
M&S BP, London Road	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Other shops	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	5.1%	0.2%	0.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.24%
FRIMLEY DISTRICT CENTRE (including Waitrose)	0.0%	0.3%	0.0%	2.6%	4.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.80%
Chobham (Incl. Co-op and Tesco Express)	0.0%	0.0%	7.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Frimley Green	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater (Incl. Co-op and M&S BP)	0.0%	17.9%	2.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Mytchett	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Neighbourhood Centres / Villages	0.0%	0.6%	1.8%	4.7%	4.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.1%
OUT OF CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, The Meadows	0.0%	0.4%	1.4%	2.1%	0.8%	0.0%	1.6%	1.5%	2.0%	0.0%	0.1%	0.7%
Sainsbury's, Blackwater Valley Road	0.0%	0.9%	3.5%	12.4%	5.3%	5.4%	0.6%	1.1%	0.0%	0.0%	0.0%	3.5%
Tesco Extra, The Meadows	0.1%	8.5%	0.1%	22.4%	3.5%	4.1%	0.5%	3.7%	10.5%	0.0%	2.0%	5.8%
Waitrose, London Road	0.0%	16.8%	2.5%	2.3%	0.1%	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	1.0%
SUB-TOTAL:	0.1%	26.6%	7.6%	39.2%	9.7%	9.5%	3.1%	6.4%	12.5%	0.0%	2.0%	11.0%
BOROUGH AREA - MARKET SHARE:	0.1%	54.6%	20.2%	51.1%	19.9%	9.7%	4.0%	6.8%	14.7%	0.0%	2.0%	15.2%
Aldershot Town Centre	0.0%	0.0%	0.0%	0.0%	10.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Aldershot - out of centre stores	0.0%	0.0%	0.0%	0.0%	30.1%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
Blackwater (incl Lidl & Tesco Express)	0.1%	6.9%	2.3%	9.3%	1.9%	5.7%	0.4%	1.1%	2.2%	0.0%	1.3%	3.3%
Bracknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)	0.0%	1.1%	0.7%	0.5%	0.0%	0.0%	13.4%	0.0%	6.1%	0.3%	21.3%	4.4%
Bracknell Out of Centre (Sainsbury's at Ringmead & Brookswood)	13.4%	15.4%	38.7%	0.0%	0.9%	2.2%	4.8%	0.0%	6.1%	0.0%	18.2%	7.5%
Elvetham Heath (Morrisons)	0.0%	0.0%	0.0%	0.1%	0.0%	4.9%	0.0%	18.0%	0.0%	0.0%	0.0%	1.7%
Farnborough Town Centre (incl. Iceland and Sainsbury's)	0.0%	0.0%	0.0%	0.1%	0.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Farnborough Out of Centre (Asda, Costco, and Morrisons)	0.0%	0.8%	0.5%	2.2%	4.2%	28.1%	0.6%	0.9%	1.0%	0.0%	0.0%	6.3%
Hook Town Centre (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.3%	0.0%	0.0%	0.3%	1.4%
Martins Heron (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	12.0%	2.4%
Sandhurst (incl. Waitrose and Tesco Express)	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.2%	2.2%
Sunningdale (incl. Waitrose)	0.0%	10.3%	2.2%	0.0%	2.8%	0.4%	28.4%	0.0%	0.0%	0.0%	0.0%	2.1%
Woking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)	42.0%	0.5%	14.5%	0.0%	0.2%	0.0%	0.0%	0.0%	5.2%	0.8%	0.0%	7.0%
Wokingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.3%	15.1%	59.3%	1.9%	4.7%
Yateley (Co-op, Sainsbury's Local, Tesco Express)	0.0%	0.0%	0.0%	11.0%	0.0%	0.2%	0.0%	5.3%	1.4%	0.0%	0.0%	1.9%
Other	35.7%	5.0%	17.1%	4.2%	24.5%	24.5%	31.9%	31.7%	35.5%	31.7%	38.6%	26.3%
ALL STORES/CENTRES OUTSIDE BOROUGH:	91.2%	39.9%	76.0%	42.9%	75.7%	81.0%	93.8%	89.6%	74.1%	92.2%	93.9%	78.1%
SFT / INTERNET	8.7%	5.5%	3.8%	6.0%	4.3%	9.4%	2.2%	3.6%	11.2%	7.8%	4.0%	6.7%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ORE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
2/4	3/5/6	7-11	
3.5%	0.2%	0.4%	0.0%
0.0%	0.0%	0.1%	0.0%
0.0%	0.1%	0.0%	0.0%
3.5%	0.3%	0.5%	0.0%
0.0%	0.0%	0.0%	0.0%
0.8%	0.0%	0.0%	0.0%
0.2%	0.0%	0.1%	0.0%
0.1%	0.0%	0.0%	0.0%
1.14%	0.0%	0.1%	0.0%
2.16%	1.4%	0.0%	0.0%
0.0%	0.8%	0.0%	0.0%
0.0%	0.1%	0.0%	0.0%
4.1%	0.3%	0.0%	0.0%
0.0%	0.1%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.1%	0.0%	0.0%	0.0%
3.9%	1.4%	0.1%	0.0%
0.0%	0.0%	0.0%	0.0%
1.8%	0.4%	0.8%	0.0%
10.3%	5.2%	0.2%	0.0%
19.8%	3.5%	3.5%	0.1%
5.0%	0.3%	0.1%	0.0%
36.9%	9.4%	4.6%	0.1%
51.8%	13.7%	5.3%	0.1%
0.0%	4.1%	0.0%	0.0%
0.0%	13.0%	0.0%	0.0%
8.8%	4.3%	1.2%	0.1%
0.6% 2.8%	0.1% 5.6%	11.5% 9.1%	13.4%
0.1%	3.0%	9.1%	0.0%
0.1%	3.0%	0.0%	0.0%
1.9%	3.8% 18.4%	0.4%	0.0%
0.0%	0.0%	3.9%	0.0%
0.0%	0.0%	6.6%	0.0%
12.0%	0.0%	0.4%	0.0%
1.9%	1.2%	3.9%	0.0%
0.1%	1.6%	1.2%	42.0%
0.1%	0.0%	12.4%	0.0%
9.0%	0.1%	0.9%	0.0%
4.3%	23.7%	35.3%	35.7%
42.4%	78.9%	88.9%	91.2%
5.9%	7.4%	5.8%	8.7%
100.0%	100.0%	100.0%	100.0%

TABLE 2: MAIN FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

									•	40		Total Study Area
		2	3	4	5	6	7	8	9	10	11	
CAMBERLEY TOWN CENTRE:												
Sainsbury's, Cambridge Walk, Camberley	0.0%	4.8%	0.0%	5.5%	1.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	1.3%
Lidl, Charles Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	4.8%	1.2%	5.5%	1.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	1.3%
BAGSHOT DISTRICT CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Square	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S BP, London Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
FRIMLEY DISTRICT CENTRE (including Waitrose)	0.0%	0.6%	0.0%	3.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Chobham (Incl. Co-op and Tesco Express)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater (Incl. Co-op and M&S BP)	0.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Mytchett	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Neighbourhood Centres / Villages	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
OUT OF CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, The Meadows	0.0%	0.0%	0.7%	1.6%	0.6%	0.0%	1.2%	0.6%	2.0%	0.0%	0.0%	0.5%
Sainsbury's, Blackwater Valley Road	0.0%	0.6%	5.9%	18.7%	5.8%	7.7%	1.1%	1.1%	0.0%	0.0%	0.0%	5.1%
Tesco Extra, The Meadows	0.0%	11.8%	0.0%	29.4%	4.2%	5.7%	0.0%	5.8%	15.2%	0.0%	3.1%	7.9%
Waitrose, London Road	0.0%	15.1%	2.6%	1.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.8%
SUB-TOTAL:	0.0%	27.5%	9.3%	51.2%	10.6%	13.5%	2.8%	7.5%	17.2%	0.0%	3.1%	14.4%
BOROUGH AREA - MARKET SHARE:	0.0%	42.8%	10.5%	60.2%	15.5%	13.5%	2.8%	7.5%	20.4%	0.0%	3.1%	16.9%
Aldershot Town Centre	0.0%	0.0%	0.0%	0.0%	10.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Aldershot - out of centre stores  Blackwater (incl Lidl & Tesco Express)	0.0%	0.0% 7.8%	0.0%	0.0% 9.2%	36.6% 1.7%	8.3% 7.1%	0.0%	0.0% 1.6%	0.0% 2.3%	0.0%	0.0%	5.4% 3.5%
Bracknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)	0.0%	0.6%	1.2%	0.0%	0.0%	0.0%	16.3%	0.0%	6.3%	0.0%	17.3%	3.6%
Bracknell Out of Centre (Sainsbury's Ringmead, Sainsbury's Brookswood	19.2%	21.5%	53.7%	0.0%	1.2%	3.6%	5.5%	0.0%	8.1%	0.0%	18.8%	9.5%
Elvetham Heath (Morrisons)	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	23.1%	0.0%	0.0%	0.0%	1.9%
Farnborough Town Centre (incl. Iceland and Sainsbury's)	0.0%	0.0%	0.0%	0.0%	0.6%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Farnborough Out of Centre (Asda, Costco, and Morrisons)	0.0%	1.2%	0.0%	2.9%	5.5%	32.2%	1.1%	1.0%	0.0%	0.0%	0.0%	7.7%
Hook Town Centre (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.2%	0.0%	0.0%	0.6%	1.3%
Martins Heron (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.3%	0.0%	0.0%	0.0%	13.0%	2.6%
Sandhurst (incl. Waitrose and Tesco Express)	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.5%
Sunningdale (incl. Waitrose)	0.0%	14.5%	2.6%	0.0%	4.3%	0.0%	30.5%	0.0%	0.0%	0.0%	0.0%	2.2%
Woking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)	47.2%	0.6%	14.8%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.0%	8.1%
Wokingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	18.3%	58.6%	0.0%	4.3%
Yateley (Co-op, Sainsbury's Local, Tesco Express)	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	5.4%	2.3%	0.0%	0.0%	1.4%
Other	21.4%	2.8%	10.7%	1.1%	18.5%	10.7%	22.2%	22.0%	18.4%	29.3%	41.4%	18.1%
ALL STORES/CENTRES OUTSIDE BOROUGH:	87.8%	48.9%	83.9%	30.2%	78.4%	72.8%	94.5%	86.8%	65.2%	87.8%	91.0%	73.2%
SFT / INTERNET	12.2%	8.3%	5.6%	9.6%	6.0%	13.8%	2.7%	5.8%	14.5%	12.2%	5.9%	9.9%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CCA	SCA	NCA	WOKING
2/4	3/5/6	7-11	
5.4%	0.3%	0.7%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.1%	0.0%	0.0%
5.4%	0.4%	0.7%	0.0%
0.0%	0.0%	0.0%	0.0%
0.1%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.1%	0.0%	0.0%	0.0%
2.9%	0.8%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
1.7%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.3%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
1.3%	0.0%	0.7%	0.0%
15.4%	7.0%	0.7%	0.0%
26.2%	4.7%	5.1%	0.0%
4.0%	0.3%	0.1%	0.0%
46.9%	12.2%	6.1%	0.0%
57.0%	13.7%	6.8%	0.0%
0.0%	3.5%	0.0%	0.0%
0.0%	15.5%	0.0%	0.0%
9.0%	4.9%	0.7%	0.0%
0.1%	0.1%	10.3%	0.0%
3.9%	8.1%	9.9%	19.2%
0.0%	3.3%	2.7%	0.0%
0.0%	2.9%	0.0%	0.0%
2.6%	21.2%	0.3%	0.0%
0.0%	0.0%	4.1%	0.0%
0.0%	0.0%	7.6%	0.0%
7.8%	0.0%	0.2%	0.0%
2.7%	1.5%	4.2%	0.0%
0.1%	1.5%	1.8%	47.2%
0.0%	0.0%	12.3%	0.0%
6.0%	0.0%	1.1%	0.0%
1.4%	12.9%	29.9%	21.4%
33.6%	75.5%	85.0%	87.8%
9.4%	10.7%	8.2%	12.2%
100.0%	100.0%	100.0%	100.0%

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

												Total Study Area
		2	3	4			7	8	9	10	11	7.1.00
CAMBERLEY TOWN CENTRE:												
Sainsbury's, Cambridge Walk, Camberley	0.0%	1.5%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Lidl, Charles Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.2%
Local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	1.5%	0.0%	2.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.5%
BAGSHOT DISTRICT CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Square	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
M&S BP, London Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
FRIMLEY DISTRICT CENTRE (including Waitrose)	0.0%	0.0%	0.0%	2.5%	3.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Chobham (Incl. Co-op and Tesco Express)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater (Incl. Co-op and M&S BP)	0.0%	18.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Mytchett	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
West End	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Neighbourhood Centres / Villages	0.0%	4.6%	0.0%	1.3%	2.5%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.8%
OUT OF CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, The Meadows	0.0%	2.5%	6.2%	2.9%	1.8%	0.0%	6.1%	7.6%	0.0%	0.0%	1.0%	1.5%
Sainsbury's, Blackwater Valley Road	0.0%	3.9%	0.0%	6.3%	10.1%	7.8%	0.0%	3.9%	0.0%	0.0%	0.0%	3.9%
Tesco Extra, The Meadows	0.8%	4.9%	1.1%	23.5%	3.3%	6.3%	3.1%	2.2%	9.0%	0.0%	1.0%	6.6%
Waitrose, London Road	0.0%	27.0%	5.3%	3.8%	0.9%	0.0%	0.8%	1.3%	0.0%	0.0%	0.0%	1.7%
SUB-TOTAL:	0.8%	38.4%	12.7%	36.5%	16.0%	14.1%	10.1%	15.0%	9.0%	0.0%	1.9%	13.7%
BOROUGH AREA - MARKET SHARE:	0.8%	68.4%	13.8%	42.3%	22.9%	14.8%	10.1%	18.9%	12.2%	0.0%	1.9%	16.7%
Aldershot Town Centre	0.0%	0.0%	0.0%	0.0%	14.9%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Aldershot - out of centre stores	0.0%	0.0%	0.0%	0.0%	19.8%	15.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%
Blackwater (incl Lidl & Tesco Express)	1.4%	11.1%	14.8%	17.8%	4.2%	4.0%	0.8%	1.3%	2.8%	0.0%	0.0%	5.3%
Bracknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)	0.0%	1.7%	0.0%	5.3%	0.0%	0.0%	14.8%	0.0%	4.7%	0.0%	29.5%	5.4%
Bracknell Out of Centre (Sainsbury's Ringmead, Sainsbury's Brookswood	11.7%	10.7%	28.5%	0.0%	1.6%	0.0%	7.8%	0.0%	5.6%	0.0%	19.7%	6.0%
Elvetham Heath (Morrisons)	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	21.7%	0.0%	0.0%	0.0%	1.0%
Farnborough Town Centre (incl. Iceland and Sainsbury's)	0.0%	0.0%	0.0%	0.7%	1.8%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%
Farnborough Out of Centre (Asda, Costco, and Morrisons)	0.0%	0.9%	3.4%	2.0%	2.7%	22.5%	0.0%	1.4%	10.0%	0.0%	0.0%	6.4%
Hook Town Centre (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.8%	0.0%	0.0%	0.0%	0.7%
Martins Heron (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	9.1%	1.6%
Sandhurst (incl. Waitrose and Tesco Express)	0.0%	0.0%	0.0%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Sunningdale (incl. Waitrose)	0.0%	1.7%	4.2%	0.0%	0.0%	3.6%	28.7%	0.0%	0.0%	0.0%	0.0%	2.2%
Woking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)	47.5%	1.7%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	8.1%	0.0%	8.1%
Wokingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.7%	73.2%	3.6%	6.5%
Yateley (Co-op, Sainsbury's Local, Tesco Express)	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	1.4%
Other	29.0%	3.9%	8.7%	2.0%	24.8%	9.4%	20.1%	34.7%	28.5%	17.2%	31.0%	18.3%
ALL STORES/CENTRES OUTSIDE BOROUGH:	89.7%	31.6%	81.7%	55.7%	69.7%	75.4%	83.9%	79.6%	77.8%	98.5%	92.9%	76.9%
SFT / INTERNET	9.5%	0.0%	4.5%	2.0%	7.4%	9.8%	6.0%	1.5%	10.0%	1.5%	5.2%	6.4%

CCA	SCA	NCA	WOKING		
2/4	3/5/6	7-11	1		
1.9%	0.0%	0.0%	0.0%		
0.0%	0.0%	0.5%	0.0%		
0.0%	0.0%	0.0%	0.0%		
1.9%	0.0%	0.5%	0.0%		
0.0%	0.0%	0.0%	0.0%		
1.0%	0.0%	0.0%	0.0%		
0.0%	0.0%	0.0%	0.0%		
0.0%	0.0%	0.0%	0.0%		
1.0%	0.0%	0.0%	0.0%		
2.1%	1.4%	0.0%	0.0%		
0.0%	0.0%	0.0%	0.0%		
0.0%	0.0%	0.0%	0.0%		
3.4%	0.0%	0.0%	0.0%		
0.0%	0.3%	0.0%	0.0%		
0.0%	0.1%	0.0%	0.0%		
0.0%	0.0%	0.0%	0.0%		
1.9%	0.7%	0.7%	0.0%		
0.0%	0.0%	0.0%	0.0%		
2.8%	1.1%	2.1%	0.0%		
5.8%	7.7%	0.5%	0.0%		
20.1%	4.9%	3.0%	0.8%		
8.1%	0.8%	0.3%	0.0%		
36.8%	14.5%	5.8%	0.8%		
47.1%	17.0%	6.9%	0.8%		
0.0%	5.5%	0.0%	0.0%		
0.0%	14.9%	0.0%	0.0%		
16.6%	5.2%	0.9%	1.4%		
4.6%	0.0%	14.6%	0.0%		
2.0%	3.4%	10.0%	11.7%		
0.6%	0.0%	2.5%	0.0%		
0.6%	12.0%	0.0%	0.0%		
1.8%	14.8%	2.3%	0.0%		
0.0%	0.0%	2.0%	0.0%		
0.0%	0.0%	5.2%	0.0%		
15.7%	0.0%	0.0%	0.0%		
0.3%	2.6%	3.9%	0.0%		
0.3%	2.3%	1.5%	47.5%		
0.0%	0.0%	17.1%	0.0%		
6.5%	0.0%	0.4%	0.0%		
2.3%	13.8%	27.5%	29.0%		
51.3%	74.4%	87.7%	89.7%		
1.6%	8.6%	5.4%	9.5%		

#### TABLE 4:TOP UP FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	10	11	Total Stud
CAMBERLEY TOWN CENTRE:	0.00/	4.40/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/
Sainsbury's, Cambridge Walk, Camberley Lidl, Charles Street	0.0%	1.4% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%
BAGSHOT DISTRICT CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Square	0.0%	12.6%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
M&S BP, London Road	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other shops	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	14.2%	0.9%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
FRIMLEY DISTRICT CENTRE (including Waitrose)	0.0%	0.0%	0.0%	1.2%	7.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Chobham (Incl. Co-op and Tesco Express)	0.0%	0.0%	19.3%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Frimley Green	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lightwater (Incl. Co-op and M&S BP)	0.0%	29.6%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Mytchett	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other Neighbourhood Centres / Villages	0.0%	0.0%	8.8%	13.6%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
OUT OF CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, The Meadows	0.0%	0.8%	1.9%	0.7%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.3%
Sainsbury's, Blackwater Valley Road	0.0%	0.0%	0.0%	2.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Tesco Extra, The Meadows	0.0%	1.5%	0.0%	4.5%	0.0%	0.0%	0.8%	0.0%	2.5%	0.0%	0.0%	1.0%
Waitrose, London Road	0.0%	20.5%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
SUB-TOTAL:	0.0%	22.9%	1.9%	12.4%	1.0%	0.0%	0.8%	2.1%	2.5%	0.0%	0.0%	3.0%
BOROUGH AREA - MARKET SHARE:	0.0%	70.2%	33.7%	28.5%	24.0%	0.6%	1.7%	2.1%	2.5%	0.0%	0.0%	9.8%
Aldershot Town Centre	0.0%	0.0%	0.0%	0.0%	7.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Aldershot - out of centre stores	0.0%	0.0%	0.0%	0.0%	21.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Blackwater (incl Lidl & Tesco Express)	0.0%	2.2%	1.9%	6.3%	1.9%	4.9%	0.0%	0.0%	2.9%	0.0%	5.6%	3.2%
Bracknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	9.1%	1.7%	37.7%	5.4%
Bracknell Out of Centre (Sainsbury's Ringmead, Sainsbury's Brookswood	2.0%	4.3%	16.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	9.0%	2.2%
Elvetham Heath (Morrisons)	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	7.7%	0.0%	0.0%	0.0%	1.4%
Farnborough Town Centre (incl. Iceland and Sainsbury's)	0.0%	0.0%	0.0%	0.0% 1.2%	1.0%	1.2% 20.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Farnborough Out of Centre (Asda, Costco, and Morrisons)	0.0%	0.0%	0.9%	0.0%	0.0%		0.0%		0.0%		0.0%	5.1% 1.8%
Hook Town Centre (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	50.2% 0.0%	0.0%	0.0%	13.4%	2.0%
Martins Heron (Tesco Extra) Sandhurst (incl. Waitrose and Tesco Express)	0.0%	0.0%	0.0%	28.1%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	4.3%
Sunningdale (incl. Waitrose)	0.0%	7.2%	0.0%	0.0%	1.0%	0.0%	30.4%	0.0%	0.0%	0.0%	0.0%	1.5%
Woking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)	30.4%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%
Woking Out of Centre (Incl. Asda x 2, Morrisons, and Sainsburys)  Wokingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	49.1%	5.6%	3.6%
Yateley (Co-op, Sainsbury's Local, Tesco Express)	0.0%	0.0%	0.0%	22.9%	0.0%	0.6%	0.0%	4.4%	0.0%	0.0%	0.0%	3.7%
Other	65.6%	13.1%	40.7%	13.0%	42.0%	62.1%	56.6%	34.9%	66.8%	47.5%	28.6%	46.0%
ALL STORES/CENTRES OUTSIDE BOROUGH:	98.0%	27.5%	66.3%	71.5%	76.0%	98.8%	98.3%	97.9%	89.8%	98.3%	100.0%	89.0%
SFT / INTERNET	2.0%	2.3%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	7.7%	1.7%	0.0%	1.2%
,	100.0%	100.0%	0.070	0.070	0.070	0.070	0.070	0.070	,.	1.,,0	0.070	1.270

CCA	SCA	NCA	WOKING
2/4	3/5/6	7-11	
0.3%	0.0%	0.0%	0.0%
0.0%	0.0%	0.1%	0.0%
0.0%	0.0%	0.0%	0.0%
0.3%	0.0%	0.1%	0.0%
0.0%	0.0%	0.0%	0.0%
2.3%	0.1%	0.0%	0.0%
1.0%	0.0%	0.0%	0.0%
0.3%	0.0%	0.0%	0.0%
3.6%	0.1%	0.0%	0.0%
1.0%	2.5%	0.0%	0.0%
0.0%	2.5%	0.0%	0.0%
0.0%	0.5%	0.0%	0.0%
5.4%	0.3%	0.0%	0.0%
0.0%	0.3%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.4%	0.0%	0.0%	0.0%
11.1%	4.1%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.7%	0.2%	0.2%	0.0%
1.7%	0.3%	0.0%	0.0%
4.0%	0.0%	0.7%	0.0%
8.0%	0.0%	0.0%	0.0%
14.3%	0.5%	0.9%	0.0%
36.1%	10.7%	1.0%	0.0%
0.0%	3.1%	0.0%	0.0%
0.0%	7.6%	0.0%	0.0%
5.5%	3.7%	2.8%	0.0%
0.1%	0.0%	17.2%	0.0%
0.8%	1.7%	3.8%	2.0%
0.0%	3.0%	0.9%	0.0%
0.0%	1.0%	0.0%	0.0%
1.0%	13.3%	0.1%	0.0%
0.0%	0.0%	5.8%	0.0%
0.0%	0.0%	6.6%	0.0%
23.0%	0.0%	0.3%	0.0%
1.3%	0.3%	4.1%	0.0%
0.0%	0.6%	0.0%	30.4%
0.0%	0.0%	10.9%	0.0%
18.7%	0.4%	0.5%	0.0%
13.0%	54.1%	44.0%	65.6%
63.4%	88.9%	97.1%	98.0%
0.4%	0.4%	1.9%	2.0%
100.0%	100.0%	100.0%	100.0%

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

		2	3	4				8	9	10	11	Total Study Area
CAMBERLEY TOWN CENTRE:												
Sainsbury's, Cambridge Walk, Camberley	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lidl, Charles Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
BAGSHOT DISTRICT CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Square	0.0%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
M&S BP, London Road	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.3%
Other shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	13.9%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.6%
FRIMLEY DISTRICT CENTRE (including Waitrose)	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Chobham (Incl. Co-op and Tesco Express)	0.0%	0.0%	33.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Frimley Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater (Incl. Co-op and M&S BP)	0.0%	45.9%	20.2%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%
Mytchett	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Neighbourhood Centres / Villages	0.0%	1.9%	0.0%	18.0%	12.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
OUT OF CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, The Meadows	0.0%	0.0%	0.0%	6.6%	2.4%	0.0%	2.4%	0.0%	7.5%	0.0%	0.0%	1.7%
Sainsbury's, Blackwater Valley Road	0.0%	1.9%	0.0%	1.8%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Tesco Extra, The Meadows	0.0%	5.7%	0.0%	14.8%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Waitrose, London Road	0.0%	9.4%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
SUB-TOTAL:	0.0%	17.0%	3.8%	23.2%	15.8%	0.0%	2.4%	0.0%	7.5%	0.0%	0.0%	5.7%
BOROUGH AREA - MARKET SHARE:	0.0%	80.6%	57.7%	50.8%	35.1%	0.0%	9.1%	0.0%	7.5%	0.0%	0.0%	14.8%
Aldershot Town Centre	0.0%	0.0%	0.0%	0.0%	15.4%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Aldershot - out of centre stores	0.0%	0.0%	0.0%	0.0%	19.7%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Blackwater (incl Lidl & Tesco Express)	0.0%	6.7%	0.0%	6.7%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.2%	1.7%
Bracknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	17.8%	0.0%	0.0%	0.0%	4.3%	1.2%
Bracknell Out of Centre (Sainsbury's Ringmead, Sainsbury's Brookswood	2.9%	5.6%	2.1%	0.0%	0.0%	0.0%	7.2%	0.0%	3.8%	0.0%	32.1%	5.0%
Elvetham Heath (Morrisons)	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	4.4%	0.0%	0.0%	0.0%	1.8%
Farnborough Town Centre (incl. Iceland and Sainsbury's)	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Farnborough Out of Centre (Asda, Costco, and Morrisons)	0.0%	0.0%	0.0%	0.0%	2.4%	24.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%
Hook Town Centre (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.2%
Martins Heron (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	5.9%	0.8%
Sandhurst (incl. Waitrose and Tesco Express)	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	2.1%	2.6%
Sunningdale (incl. Waitrose)	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Woking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)	28.8%	0.0%	21.3%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%
Wokingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	70.5%	3.8%	4.8%
Yateley (Co-op, Sainsbury's Local, Tesco Express)	0.0%	0.0%	0.0%	12.0%	0.0%	1.3%	0.0%	8.4%	0.0%	0.0%	0.0%	2.2%
Other	68.3%	3.3%	16.7%	7.1%	25.0%	47.4%	52.6%	81.1%	82.0%	29.5%	49.6%	44.6%
ALL STORES/CENTRES OUTSIDE BOROUGH:	100.0%	19.4%	42.3%	49.2%	64.9%	100.0%	90.9%	100.0%	92.5%	100.0%	100.0%	85.2%
SFT / INTERNET	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CCA	SCA	NCA	WOKING
2/4	3/5/6	7-11	
0.20/	0.001	0.624	2 22/
0.3%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.3%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
2.2%	0.0%	0.0%	0.0%
0.3%		0.0%	0.0%
0.5%	0.0%	0.9%	0.0%
2.6%	0.0%	0.0%	0.0%
0.0%	2.1%	0.9%	0.0%
0.0%	3.5%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
16.2%	2.1%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
15.1%	3.5%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
5.4%	0.7%	1.9%	0.0%
1.8%	1.9%	0.0%	0.0%
13.1%	1.9%	0.0%	0.0%
1.7%	0.4%	0.0%	0.0%
22.1%	4.9%	1.9%	0.0%
56.2%	16.1%	2.8%	0.0%
0.0%	8.1%	0.0%	0.0%
0.0%	7.2%	0.0%	0.0%
6.7%	0.8%	0.8%	0.0%
0.7%	0.0%	4.1%	0.0%
1.0%	0.2%	14.4%	2.9%
0.0%	4.1%	0.5%	0.0%
0.0%	6.5%	0.0%	0.0%
0.0%	15.4%	0.0%	0.0%
0.0%	0.0%	0.7%	0.0%
0.0%	0.0%	2.7%	0.0%
11.3%	0.0%	2.3%	0.0%
0.0%	0.2%	1.5%	0.0%
0.0%	2.9%	0.0%	28.8%
7.8%	0.0%	11.5%	0.0%
9.8%	0.8%	1.0%	0.0%
6.4%	37.8%	57.7%	68.3%
43.8%	83.9%	97.2%	100.0%
0.0%	0.0%	0.0%	0.0%



### **APPENDIX A4**

Town Centre Uses Future Directions Study 2020

TABLE 1: ALL COMPARISON GOODS - 2019 MARKET SHARE ANALYSIS (%)

	ZONES									•			TOTAL STUDY AREA
	ZONES		2	3	4	5	6		8	9	10	11	
CAMBERLEY TOWN CENTRE:		0.6%	18.3%	5.2%	19.1%	8.8%	5.9%	0.9%	1.0%	1.6%	0.2%	0.4%	5.8%
DISTRICT CENTRES:													
Bagshot District Centre		0.0%	3.4%	0.5%	0.6%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Frimley District Centre		0.0%	0.3%	0.1%	0.9%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
LOCAL & NEIGHBOURHOOD CENTRES:													
Chobham Local Centre		0.1%	0.0%	2.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre		0.0%	7.9%	1.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
West End		0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Windlesham Local Centre		0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
OUT OF CENTRE:													
The Meadows, Camberley:		0.4%	5.4%	2.7%	11.3%	2.2%	5.0%	2.4%	2.3%	3.7%	1.2%	0.7%	3.8%
Nelson Way / Black Valley Road		0.0%	0.1%	0.3%	1.4%	1.4%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.5%
London Road, Bagshot		0.3%	4.1%	1.7%	1.1%	0.4%	0.2%	1.6%	0.2%	0.5%	0.0%	0.6%	0.7%
Other		0.1%	0.1%	0.2%	0.0%	0.2%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.1%
OUT OF CENTRE: SUB TOTAL		0.8%	9.7%	4.9%	13.8%	4.1%	5.9%	4.7%	2.5%	4.2%	1.2%	1.3%	5.0%
BOROUGH AREA - TOTAL MARKET SHARE:		1.6%	43.4%	16.0%	34.6%	13.9%	11.9%	5.8%	3.5%	5.9%	1.3%	1.7%	11.9%
Aldershot Town Centre		0.2%	0.1%	1.1%	0.0%	10.1%	3.4%	0.0%	0.2%	0.0%	0.0%	0.0%	1.6%
Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	3.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Basingstoke Town Centre		0.0%	0.0%	0.5%	0.3%	1.2%	4.0%	0.2%	24.4%	0.0%	0.0%	0.2%	2.0%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.1%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	6.2%	0.0%	0.0%	0.0%	0.3%
Bracknell Town Centre		0.0%	2.2%	0.0%	1.0%	0.2%	0.1%	18.0%	0.0%	13.5%	9.8%	38.3%	8.0%
Bracknell Out of Centre		0.0%	0.7%	0.0%	0.2%	0.0%	0.0%	5.8%	0.0%	2.6%	1.0%	12.6%	2.4%
Farnborough Town Centre		1.4%	1.9%	2.0%	6.9%	7.7%	19.4%	0.6%	1.1%	1.3%	0.0%	0.0%	6.1%
Farnborough Out of Centre		1.1%	6.3%	2.0%	12.5%	15.1%	17.9%	0.9%	5.2%	2.0%	0.2%	0.3%	7.5%
Farnham Town Centre		0.0%	0.1%	0.2%	0.6%	1.7%	1.1%	0.0%	1.6%	0.2%	0.0%	0.0%	0.5%
Farnham Out of Centre		0.0%	0.1%	0.2%	0.0%	4.1%	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%
Guildford Town Centre		9.1%	2.5%	7.0%	2.2%	8.6%	3.3%	0.4%	0.7%	1.3%	0.3%	0.0%	3.5%
Guildford Out of Centre		3.5%	0.3%	2.6%	0.0%	1.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Reading City Centre		0.0%	2.7%	0.5%	4.6%	1.7%	2.0%	2.2%	6.0%	13.5%	26.1%	8.2%	5.3%
Reading Out of Centre		0.4%	0.4%	0.8%	0.5%	0.4%	1.0%	1.0%	2.6%	2.7%	6.1%	3.4%	1.6%
Sandhurst Town Centre		0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.5%
Woking Town Centre		38.2%	2.5%	21.6%	0.2%	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.3%	6.5%
Woking Out of Centre		6.5%	0.4%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	1.2%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	4.0%	11.6%	1.5%	1.1%
Wokingham Out of Centre		0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.5%	4.2%	0.0%	0.3%
Other		16.3%	8.7%	17.6%	7.7%	9.1%	8.9%	37.1%	22.1%	20.0%	15.4%	7.0%	13.0%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		76.8%	29.1%	61.6%	39.9%	64.5%	62.9%	66.6%	71.7%	62.1%	75.0%	72.0%	63.1%
SPECIAL FORMS OF TRADING / INTERNET:		21.6%	27.5%	22.4%	25.6%	21.6%	25.3%	27.6%	24.8%	32.0%	23.7%	26.3%	25.0%
TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
19.0%	6.6%	0.8%	0.6%
1.2%	0.1%	0.0%	0.0%
0.8%	0.3%	0.0%	0.0%
0.0%	0.3%	0.0%	0.1%
0.0%	0.0%	0.0%	0.0%
1.6%	0.2%	0.0%	0.0%
0.0%	0.2%	0.0%	0.1%
0.7%	0.0%	0.0%	0.0%
10.1%	3.9%	1.9%	0.4%
1.2%	0.8%	0.1%	0.0%
1.7%	0.4%	0.6%	0.3%
0.0%	0.1%	0.0%	0.1%
13.0%	5.3%	2.6%	0.8%
36.3%	12.9%	3.4%	1.6%
0.0%	5.0%	0.0%	0.2%
0.0%	1.1%	0.0%	0.0%
0.2%	2.8%	3.1%	0.0%
0.0%	0.2%	0.2%	0.0%
0.0%	0.1%	0.8%	0.0%
1.2%	0.1%	21.2%	0.0%
0.3%	0.0%	6.2%	0.0%
5.9%	14.1%	0.5%	1.4%
11.3%	15.2%	1.3%	1.1%
0.5%	1.2%	0.2%	0.0%
0.0%	1.7%	0.1%	0.0%
2.3%	5.2%	0.5%	9.1%
0.1%	0.8%	0.0%	3.5%
4.2%	1.7%	10.9%	0.0%
0.5%	0.8%	3.2%	0.4%
2.5%	0.0%	0.0%	0.0%
0.6%	2.5%	0.2%	38.2%
0.1%	0.7%	0.0%	6.5%
0.1%	0.0%	3.1%	0.0%
0.1%	0.0%	0.7%	0.0%
7.9%	10.0%	17.2%	16.3%
37.8%	63.2%	69.4%	76.8%
26.0%	23.9%	27.2%	21.6%

#### TABLE 2a: CLOTHING & FOOTWEAR - MAIN CHOICE - 2019 MARKET SHARE ANALYSIS (%M)

Including Internet Shopping and other Special Forms of Trading

													T
	Zone:		2	3	4		6		8	9	10	11	Total Study Area
CAMBERLEY TOWN CENTRE:		0.0%	36.0%	8.8%	35.2%	15.0%	16.9%	0.0%	1.5%	0.0%	0.0%	0.0%	11.3%
DISTRICT CENTRES:													
Bagshot District Centre		0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Frimley District Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL & NEIGHBOURHOOD CENTRES:													
Chobham Local Centre		0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE:		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Meadows, Camberley:		1.1%	12.8%	10.8%	14.2%	7.3%	4.1%	5.8%	4.1%	11.4%	2.4%	1.8%	6.0%
Nelson Way / Black Valley Road		0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%
London Road, Bagshot		0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.1%
Other		0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
OUT OF CENTRE: SUB TOTAL		1.1%	12.8%	11.6%	14.2%	9.2%	4.1%	8.3%	4.1%	11.4%	2.4%	1.8%	6.3%
BOROUGH AREA - TOTAL MARKET SHARE:		1.1%	48.8%	21.1%	50.0%	24.2%	21.0%	9.5%	5.6%	11.4%	2.4%	1.8%	17.7%
Aldershot Town Centre		0.0%	0.0%	0.0%	0.0%	0.7%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Town Centre		0.0%	0.0%	0.0%	0.6%	1.8%	7.9%	0.0%	43.3%	0.0%	0.0%	0.6%	3.7%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	4.0%	0.0%	0.0%	0.0%	0.3%
Bracknell Town Centre		0.0%	0.0%	0.0%	1.0%	0.0%	0.5%	28.8%	0.0%	31.9%	17.3%	46.1%	11.0%
Bracknell Out of Centre		0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	1.6%
Farnborough Town Centre		0.0%	0.0%	0.0%	4.8%	13.2%	9.9%	0.0%	2.9%	0.0%	0.0%	0.0%	4.1%
Farnborough Out of Centre		0.0%	1.7%	0.8%	4.3%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Farnham Town Centre		0.0%	0.6%	0.0%	0.6%	1.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Farnham Out of Centre		0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%
Guildford Town Centre		17.4%	2.4%	12.3%	1.2%	14.3%	12.3%	0.7%	0.5%	2.5%	0.0%	0.0%	7.5%
Guildford Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reading City Centre		0.0%	5.9%	0.0%	4.5%	2.4%	2.0%	2.5%	7.7%	4.7%	46.2%	7.7%	5.6%
Reading Out of Centre		0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.2%
Sandhurst Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre		53.1%	1.6%	29.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	9.2%
Woking Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.1%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.1%
Wokingham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other		8.6%	13.9%	9.3%	2.3%	8.4%	1.0%	31.4%	13.7%	13.0%	4.9%	7.3%	7.3%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		79.1%	27.2%	51.7%	19.4%	45.6%	42.5%	64.5%	72.2%	52.2%	73.2%	73.5%	53.7%
SPECIAL FORMS OF TRADING / INTERNET:		19.8%	24.0%	27.2%	30.6%	30.2%	36.5%	26.0%	22.2%	36.4%	24.3%	24.7%	28.6%
TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CCA	SCA	NCA	WOKING
2/4	3/5/6	7-11	
35.4%	15.5%	0.2%	0.0%
0.5%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.1%	0.2%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
14.0%	5.8%	4.8%	1.1%
0.0%	0.4%	0.2%	0.0%
0.0%	0.1%	0.2%	0.0%
0.0%	0.2%	0.0%	0.0%
14.0%	6.4%	5.1%	1.1%
49.8%	21.9%	5.5%	1.1%
0.0%	1.6%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.5%	5.3%	5.2%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.3%	0.5%	0.0%
0.8%	0.3%	31.1%	0.0%
0.2%	0.0%	4.3%	0.0%
3.9%	9.7%	0.3%	0.0%
3.8%	3.2%	0.0%	0.0%
0.6%	1.1%	0.0%	0.0%
0.0%	0.5%	0.2%	0.0%
1.4%	12.9%	0.7%	17.4%
0.0%	0.0%	0.0%	0.0%
4.8%	1.9%	11.9%	0.0%
0.0%	0.3%	0.2%	0.0%
0.0%	0.0%	0.0%	0.0%
0.3%	3.3%	0.2%	53.1%
0.0%	0.0%	0.2%	0.0%
0.0%	0.0%	0.4%	0.0%
0.0%	0.0%	0.0%	0.0%
4.5%	4.0%	12.3%	8.6%
20.8%	44.4%	67.5%	79.1%
29.4%	33.7%	27.1%	19.8%
100.0%	100.0%	100.0%	100.0%

#### TABLE 2b: CLOTHING & FOOTWEAR - SECOND CHOICE - 2019 MARKET SHARE ANALYSIS (%M)

Including Internet Shopping and other Special Forms of Trading

													Total Study Area
	Zone:		2	3	4		6		8	9	10	11	
CAMBERLEY TOWN CENTRE:		7.1%	21.0%	7.7%	18.8%	16.5%	19.7%	7.5%	8.2%	9.9%	1.8%	4.7%	12.3%
DISTRICT CENTRES:													
Bagshot District Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley District Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL & NEIGHBOURHOOD CENTRES:													
Chobham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE:													
The Meadows, Camberley:		1.4%	8.2%	3.9%	18.3%	5.3%	8.8%	9.3%	14.7%	8.1%	1.8%	4.3%	7.6%
Nelson Way / Black Valley Road		0.0%	0.0%	0.0%	0.8%	0.8%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
London Road, Bagshot		0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other		0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
OUT OF CENTRE: SUB TOTAL		1.4%	8.2%	3.9%	20.0%	6.9%	13.4%	9.3%	14.7%	8.1%	1.8%	4.3%	9.0%
BOROUGH AREA - TOTAL MARKET SHARE:		8.5%	29.2%	11.7%	38.8%	23.4%	33.1%	16.8%	22.8%	18.0%	3.5%	9.0%	21.3%
Aldershot Town Centre		0.0%	0.0%	0.0%	0.0%	14.4%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Basingstoke Town Centre		0.0%	0.0%	7.8%	0.8%	4.1%	19.1%	0.0%	18.9%	0.0%	0.0%	0.0%	5.4%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.1%
Bracknell Town Centre		0.8%	5.1%	0.0%	4.0%	0.0%	0.0%	30.1%	0.0%	26.9%	46.1%	42.5%	12.2%
Bracknell Out of Centre		0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%
Farnborough Town Centre		5.8%	2.1%	1.9%	0.8%	6.1%	2.9%	1.8%	0.0%	0.0%	0.0%	0.0%	2.4%
Farnborough Out of Centre		0.0%	3.0%	0.0%	0.8%	1.6%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
Farnham Town Centre		0.0%	0.0%	1.0%	0.0%	1.6%	0.7%	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%
Farnham Out of Centre		0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Guildford Town Centre		29.8%	13.5%	18.2%	12.8%	13.6%	9.7%	1.0%	8.0%	0.0%	4.8%	0.0%	11.3%
Guildford Out of Centre		0.8%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Reading City Centre		0.0%	1.9%	0.0%	21.0%	0.8%	2.9%	2.8%	6.7%	32.8%	24.7%	12.3%	9.6%
Reading Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.1%
Sandhurst Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.1%
Woking Town Centre		22.4%	12.1%	38.5%	0.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	5.2%
Woking Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	0.0%	0.5%
Wokingham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other		17.5%	7.2%	8.3%	11.3%	10.9%	10.2%	31.4%	14.5%	12.7%	6.9%	14.2%	12.9%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		77.1%	45.9%	75.6%	52.5%	67.3%	57.6%	67.2%	52.5%	73.9%	94.7%	69.8%	66.3%
SPECIAL FORMS OF TRADING / INTERNET:		14.3%	24.8%	12.7%	8.7%	9.2%	9.2%	16.0%	24.7%	8.1%	1.8%	21.2%	12.4%
TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

RE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
19.2%	17.5%	6.2%	7.1%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
16.4%	7.3%	6.6%	1.4%
0.7%	2.6%	0.0%	0.0%
0.7%	0.0%	0.0%	0.0%
0.0%	0.7%	0.0%	0.0%
17.8%	10.6%	6.6%	1.4%
37.0%	28.0%	12.8%	8.5%
0.0%	5.3%	0.0%	0.0%
0.0%	1.5%	0.0%	0.0%
0.7%	13.6%	2.2%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.3%	0.0%
4.2%	0.0%	33.0%	0.8%
0.2%	0.0%	0.3%	0.0%
1.1%	3.7%	0.3%	5.8%
1.2%	6.6%	0.0%	0.0%
0.0%	1.0%	0.1%	0.0%
0.0%	0.6%	0.0%	0.0%
12.9%	11.7%	1.8%	29.8%
0.0%	1.9%	0.0%	0.8%
17.4%	2.0%	16.6%	0.0%
0.0%	0.0%	0.2%	0.0%
0.0%	0.0%	0.3%	0.0%
2.9%	4.3%	0.3%	22.4%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	1.5%	0.0%
0.0%	0.0%	0.0%	0.0%
10.5%	10.2%	15.2%	17.5%
51.3%	62.4%	71.9%	77.1%
11.7%	9.6%	15.2%	14.3%

Town Centre Uses Future Directions Study 2020

#### TABLE 3: FURNITURE, FLOORING AND CARPETS - 2019 MARKET SHARE ANALYSIS (%M)

Including Internet Shopping and other Special Forms of Trading

													Total Study Area
	Zone:		2	3	4		6		8	9	10	11	
CAMBERLEY TOWN CENTRE:		0.9%	5.2%	14.0%	3.3%	3.4%	1.1%	0.0%	0.7%	0.0%	0.0%	0.0%	1.7%
DISTRICT CENTRES:													
Bagshot District Centre		0.0%	10.8%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Frimley District Centre		0.0%	1.0%	1.2%	0.9%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
LOCAL & NEIGHBOURHOOD CENTRES:													
Chobham Local Centre		0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE:													
The Meadows, Camberley:		0.0%	2.1%	0.0%	5.8%	0.0%	3.0%	1.2%	0.7%	1.9%	2.9%	0.0%	2.0%
Nelson Way / Black Valley Road		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London Road, Bagshot		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE: SUB TOTAL		0.0%	2.1%	0.0%	5.8%	0.0%	3.0%	1.2%	0.7%	1.9%	2.9%	0.0%	2.0%
BOROUGH AREA - TOTAL MARKET SHARE:		0.9%	19.1%	19.6%	10.0%	3.4%	4.7%	1.2%	1.5%	1.9%	2.9%	0.0%	4.4%
Aldershot Town Centre		0.0%	0.0%	9.3%	0.0%	8.1%	7.0%	0.0%	0.7%	0.0%	0.0%	0.0%	2.8%
Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.8%	0.0%	0.0%	0.0%	0.8%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.2%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.2%
Bracknell Town Centre		0.0%	8.8%	0.0%	1.8%	0.0%	0.0%	13.6%	0.0%	10.7%	20.7%	25.4%	6.3%
Bracknell Out of Centre		0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%
Farnborough Town Centre		8.4%	3.9%	2.2%	15.8%	16.3%	15.0%	2.2%	1.5%	0.0%	0.0%	0.0%	8.8%
Farnborough Out of Centre		7.7%	13.1%	3.7%	26.8%	30.2%	44.3%	3.5%	3.5%	1.8%	1.6%	0.9%	19.8%
Farnham Town Centre		0.0%	0.0%	1.3%	1.8%	1.2%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%
Farnham Out of Centre		0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Guildford Town Centre		12.1%	1.0%	15.1%	6.3%	0.0%	0.6%	0.0%	0.7%	1.8%	0.0%	0.0%	3.2%
Guildford Out of Centre		5.5%	1.0%	7.2%	0.0%	1.2%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Reading City Centre		0.0%	1.1%	0.0%	4.2%	9.1%	0.6%	4.7%	11.9%	36.0%	26.5%	18.5%	8.6%
Reading Out of Centre		1.9%	1.1%	0.0%	0.9%	1.2%	4.7%	4.7%	13.6%	13.6%	11.0%	20.9%	6.9%
Sandhurst Town Centre		0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Woking Town Centre		21.6%	3.1%	23.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.9%	3.9%
Woking Out of Centre		12.1%	1.9%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	1.7%	0.6%
Wokingham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other		11.7%	18.2%	6.2%	10.1%	12.0%	6.4%	49.6%	14.4%	16.9%	19.3%	9.6%	11.8%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		81.0%	53.2%	71.0%	75.1%	79.4%	80.6%	79.5%	76.0%	84.5%	85.2%	78.7%	78.9%
SPECIAL FORMS OF TRADING / INTERNET:		18.1%	27.7%	9.4%	14.8%	17.2%	14.6%	19.2%	22.5%	13.6%	11.9%	21.3%	16.7%
TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

RE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
3.7%	3.3%	0.1%	0.9%
2.2%	0.3%	0.0%	0.0%
0.9%	0.5%	0.0%	0.0%
0.0%	0.3%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
5.0%	1.8%	1.1%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
5.0%	1.8%	1.1%	0.0%
11.9%	6.2%	1.2%	0.9%
0.0%	7.6%	0.1%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	2.4%	0.0%
0.0%	0.0%	0.7%	0.0%
0.0%	0.0%	0.5%	0.0%
3.2%	0.0%	16.4%	0.0%
0.7%	0.0%	0.3%	0.0%
13.3%	13.8%	0.5%	8.4%
24.0%	35.4%	1.9%	7.7%
1.4%	0.5%	0.4%	0.0%
0.0%	0.2%	0.2%	0.0%
5.3%	2.2%	0.5%	12.1%
0.2%	2.4%	0.0%	5.5%
3.6%	2.9%	20.8%	0.0%
0.9%	3.2%	14.4%	1.9%
5.2%	0.0%	0.0%	0.0%
0.6%	2.9%	0.7%	21.6%
0.4%	0.2%	0.0%	12.1%
0.0%	0.0%	1.5%	0.0%
0.0%	0.0%	0.0%	0.0%
11.8%	8.0%	19.3%	11.7%
70.6%	79.1%	80.8%	81.0%
17.5%	14.7%	18.0%	18.1%

#### TABLE 4: HOUSEHOLD TEXTILES AND FURNISHINGS - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

													Total Study Area
	Zone:		2	3	4		6		8	9	10	11	
CAMBERLEY TOWN CENTRE:		0.0%	17.9%	14.0%	13.1%	2.8%	1.8%	0.0%	0.0%	0.0%	1.9%	1.0%	3.8%
DISTRICT CENTRES:													
Bagshot District Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley District Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
LOCAL & NEIGHBOURHOOD CENTRES:													
Chobham Local Centre		0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE:													
The Meadows, Camberley:		1.6%	23.2%	16.4%	17.4%	3.8%	0.6%	3.5%	3.4%	6.8%	7.2%	2.9%	5.8%
Nelson Way / Black Valley Road		0.0%	0.0%	0.0%	4.4%	3.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
London Road, Bagshot		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE: SUB TOTAL		1.6%	23.2%	16.4%	21.8%	6.8%	1.2%	3.5%	3.4%	6.8%	7.2%	2.9%	6.9%
BOROUGH AREA - TOTAL MARKET SHARE:		1.6%	41.1%	32.5%	34.8%	9.6%	3.6%	3.5%	3.4%	6.8%	9.2%	3.9%	10.8%
Aldershot Town Centre		0.0%	0.0%	0.0%	0.0%	2.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Basingstoke Town Centre		0.0%	0.0%	0.0%	0.0%	1.0%	1.2%	5.3%	38.0%	0.0%	0.0%	0.0%	2.0%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%	0.4%
Bracknell Town Centre		0.0%	7.3%	0.0%	5.2%	0.0%	0.0%	28.3%	0.0%	5.5%	1.9%	39.6%	7.4%
Bracknell Out of Centre		0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.9%	1.0%	0.3%
Farnborough Town Centre		0.9%	1.7%	1.2%	13.7%	11.4%	20.0%	0.0%	2.4%	0.0%	0.0%	0.0%	8.4%
Farnborough Out of Centre		5.7%	6.7%	3.2%	15.2%	27.9%	24.7%	1.8%	3.4%	0.0%	0.0%	0.0%	12.3%
Farnham Town Centre		0.0%	0.9%	0.0%	0.0%	1.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Farnham Out of Centre		0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Guildford Town Centre		7.5%	2.6%	4.3%	0.0%	9.2%	0.6%	0.0%	0.8%	0.0%	0.0%	0.0%	2.2%
Guildford Out of Centre		1.8%	0.0%	5.5%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Reading City Centre		0.0%	0.9%	3.5%	4.7%	1.0%	9.4%	3.8%	12.0%	37.2%	31.0%	15.5%	9.9%
Reading Out of Centre		1.8%	6.4%	1.2%	4.1%	0.0%	6.4%	2.7%	4.1%	15.2%	17.6%	17.4%	7.0%
Sandhurst Town Centre		0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Woking Town Centre		33.4%	2.4%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%
Woking Out of Centre		0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.0%	0.2%
Wokingham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other		23.0%	2.4%	11.9%	1.6%	14.3%	3.4%	34.3%	4.1%	10.4%	20.0%	2.0%	9.3%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		74.1%	32.7%	44.8%	49.8%	76.3%	73.1%	77.2%	72.3%	68.3%	74.4%	76.5%	68.4%
SPECIAL FORMS OF TRADING / INTERNET:		24.4%	26.2%	22.7%	15.4%	14.1%	23.3%	19.3%	24.3%	24.9%	16.4%	19.5%	20.8%
TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKIN
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
14.0%	3.4%	0.6%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.4%	0.0%	0.0%
0.0%	0.2%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
18.5%	3.3%	4.6%	1.6%
3.6%	1.2%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
22.0%	4.5%	4.6%	1.6%
36.0%	8.5%	5.2%	1.6%
0.0%	1.7%	0.0%	0.0%
0.0%	0.6%	0.0%	0.0%
0.0%	1.0%	5.2%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.3%	0.9%	0.0%
5.6%	0.0%	20.0%	0.0%
0.3%	0.0%	0.8%	0.0%
11.4%	15.5%	0.3%	0.9%
13.5%	23.3%	0.7%	5.7%
0.2%	3.7%	0.0%	0.0%
0.0%	1.0%	0.0%	0.0%
0.5%	3.5%	0.1%	7.5%
0.0%	1.1%	0.0%	1.8%
4.0%	6.3%	20.5%	0.0%
4.6%	4.0%	13.1%	1.8%
4.2%	0.0%	0.0%	0.0%
0.5%	1.3%	0.0%	33.4%
0.0%	0.2%	0.0%	0.0%
0.0%	0.0%	0.6%	0.0%
0.0%	0.0%	0.0%	0.0%
1.8%	7.5%	11.9%	23.0%
46.5%	70.9%	74.0%	74.1%
17.5%	20.6%	20.8%	24.4%

TABLE 5: DOMESTIC APPLIANCES - 2019 MARKET SHARE ANALYSIS (%M)

Including Internet Shopping and other Special Forms of Trading

	Zone:	2	3	4	5	6	7	8	9	10	11	Total Study Area
	zone.	-	•		,	Ů	,	•	,			
CAMBERLEY TOWN CENTRE:	0.0	% 2.1%	0.0%	2.8%	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
DISTRICT CENTRES:												
Bagshot District Centre	0.0	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley District Centre	0.0	% 2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL & NEIGHBOURHOOD CENTRES:												
Chobham Local Centre	0.0	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley Green Local Centre	0.0	% 0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%
Lightwater Local Centre	0.0	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End	0.0	% 0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre	0.0	% 6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
OUT OF CENTRE:												
The Meadows, Camberley:	0.0	% 0.0%	0.0%	1.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.2%
Nelson Way / Black Valley Road	0.0	% 0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
London Road, Bagshot	0.0	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE: SUB TOTAL	0.0	% 0.0%	0.0%	7.9%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.1%
BOROUGH AREA - TOTAL MARKET SHARE:	0.0	% 10.89	6 0.0%	10.7%	2.1%	0.7%	0.8%	0.6%	0.0%	0.0%	0.0%	2.2%
Aldershot Town Centre	5.8	% 0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Aldershot - out of centre	0.0	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Town Centre	0.0	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	0.0%	0.0%	0.5%
Basingstoke - Basing View	0.0	% 0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.3%
Basingstoke Out of Centre	0.0	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.0%	0.0%	0.0%	0.0%	0.6%
Bracknell Town Centre	0.0	% 0.7%	0.0%	0.0%	0.0%	0.0%	18.0%	0.0%	3.7%	0.0%	15.2%	3.2%
Bracknell Out of Centre	0.0	% 0.0%	0.0%	1.5%	0.0%	0.0%	23.1%	0.0%	2.4%	4.6%	27.5%	5.5%
Farnborough Town Centre	0.0	% 6.7%	0.0%	7.8%	1.5%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%
Farnborough Out of Centre	0.0	% 21.79	6.2%	24.1%	47.1%	37.3%	1.5%	10.2%	0.0%	0.0%	0.0%	16.9%
Farnham Town Centre	0.0	% 0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.3%
Farnham Out of Centre	0.0	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildford Town Centre	0.8	% 0.7%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Guildford Out of Centre	8.5	% 0.0%	8.3%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Reading City Centre	0.0	% 2.0%	1.0%	2.3%	0.7%	1.4%	4.7%	5.9%	10.9%	29.2%	13.3%	5.4%
Reading Out of Centre	0.0	% 0.7%	0.0%	0.0%	0.0%	0.0%	0.8%	5.8%	7.2%	3.3%	0.0%	1.1%
Sandhurst Town Centre	0.0	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre	7.3	% 0.7%	6.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Woking Out of Centre	21.	2% 1.3%	25.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
Wokingham Town Centre	0.0			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.2%
Wokingham Out of Centre	0.0			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	17.			6.3%	1.5%	4.9%	15.8%	5.2%	26.9%	27.9%	6.3%	10.6%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:	61.			42.8%	59.2%	48.8%	64.0%	63.5%	51.1%	68.4%	62.3%	55.4%
SPECIAL FORMS OF TRADING / INTERNET:	38.			46.5%	38.8%	50.5%	35.1%	35.9%	48.9%	31.6%	37.7%	42.3%
TOTAL MARKET SHARE:	100			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100											

RE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
2.7%	0.6%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.4%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.4%	0.1%	0.0%
0.0%	0.4%	0.0%	0.0%
0.1%	0.0%	0.0%	0.0%
1.1%	0.0%	0.0%	0.0%
1.3%	0.0%	0.1%	0.0%
5.2%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
6.5%	0.0%	0.1%	0.0%
10.7%	1.0%	0.2%	0.0%
0.0%	0.2%	0.0%	5.8%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	1.6%	0.0%
0.6%	0.0%	0.5%	0.0%
0.0%	0.0%	1.9%	0.0%
0.1%	0.0%	9.1%	0.0%
1.3%	0.0%	15.1%	0.0%
7.6%	3.6%	0.0%	0.0%
23.6%	36.7%	1.5%	0.0%
0.0%	0.2%	0.6%	0.0%
0.0%	0.0%	0.0%	0.0%
0.1%	1.3%	0.0%	0.8%
0.0%	1.3%	0.0%	8.7%
2.2%			
0.1%	1.2% 0.0%	13.1%	0.0%
0.0%	0.0%	0.0%	0.0%
0.1%	0.9%	0.0%	7.3%
0.2%	2.7%	0.0%	21.2%
0.0%	0.0%	0.5%	0.0%
0.0%	0.0%	0.0%	0.0%
5.8%	5.9%	14.6%	17.4%
41.9%	54.0%	61.2%	61.1%
47.3%	45.0%	38.6%	38.9%

#### TABLE 6: AUDIO VISUAL, COMPUTERS, ETC - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

													Total Study Area
	Zone:		2	3	4		6		8	9	10	11	
CAMBERLEY TOWN CENTRE:		0.0%	11.9%	1.0%	2.9%	4.7%	0.6%	0.0%	0.0%	2.4%	0.0%	0.0%	1.6%
DISTRICT CENTRES:													
Bagshot District Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley District Centre		0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL & NEIGHBOURHOOD CENTRES:													
Chobham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE:													
The Meadows, Camberley:		0.0%	0.0%	0.0%	5.0%	0.0%	4.3%	2.0%	0.7%	2.4%	0.0%	0.0%	1.9%
Nelson Way / Black Valley Road		0.0%	1.3%	0.0%	0.8%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
London Road, Bagshot		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE: SUB TOTAL		0.0%	1.3%	0.0%	5.8%	0.7%	4.9%	2.0%	0.7%	2.4%	0.0%	0.0%	2.2%
BOROUGH AREA - TOTAL MARKET SHARE:		0.0%	13.9%	1.0%	8.7%	5.4%	5.5%	2.0%	0.7%	4.7%	0.0%	0.0%	3.8%
Aldershot Town Centre		0.0%	0.7%	0.0%	0.0%	4.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Basingstoke Town Centre		0.0%	0.0%	0.0%	0.0%	0.7%	6.0%	0.0%	15.4%	0.0%	0.0%	0.7%	2.1%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.7%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	0.5%
Bracknell Town Centre		0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	5.0%	4.5%	23.6%	4.1%
Bracknell Out of Centre		0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	19.8%	0.0%	6.3%	1.6%	21.7%	4.2%
Farnborough Town Centre		0.0%	5.4%	0.0%	1.6%	0.7%	3.8%	0.0%	0.7%	0.0%	0.0%	0.0%	1.3%
Farnborough Out of Centre		0.0%	10.7%	7.8%	44.7%	41.8%	32.1%	1.1%	24.2%	14.3%	0.0%	0.0%	19.7%
Farnham Town Centre		0.0%	0.0%	0.0%	0.8%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Farnham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildford Town Centre		7.0%	2.8%	2.8%	0.0%	7.6%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Guildford Out of Centre		13.8%	2.0%	9.7%	0.0%	2.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Reading City Centre		0.0%	12.3%	2.0%	11.1%	0.7%	1.2%	3.1%	7.8%	10.4%	35.9%	16.7%	7.5%
Reading Out of Centre		0.0%	0.0%	7.5%	0.8%	0.0%	0.0%	2.2%	0.7%	0.0%	13.5%	1.5%	1.3%
Sandhurst Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre		10.4%	0.0%	5.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Woking Out of Centre		18.2%	1.5%	23.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.2%	0.0%	0.3%
Wokingham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.1%
Other		19.3%	2.2%	6.8%	2.4%	2.2%	4.3%	34.4%	6.1%	17.5%	7.7%	3.3%	8.2%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		68.8%	39.1%	66.0%	61.3%	68.1%	52.1%	66.5%	71.4%	55.0%	68.1%	67.4%	61.8%
SPECIAL FORMS OF TRADING / INTERNET:		31.2%	47.0%	33.0%	30.0%	26.5%	42.3%	31.6%	28.0%	40.3%	31.9%	32.6%	34.4%
TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

20nes 7-11  0.5%  0.0%  0.0%  0.0%  0.0%  0.0%  0.0%  0.0%  0.0%  0.9%  0.0%	20ne 1 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0
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0.0% 0.0% 0.9% 0.0% 0.0% 0.0% 0.9% 1.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
0.0%  0.9%  0.0%  0.0%  0.0%  1.4%  0.0%  0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
0.0% 0.0% 0.0% 0.9% 1.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
0.0% 0.0% 0.0% 0.9% 1.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
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0.0% 0.9% 1.4% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%
0.9% 1.4% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%
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0.0% 0.0%	0.0% 0.0% 0.0%
0.0%	0.0%
	0.0%
2.3%	
	0.09/
0.5%	0.076
1.7%	0.0%
11.1%	0.0%
12.5%	0.0%
0.1%	0.0%
6.4%	0.0%
0.0%	0.0%
0.0%	0.0%
0.3%	7.0%
0.0%	13.8%
14.9%	0.0%
2.8%	0.0%
	0.0%
0.0%	10.4%
0.0%	18.2%
0.0%	0.0%
0.0% 0.0%	
0.0% 0.0% 0.7%	0.0%
0.0% 0.0% 0.7% 0.2%	0.0%
	0.0%

Town Centre Uses Future Directions Study 2020

#### TABLE 7: GLASSWARE, CHINA, TABLEWARE & KITCHEN UTENSIL GOODS - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

													Total Study Area
	Zone:		2	3	4	5	6		8	9	10	11	
CAMBERLEY TOWN CENTRE:		0.9%	25.7%	4.7%	12.6%	0.0%	1.8%	2.7%	0.9%	2.6%	0.0%	1.2%	3.9%
DISTRICT CENTRES:													
Bagshot District Centre		0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley District Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL & NEIGHBOURHOOD CENTRES:													
Chobham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE:													
The Meadows, Camberley:		1.8%	9.6%	0.0%	40.3%	8.5%	7.3%	4.2%	10.2%	12.9%	1.9%	1.2%	11.1%
Nelson Way / Black Valley Road		0.0%	0.0%	12.7%	8.2%	14.5%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%
London Road, Bagshot		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other		0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE: SUB TOTAL		1.8%	10.9%	12.7%	48.5%	23.0%	12.9%	4.2%	10.2%	12.9%	1.9%	1.2%	15.0%
BOROUGH AREA - TOTAL MARKET SHARE:		2.8%	37.7%	17.4%	61.0%	23.0%	14.7%	6.9%	11.0%	15.5%	1.9%	2.3%	18.9%
Aldershot Town Centre		0.0%	0.0%	0.0%	0.0%	6.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	4.6%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Basingstoke Town Centre		0.0%	0.0%	0.0%	1.8%	0.0%	7.4%	0.0%	37.7%	0.0%	0.0%	0.0%	3.5%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.1%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.1%
Bracknell Town Centre		0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	16.5%	0.0%	16.5%	5.7%	51.6%	8.8%
Bracknell Out of Centre		0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.9%	0.0%	3.5%	1.3%
Farnborough Town Centre		0.9%	0.0%	0.0%	2.7%	2.7%	14.2%	8.2%	0.0%	0.0%	0.0%	0.0%	4.1%
Farnborough Out of Centre		0.9%	2.2%	0.0%	0.0%	7.3%	11.5%	0.0%	0.0%	0.0%	0.0%	1.2%	3.4%
Farnham Town Centre		0.0%	0.0%	0.0%	0.0%	5.8%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Farnham Out of Centre		0.0%	0.0%	0.0%	0.0%	18.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Guildford Town Centre		2.8%	1.2%	13.3%	0.9%	6.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Guildford Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reading City Centre		0.0%	4.7%	3.5%	4.3%	1.5%	9.1%	6.9%	9.9%	33.4%	48.2%	15.4%	10.6%
Reading Out of Centre		5.9%	2.5%	0.0%	7.5%	3.1%	15.0%	1.5%	14.1%	2.6%	19.7%	13.0%	9.5%
Sandhurst Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre		55.8%	3.4%	29.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%
Woking Out of Centre		2.8%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	5.2%	3.4%	0.0%	0.6%
Wokingham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.2%
Other		17.8%	16.2%	22.1%	2.7%	4.2%	5.1%	26.7%	4.9%	12.9%	15.9%	10.7%	10.0%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		86.9%	41.8%	69.7%	19.8%	59.9%	68.8%	59.7%	74.2%	84.5%	96.2%	95.3%	68.4%
SPECIAL FORMS OF TRADING / INTERNET:		10.3%	20.4%	12.9%	19.2%	17.1%	16.5%	33.4%	14.7%	0.0%	1.9%	2.3%	12.7%
TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
15.3%	1.6%	1.5%	0.9%
0.3%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
34.0%	6.8%	5.5%	1.8%
6.5%	8.9%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.3%	0.0%	0.0%	0.0%
40.7%	15.7%	5.5%	1.8%
56.2%	17.3%	7.0%	2.8%
0.0%	2.6%	0.0%	0.0%
0.0%	2.7%	0.0%	0.0%
1.4%	4.4%	4.8%	0.0%
0.0%	0.0%	0.3%	0.0%
0.0%	0.0%	0.4%	0.0%
2.1%	0.0%	25.2%	0.0%
0.3%	0.0%	4.4%	0.0%
2.1%	9.2%	1.2%	0.9%
0.5%	9.0%	0.4%	0.9%
0.0%	2.7%	0.0%	0.0%
0.0%	5.1%	0.0%	0.0%
1.0%	3.9%	0.0%	2.8%
0.0%	0.0%	0.0%	0.0%
4.3%	6.3%	22.4%	0.0%
6.4%	9.8%	10.1%	5.9%
0.0%	0.0%	0.0%	0.0%
0.7%	3.6%	0.0%	55.8%
0.0%	0.2%	0.0%	2.8%
0.0%	0.0%	1.9%	0.0%
0.0%	0.0%	0.5%	0.0%
5.5%	6.9%	13.5%	17.8%
24.3%	66.5%	85.2%	86.9%
19.5%	16.2%	7.8%	10.3%

Town Centre Uses Future Directions Study 2020

#### TABLE 8: DIY PRODUCTS - 2019 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Zone:	1	2	3	4	5	6	7	8	9	10	11	Total Study Area
CAMBERLEY TOWN CENTRE:		0.0%	2.4%	2.5%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
DISTRICT CENTRES:													
Bagshot District Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley District Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL & NEIGHBOURHOOD CENTRES:													
Chobham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre		0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
OUT OF CENTRE:													
The Meadows, Camberley:		0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Nelson Way / Black Valley Road		0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
London Road, Bagshot		0.0%	7.2%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Other		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE: SUB TOTAL		0.0%	7.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
BOROUGH AREA - TOTAL MARKET SHARE:		0.0%	16.0%	2.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Aldershot Town Centre		0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.4%
Aldershot - out of centre		0.0%	0.9%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Basingstoke Town Centre		0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.8%	0.7%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.2%	0.0%	0.0%	0.0%	1.3%
Bracknell Town Centre		0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	29.3%	5.6%	19.7%	5.4%
Bracknell Out of Centre		0.0%	2.4%	0.0%	1.5%	0.0%	0.0%	58.0%	0.0%	29.1%	16.4%	73.7%	15.5%
Farnborough Town Centre		0.0%	7.6%	0.9%	9.3%	3.9%	10.7%	0.0%	1.8%	0.0%	0.0%	0.0%	4.5%
Farnborough Out of Centre		1.3%	57.8%	6.7%	64.4%	76.3%	76.6%	6.1%	36.7%	12.4%	0.0%	0.8%	37.9%
Farnham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Farnham Out of Centre		0.8%	0.0%	0.0%	0.0%	14.5%	3.1%	0.0%	1.1%	0.0%	0.0%	0.0%	2.0%
Guildford Town Centre		0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildford Out of Centre		15.7%	0.0%	9.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Reading City Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	9.7%	7.9%	0.0%	1.2%
Reading Out of Centre		0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.9%	4.1%	7.6%	38.5%	2.9%	3.4%
Sandhurst Town Centre		0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.6%	1.5%	0.0%	0.0%	1.6%
Woking Town Centre		10.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Woking Out of Centre		5.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	4.4%	0.0%	0.9%
Wokingham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.3%
Other		62.6%	12.1%	74.6%	0.8%	1.1%	2.7%	17.1%	4.3%	1.5%	21.7%	0.8%	14.8%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		96.4%	82.5%	96.5%	87.9%	100.0%	93.7%	90.1%	94.2%	100.0%	100.0%	98.5%	94.9%
SPECIAL FORMS OF TRADING / INTERNET:		3.6%	1.5%	0.9%	9.0%	0.0%	6.3%	9.9%	5.8%	0.0%	0.0%	1.5%	4.2%
TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ORE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
1.1%	0.3%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
1.3%	0.0%	0.0%	0.0%
0.50/	0.00/	0.00/	0.00/
0.6%	0.0%	0.0%	0.0%
0.6%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
3.3%	0.0%	0.0%	0.0%
5.7%	0.3%	0.0%	0.0%
0.0%	0.6%	0.6%	0.0%
0.2%	0.3%	0.0%	0.0%
0.0%	0.0%	1.6%	0.8%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	3.9%	0.0%
0.4%	0.0%	15.1%	0.0%
1.7%	0.0%	43.1%	0.0%
9.0%	7.5%	0.2%	0.0%
63.1%	67.7%	8.7%	1.3%
0.0%	0.3%	0.0%	0.0%
0.0%	6.0%	0.1%	0.8%
0.0%	0.1%	0.0%	0.0%
0.0%	1.5%	0.0%	15.7%
0.0%	0.0%	3.7%	0.0%
0.6%	0.0%	9.3%	0.0%
8.8%	0.0%	0.4%	0.0%
0.0%	0.3%	0.0%	10.3%
0.0%	0.1%	0.0%	5.0%
0.0%	0.0%	2.7%	0.0%
0.0%	0.0%	0.8%	0.0%
3.1%	11.3%	6.9%	62.6%
86.8%	95.8%	97.3%	96.4%
7.5%	3.8%	2.7%	3.6%

#### TABLE 9: JEWELLERY, WATCHES, CLOCKS, ETC - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

													Total Study Area
	Zone:		2	3	4		6		8	9	10	11	
CAMBERLEY TOWN CENTRE:		1.0%	42.4%	0.0%	40.1%	20.7%	12.1%	2.4%	0.0%	0.0%	0.0%	0.0%	11.8%
DISTRICT CENTRES:													
Bagshot District Centre		0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley District Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL & NEIGHBOURHOOD CENTRES:													
Chobham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre		0.0%	13.3%	12.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
West End		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE:													
The Meadows, Camberley:		0.0%	0.0%	0.0%	1.9%	2.0%	2.7%	2.7%	0.0%	0.0%	0.0%	0.0%	1.1%
Nelson Way / Black Valley Road		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.1%
London Road, Bagshot		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE: SUB TOTAL		0.0%	0.0%	0.0%	1.9%	2.0%	2.7%	5.1%	0.0%	0.0%	0.0%	0.0%	1.2%
BOROUGH AREA - TOTAL MARKET SHARE:		1.0%	57.3%	12.5%	43.7%	22.7%	14.9%	7.4%	0.0%	0.0%	0.0%	0.0%	13.9%
Aldershot Town Centre		0.0%	0.0%	0.0%	0.0%	10.1%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Town Centre		0.0%	0.0%	0.0%	0.0%	2.0%	3.7%	0.0%	28.6%	0.0%	0.0%	0.0%	2.1%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bracknell Town Centre		0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	21.4%	0.0%	23.4%	2.5%	58.4%	10.8%
Bracknell Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough Town Centre		0.0%	2.8%	0.0%	0.0%	5.6%	24.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%
Farnborough Out of Centre		0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnham Town Centre		0.0%	0.0%	0.0%	1.7%	2.0%	2.9%	0.0%	1.0%	0.0%	0.0%	0.0%	1.1%
Farnham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildford Town Centre		10.5%	5.9%	9.7%	2.9%	27.9%	2.0%	0.0%	0.0%	2.1%	0.0%	0.0%	4.9%
Guildford Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reading City Centre		0.0%	0.0%	0.0%	3.6%	0.0%	8.2%	2.7%	7.3%	21.8%	43.4%	5.7%	7.4%
Reading Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sandhurst Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Town Centre		49.9%	1.6%	20.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%
Woking Out of Centre		3.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.0%	3.8%	1.5%
Wokingham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other		18.2%	3.1%	31.9%	6.7%	7.6%	9.8%	45.3%	21.4%	31.0%	10.1%	15.4%	15.4%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		81.6%	14.9%	74.5%	16.9%	55.4%	53.0%	69.4%	58.3%	78.3%	77.0%	83.4%	59.7%
SPECIAL FORMS OF TRADING / INTERNET:		17.4%	27.7%	13.0%	39.4%	21.9%	32.1%	23.2%	41.7%	21.7%	23.0%	16.6%	26.4%
TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Zones 2/4         Zones 3/4           40.6%         13.09           0.3%         0.0%           0.0%         0.0%	0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
0.3% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.3% 0.3	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.4% 0.3% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.4% 0.3% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
4.0% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.4% 0.3% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
0.0% 0.0%  1.5% 2.2%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  1.5% 2.2%  46.5% 16.89  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%  0.0% 0.0%	0.0% 0.0% 0.4% 0.3% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
0.0% 0.0%  1.5% 2.2% 0.0% 0.0% 0.0% 0.0% 1.5% 2.2% 46.5% 16.89 0.0%	0.0% 0.4% 0.3% 0.0% 0.0% 0.7%	0.0% 0.0% 0.0% 0.0% 0.0%
1.5% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 1.5% 2.2% 46.5% 16.89 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.4% 0.3% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%
0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.3% 0.0% 0.0% 0.7%	0.0% 0.0% 0.0%
0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.7%	0.0% 0.0% 0.0%
0.0% 0.0% 1.5% 2.2% 46.5% 16.89 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0%	0.0%
1.5% 2.2% 46.5% 16.89 0.0% 4.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.6% 16.29 0.3% 0.0%	0.7%	0.0%
46.5%         16.89           0.0%         4.0%           0.0%         0.0%           0.0%         2.8%           0.0%         0.0%           0.0%         0.0%           1.5%         0.0%           0.0%         0.0%           0.6%         16.29           0.3%         0.0%		
0.0% 4.0% 0.0% 0.0% 0.0% 2.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%		
0.0% 0.0% 0.0% 2.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.6% 16.29 0.3% 0.0%		
0.0% 2.8% 0.0% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 0.0% 0.6% 16.29 0.3% 0.0%	0.0%	0.0%
0.0% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 0.0% 0.6% 16.29 0.3% 0.0%	0.0%	0.0%
0.0% 0.0% 1.5% 0.0% 0.0% 0.0% 0.6% 16.29 0.3% 0.0%	3.4%	0.0%
1.5%     0.0%       0.0%     0.0%       0.6%     16.29       0.3%     0.0%	0.0%	0.0%
0.0%     0.0%       0.6%     16.2%       0.3%     0.0%	0.0%	0.0%
0.6% 16.29 0.3% 0.0%	30.7%	0.0%
0.3% 0.0%	0.0%	0.0%
	0.0%	0.0%
	0.0%	0.0%
1.4% 2.3%	0.1%	0.0%
0.0% 0.0%	0.0%	0.0%
3.5% 10.2%	0.5%	10.5%
0.0% 0.0%	0.0%	0.0%
2.9% 4.9%	14.2%	0.0%
0.0% 0.0%	0.0%	0.0%
0.0% 0.0%	0.0%	0.0%
0.3% 2.5%	0.0%	49.9%
0.0% 1.5%	0.0%	3.0%
0.0% 0.0%	4.4%	0.0%
0.0% 0.0%	0.0%	0.0%
6.0% 11.9%	0.070	18.2%
16.5% 56.3%		
37.1% 27.0%	23.0%	81.6%

#### TABLE 10: BOOKS, STATIONARY, RECORDED MEDIA (CDS, DVDS, ETC) - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Demonstrate to 1														Total Study Area
Page		Zone:		2	3	4		6		8	9	10	11	
Page	CAMBERLEY TOWN CENTRE:		0.0%	20.1%	0.0%	7.8%	3.6%	7.1%	0.0%	0.0%	0.0%	0.0%	0.8%	3.9%
Professional Contents   1.0	DISTRICT CENTRES:													
Concision Customeries   Conc	Bagshot District Centre		0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Company   Comp	Frimley District Centre		0.0%	0.8%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Printing Green to cal Centre   0.0%	LOCAL & NEIGHBOURHOOD CENTRES:													
Second   Companies   Compani	Chobham Local Centre		0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Note   Color	Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marielaham Local Centre   0,0%   0,	Lightwater Local Centre		0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Meadown, Camberley:	West End		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Meadows, Camberley:  Netson Wary / Black Valley Road  O.0% O.0% O.0% O.0% O.0% O.0% O.0% O.0%	Windlesham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Netson Way / Slack Valley Road	OUT OF CENTRE:													
Contion Raad, Bagshot   Cont	The Meadows, Camberley:		0.0%	5.1%	0.0%	14.2%	0.0%	3.3%	1.0%	0.0%	0.0%	0.0%	0.0%	3.1%
Define	Nelson Way / Black Valley Road		0.0%	0.0%	0.0%	0.7%	0.8%	0.6%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%
Semination   Sem	London Road, Bagshot		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STATE   STAT	Other		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldershot Town Centre  0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	OUT OF CENTRE: SUB TOTAL		0.0%	5.1%	0.0%	14.8%	0.8%	3.9%	1.0%	0.8%	0.0%	0.0%	0.0%	3.4%
Aldershot - out of centre	BOROUGH AREA - TOTAL MARKET SHARE:		0.0%	26.8%	1.0%	23.3%	5.2%	11.0%	1.0%	0.8%	0.0%	0.0%	0.8%	7.6%
Basingstoke Town Centre Basingstoke Town Centre Basingstoke - Basing View Basingstoke - Basing V	Aldershot Town Centre		0.0%	0.0%	0.0%	0.0%	0.8%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Basingstoke - Basing view	Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	7.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Basingstoke Out of Centre  1.0%   0.0	Basingstoke Town Centre		0.0%	0.0%	0.0%	1.4%	0.0%	0.6%	0.0%	20.6%	0.0%	0.0%	0.8%	1.2%
Bracknell Town Centre         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         1.0%         0.0%         3.7%         0.0%         1.93%         3.1%           Bracknell Out of Centre         0.0%	Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brackerell Out of Centre         0.0%         0	Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fariborough Town Centre  0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Bracknell Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	3.7%	0.0%	19.3%	3.1%
Faribibrough Out of Centre  0.0% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Bracknell Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	2.4%	0.4%
Farnham Town Centre  0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Farnborough Town Centre		0.0%	0.0%	0.0%	0.7%	10.0%	21.7%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%
Fariham Out of Centre  0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Farnborough Out of Centre		0.0%	0.0%	1.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%
Guildford Town Centre 0.7% 0.8% 3.8% 0.0% 7.9% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Farnham Town Centre		0.0%	0.0%	0.0%	0.0%	0.8%	1.2%	0.0%	6.3%	0.0%	0.0%	0.0%	0.6%
Guildiford Out of Centre         0.0%         0	Farnham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reading City Centre         0.0%         0.0%         1.0%         0.0%         1.2%         0.0%         4.2%         3.7%         5.1%         6.8%         1.9%           Reading Out of Centre         0.0%	Guildford Town Centre		0.7%	0.8%	3.8%	0.0%	7.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Reading Out of Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Guildford Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sandhurst Town Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Reading City Centre		0.0%	0.0%	1.0%	0.7%	0.0%	1.2%	0.0%	4.2%	3.7%	5.1%	6.8%	1.9%
Woking Town Centre         21.5%         0.0%         10.7%         0.0%<	Reading Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking Out of Centre         0.0%         0.0%         1.0%         0.0%<	Sandhurst Town Centre		0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Wokingham Town Centre         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         1.3%         1.3%         25.3%         0.8%         1.9%           Wokingham Out of Centre         0.0%	Woking Town Centre		21.5%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%
Wokingham Out of Centre         0.0%         0.	Woking Out of Centre		0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other         4.2%         0.0%         14.2%         0.7%         4.1%         1.2%         17.8%         6.2%         6.2%         3.4%         3.2%         3.6%           OUTSIDE BOROUGH - TOTAL MARKET SHARE:         26.5%         0.8%         31.7%         7.2%         30.7%         30.6%         32.8%         38.7%         23.7%         33.7%         34.1%         26.2%           SPECIAL FORMS OF TRADING / INTERNET:         73.5%         72.4%         67.3%         69.5%         64.1%         58.4%         66.2%         60.6%         76.3%         66.3%         65.1%         66.3%	Wokingham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	10.3%	25.3%	0.8%	1.9%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:         26.5%         0.8%         31.7%         7.2%         30.7%         30.6%         32.8%         38.7%         23.7%         33.7%         34.1%         26.2%           SPECIAL FORMS OF TRADING / INTERNET:         73.5%         72.4%         67.3%         69.5%         64.1%         58.4%         66.2%         60.6%         76.3%         66.3%         65.1%         66.3%	Wokingham Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SPECIAL FORMS OF TRADING / INTERNET: 73.5% 72.4% 67.3% 69.5% 64.1% 58.4% 66.2% 60.6% 76.3% 66.3% 65.1% 66.3%	Other		4.2%	0.0%	14.2%	0.7%	4.1%	1.2%	17.8%	6.2%	6.2%	3.4%	3.2%	3.6%
	OUTSIDE BOROUGH - TOTAL MARKET SHARE:		26.5%	0.8%	31.7%	7.2%	30.7%	30.6%	32.8%	38.7%	23.7%	33.7%	34.1%	26.2%
TOTAL MARKET SHARE: 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%	SPECIAL FORMS OF TRADING / INTERNET:		73.5%	72.4%	67.3%	69.5%	64.1%	58.4%	66.2%	60.6%	76.3%	66.3%	65.1%	66.3%
	TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ORE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
10.3%	5.3%	0.3%	0.0%
0.6%	0.0%	0.0%	0.0%
0.2%	0.2%	0.0%	0.0%
0.0%	0.1%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.2%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
12.3%	2.0%	0.1%	0.0%
0.5%	0.6%	0.1%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
12.9%	2.5%	0.2%	0.0%
24.0%	8.2%	0.5%	0.0%
0.0%	1.9%	0.0%	0.0%
0.0%	2.4%	0.0%	0.0%
1.1%	0.4%	2.9%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	9.0%	0.0%
0.0%	0.0%	1.4%	0.0%
0.5%	15.8%	0.0%	0.0%
0.0%	0.8%	0.3%	0.0%
0.0%	0.9%	0.8%	0.0%
0.0%	0.0%	0.0%	0.0%
0.2%	2.7%	0.1%	0.7%
0.0%	0.0%	0.0%	0.0%
0.6%	0.9%	4.5%	0.0%
0.0%	0.0%	0.0%	0.0%
2.9%	0.0%	0.0%	0.0%
0.0%	1.3%	0.0%	21.5%
0.0%	0.1%	0.0%	0.0%
0.0%	0.0%	6.6%	0.0%
0.0%	0.0%	0.0%	0.0%
0.6%	3.6%	6.5%	4.2%
5.9%	30.8%	32.0%	26.5%
70.1%	61.0%	67.4%	73.5%
100.0%	100.0%	100.0%	100.0%

TABLE 11: CHEMIST & BEAUTY PRODUCTS, PERSONAL APPLIANCES, ETC - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

												Total Study Area
	Zone: 1	2	3	4		6		8	9	10	11	
CAMBERLEY TOWN CENTRE:	0.0	6 12.3%	2.5%	30.8%	6.9%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	5.7%
DISTRICT CENTRES:	0.0.	0 12.370	2.370	30.070	0.570	0.070	1.270	1.170	0.070	0.076	0.070	5.776
Bagshot District Centre	0.0	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Frimley District Centre	0.0		0.0%	3.3%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
LOCAL & NEIGHBOURHOOD CENTRES:												
Chobham Local Centre	0.0	6 0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Frimley Green Local Centre	0.0	6 0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lightwater Local Centre	0.0	6 39.1%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
West End	0.69	6 0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Windlesham Local Centre	0.0	6 11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
OUT OF CENTRE:												
The Meadows, Camberley:	0.0	6 5.7%	0.9%	21.6%	0.0%	10.7%	0.0%	1.1%	1.5%	0.0%	0.0%	5.7%
Nelson Way / Black Valley Road	0.0	6 0.0%	0.0%	4.0%	2.7%	0.6%	1.2%	0.0%	0.0%	0.0%	0.0%	1.0%
London Road, Bagshot	0.0	6 0.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other	0.0	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE: SUB TOTAL	0.09	6.4%	2.5%	25.6%	2.7%	11.3%	1.2%	1.1%	1.5%	0.0%	0.0%	6.8%
BOROUGH AREA - TOTAL MARKET SHARE:	0.69	6 75.5%	30.1%	59.8%	14.7%	11.3%	2.4%	2.1%	1.5%	0.0%	0.0%	16.2%
Aldershot Town Centre	0.0	6 0.0%	0.0%	0.0%	27.8%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%
Aldershot - out of centre	0.0	6 0.0%	0.0%	0.0%	11.7%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Basingstoke Town Centre	0.0	6 0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	22.8%	0.0%	0.0%	0.0%	1.0%
Basingstoke - Basing View	0.0	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Out of Centre	0.0	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Bracknell Town Centre	0.0	6 0.6%	0.0%	0.0%	0.0%	0.0%	14.0%	0.0%	4.2%	0.0%	56.2%	8.3%
Bracknell Out of Centre	0.0	6 1.1%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	2.7%	0.0%	20.2%	3.1%
Farnborough Town Centre	0.0	6 0.0%	0.0%	1.9%	3.6%	33.7%	0.0%	0.6%	8.1%	0.0%	0.0%	8.0%
Farnborough Out of Centre	0.0	6 0.0%	0.0%	2.3%	8.7%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Farnham Town Centre	0.0	6 0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Farnham Out of Centre	0.0	6 0.0%	0.0%	0.0%	7.9%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Guildford Town Centre	1.29	6 0.6%	0.9%	0.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Guildford Out of Centre	3.29	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Reading City Centre	0.0	6 0.0%	0.0%	0.6%	0.0%	0.6%	0.7%	1.2%	1.5%	13.8%	0.0%	1.1%
Reading Out of Centre	0.0	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sandhurst Town Centre	0.0	6 0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Woking Town Centre	63.0	% 4.6%	30.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	11.3%
Woking Out of Centre	0.69	6 0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Wokingham Town Centre	0.0	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.2%	32.5%	6.0%	3.4%
Wokingham Out of Centre	0.0	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.5%	0.0%	1.2%
Other	22.5	% 10.2%	30.4%	22.9%	12.3%	22.8%	67.2%	65.7%	49.7%	28.2%	6.3%	25.1%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:	90.5	% 17.2%	67.5%	34.4%	78.4%	79.5%	87.6%	90.9%	79.3%	96.1%	89.5%	75.1%
SPECIAL FORMS OF TRADING / INTERNET:	8.99	6 7.4%	2.5%	5.8%	6.8%	9.3%	10.0%	7.0%	19.2%	3.9%	10.5%	8.7%
TOTAL MARKET SHARE:	100.0	% 100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

RE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
27.3%	2.2%	0.3%	0.0%
1.1%	0.0%	0.0%	0.0%
2.7%	1.2%	0.0%	0.0%
0.0%	1.1%	0.0%	0.0%
0.0%	0.2%	0.0%	0.0%
7.4%	0.5%	0.0%	0.0%
0.0%	1.1%	0.0%	0.6%
2.2%	0.0%	0.0%	0.0%
18.6%	6.6%	0.5%	0.0%
3.2%	1.1%	0.2%	0.0%
0.1%	0.2%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
22.0%	7.9%	0.6%	0.0%
62.7%	14.3%	0.9%	0.6%
0.0%	13.2%	0.0%	0.0%
0.0%	4.7%	0.0%	0.0%
0.0%	0.2%	2.7%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.1%	0.0%
0.1%	0.0%	23.9%	0.0%
0.2%	0.0%	8.9%	0.0%
1.5%	21.4%	1.9%	0.0%
1.9%	7.9%	0.0%	0.0%
0.0%	1.0%	0.0%	0.0%
0.0%	3.7%	0.0%	0.0%
0.6%	0.7%	0.0%	1.2%
0.0%	0.0%	0.0%	3.2%
0.5%	0.4%	2.6%	0.0%
0.0%	0.0%	0.0%	0.0%
4.9%	0.0%	0.0%	0.0%
0.9%	3.4%	0.3%	63.0%
0.0%	0.6%	0.0%	0.6%
0.0%	0.0%	9.9%	0.0%
0.0%	0.0%	3.1%	0.0%
20.5%	20.7%	34.8%	22.5%
31.1%	77.8%	88.1%	90.5%
6.1%	7.8%	11.0%	8.9%

TABLE 12: TOYS, GAMES, SPORTS, BIKES, PETS & PET PRODUCTS, CAMPING EQUIPMENT ETC- 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

												Total Study Area
	Zone: 1	2	3	4		6		8	9	10	11	
CAMBERLEY TOWN CENTRE:	0.0%	14.4%	3.6%	17.5%	11.6%	0.8%	0.0%	0.0%	5.9%	0.0%	0.0%	4.6%
DISTRICT CENTRES:												
Bagshot District Centre	0.0%	6.3%	1.3%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Frimley District Centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL & NEIGHBOURHOOD CENTRES:												
Chobham Local Centre	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Frimley Green Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre	0.0%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
OUT OF CENTRE:												
The Meadows, Camberley:	0.0%	1.9%	0.0%	4.1%	1.1%	4.8%	0.0%	0.8%	0.0%	0.0%	0.0%	1.8%
Nelson Way / Black Valley Road	0.0%	0.0%	0.0%	0.8%	1.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
London Road, Bagshot	0.8%	16.1%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE: SUB TOTAL	0.8%	18.1%	2.3%	4.9%	2.2%	5.6%	0.0%	0.8%	0.0%	0.0%	0.0%	2.8%
BOROUGH AREA - TOTAL MARKET SHARE:	1.6%	57.0%	7.1%	26.1%	13.8%	6.3%	0.0%	0.8%	5.9%	0.0%	0.0%	8.8%
Aldershot Town Centre	0.0%	0.0%	0.0%	0.0%	15.3%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Aldershot - out of centre	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Basingstoke Town Centre	0.0%	0.0%	0.0%	0.0%	2.0%	2.1%	0.0%	21.4%	0.0%	0.0%	0.0%	1.5%
Basingstoke - Basing View	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	8.0%	0.0%	0.0%	0.0%	0.5%
Bracknell Town Centre	0.0%	1.1%	0.0%	0.8%	1.1%	0.0%	23.5%	0.0%	3.8%	2.0%	34.0%	6.3%
Bracknell Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	1.4%
Farnborough Town Centre	0.0%	1.1%	11.8%	20.2%	7.3%	43.8%	0.0%	0.8%	0.0%	0.0%	0.0%	13.5%
Farnborough Out of Centre	0.0%	1.1%	0.0%	3.3%	4.2%	10.6%	0.0%	4.1%	0.0%	0.0%	0.9%	3.4%
Farnham Town Centre	0.0%	0.0%	0.0%	0.8%	1.1%	0.8%	0.0%	7.1%	0.0%	0.0%	0.0%	0.7%
Farnham Out of Centre	0.0%	1.1%	0.0%	0.0%	8.4%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Guildford Town Centre	5.9%	2.2%	1.3%	1.6%	11.2%	1.3%	0.0%	0.0%	3.8%	0.0%	0.0%	2.8%
Guildford Out of Centre	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Reading City Centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%	0.0%	3.7%	6.4%	11.3%	3.3%	1.9%
Reading Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.9%	0.4%
Sandhurst Town Centre	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Woking Town Centre	43.8%	1.1%	21.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%
Woking Out of Centre	17.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Wokingham Town Centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	4.3%	5.9%	0.0%	0.7%
Wokingham Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.1%	0.0%	0.0%	0.2%
Other	5.9%	4.1%	14.1%	3.1%	11.3%	10.1%	19.6%	20.2%	6.4%	16.4%	2.4%	8.1%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:	74.2%	11.8%	51.6%	36.7%	62.9%	73.9%	43.1%	66.0%	26.8%	40.9%	51.4%	56.0%
SPECIAL FORMS OF TRADING / INTERNET:	24.2%	31.2%	41.3%	37.3%	23.3%	19.8%	56.9%	33.2%	67.3%	59.1%	48.6%	35.2%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

RE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
16.9%	4.2%	1.2%	0.0%
3.5%	0.1%	0.0%	0.0%
0.7%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.8%
0.0%	0.0%	0.0%	0.0%
1.3%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
2.0%	0.0%	0.0%	0.0%
3.7%	3.2%	0.1%	0.0%
0.7%	0.8%	0.0%	0.0%
2.9%	0.3%	0.0%	0.8%
0.0%	0.0%	0.0%	0.0%
7.3%	4.2%	0.1%	0.8%
31.7%	8.6%	1.3%	1.6%
0.0%	5.3%	0.0%	0.0%
0.0%	0.3%	0.0%	0.0%
0.0%	1.8%	2.8%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.5%	1.0%	0.0%
0.9%	0.3%	17.5%	0.0%
0.0%	0.0%	3.9%	0.0%
16.7%	29.6%	0.1%	0.0%
2.9%	7.5%	0.9%	0.0%
0.7%	0.8%	0.9%	0.0%
0.2%	3.7%	0.0%	0.0%
1.7%	4.2%	0.8%	5.9%
0.0%	0.0%	0.0%	0.8%
0.7%	0.5%	4.7%	0.0%
0.0%	0.0%	1.1%	0.0%
3.6%	0.0%	0.0%	0.0%
0.9%	2.5%	0.0%	43.8%
0.0%	0.3%	0.0%	17.8%
0.7%	0.0%	1.7%	0.0%
0.0%	0.0%	0.6%	0.0%
3.3%	10.9%	9.7%	5.9%
32.1%	68.2%	45.6%	74.2%
36.1%	23.2%	53.0%	24.2%

#### TABLE 13: GARDENING PRODUCTS - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

													Total Study Area
	Zone:		2	3	4		6		8	9	10	11	
CAMBERLEY TOWN CENTRE:		0.0%	0.6%	0.0%	2.2%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
DISTRICT CENTRES:													
Bagshot District Centre		0.0%	7.3%	1.6%	4.2%	0.0%	3.8%	0.0%	0.0%	1.4%	0.0%	0.7%	1.9%
Frimley District Centre		0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
LOCAL & NEIGHBOURHOOD CENTRES:													
Chobham Local Centre		0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lightwater Local Centre		0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West End		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham Local Centre		0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.3%
OUT OF CENTRE:													
The Meadows, Camberley:		0.0%	1.8%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Nelson Way / Black Valley Road		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London Road, Bagshot		8.7%	70.4%	41.4%	42.7%	16.3%	8.3%	53.9%	6.6%	18.8%	0.0%	33.1%	22.6%
Other		4.2%	3.1%	9.3%	1.3%	0.0%	0.0%	7.0%	1.1%	2.4%	0.0%	0.0%	1.6%
OUT OF CENTRE: SUB TOTAL		12.9%	75.2%	50.7%	44.6%	16.3%	8.3%	60.9%	7.7%	21.1%	0.0%	33.1%	24.4%
BOROUGH AREA - TOTAL MARKET SHARE:		12.9%	89.1%	59.0%	56.3%	17.9%	12.1%	64.6%	7.7%	22.5%	0.0%	33.8%	28.1%
Aldershot Town Centre		0.0%	0.0%	0.0%	0.0%	7.6%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Basingstoke Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.0%	0.0%	0.0%	0.0%	1.1%
Bracknell Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	5.4%	5.4%	16.6%	3.1%
Bracknell Out of Centre		0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	7.2%	5.4%	21.9%	4.4%
Farnborough Town Centre		0.0%	0.0%	0.0%	0.0%	0.8%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Farnborough Out of Centre		0.0%	7.2%	2.5%	12.7%	33.2%	38.9%	1.5%	4.5%	1.4%	0.0%	0.0%	13.9%
Farnham Town Centre		0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Farnham Out of Centre		0.0%	0.0%	0.0%	0.0%	11.4%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Guildford Town Centre		1.4%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Guildford Out of Centre		4.5%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Reading City Centre		0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	1.1%	7.2%	1.4%	0.0%	1.4%
Reading Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.7%	12.0%	1.5%	1.2%
Sandhurst Town Centre		0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Woking Town Centre		18.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	2.6%
Woking Out of Centre		1.6%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	16.4%	0.0%	1.6%
Wokingham Out of Centre		0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	9.9%	12.1%	0.7%	2.1%
Other		56.3%	1.8%	32.6%	13.6%	24.5%	39.9%	15.3%	56.6%	29.9%	44.3%	20.2%	31.9%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		81.9%	9.6%	40.1%	36.9%	82.1%	84.9%	30.6%	91.2%	74.8%	97.1%	61.0%	68.2%
SPECIAL FORMS OF TRADING / INTERNET:		5.3%	1.3%	0.9%	6.8%	0.0%	3.0%	4.8%	1.1%	2.7%	2.9%	5.2%	3.7%
TOTAL MARKET SHARE:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

RE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
1.9%	0.5%	0.0%	0.0%
4.8%	2.4%	0.6%	0.0%
4.2%	0.0%	0.0%	0.0%
0.0%	0.9%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.1%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
1.1%	0.0%	0.6%	0.0%
0.9%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
48.3%	14.9%	24.2%	8.7%
1.6%	1.2%	1.8%	4.2%
50.8%	16.1%	26.0%	12.9%
62.9%	19.9%	27.1%	12.9%
0.0%	3.2%	0.0%	0.0%
0.0%	0.9%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	3.6%	0.0%
0.0%	0.0%	7.8%	0.0%
0.1%	0.0%	11.3%	0.0%
0.0%	1.6%	0.0%	0.0%
11.6%	32.5%	1.1%	0.0%
0.0%	0.2%	0.0%	0.0%
0.0%	4.3%	0.0%	0.0%
0.0%	0.3%	0.0%	1.4%
0.0%	0.2%	0.0%	4.5%
4.2%	0.0%	2.1%	0.0%
0.0%	0.0%	3.5%	0.0%
1.2%	0.0%	0.0%	0.0%
0.0%	0.1%	0.3%	18.2%
0.0%	0.2%	0.0%	1.6%
0.0%	0.0%	4.6%	0.0%
3.1%	0.0%	4.5%	0.0%
11.2%	34.5%	30.4%	56.3%
31.4%	78.2%	69.3%	81.9%
5.6%	1.9%	3.7%	5.3%
100.0%	100.0%	100.0%	100.0%



## **APPENDIX A5**

Town Centre Uses Future Directions Study 2020 Appendix A5: Convenience Goods (excluding SFT)

#### TABLE 1: ALL CONVENIENCE GOODS - 2019 MARKET SHARE ANALYSIS (%)

Excluding Internet Shopping and other Special Forms of Trading
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													CORE CATCHI		NORTH A CATCHMENT AREA	WOKING
	ZONES: 1											TOTAL STUDY AREA	2/4	3/5/6		
CAMBERLEY TOWN CENTRE:																
Sainsbury's, Cambridge Walk	0.0%	3.7%	0.0%	3.7%	0.6%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.9%	3.7%	0.2%	0.4%	0.0%
Lidl, Charles Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Local shops	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
SUB-TOTAL:	0.0%	3.7%	0.8%	3.7%	0.6%	0.0%	0.2%	0.4%	2.1%	0.0%	0.0%	0.9%	3.7%	0.3%	0.5%	0.0%
BAGSHOT DISTRICT CENTRE:																
Co-op, The Square	0.0%	4.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.9%	0.0%	0.0%	0.0%
M&S BP, London Road	0.0%	0.2%	0.0%	0.3%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.1%	0.0%
Other shops	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%		0.2%	0.3%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.3%	1.2%	0.0%	0.1%	0.0%
FRIMLEY DISTRICT CENTRE (incl Waitrose)	0.0%	0.4%	0.0%	2.7%	4.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.3%	1.5%	0.0%	0.0%
Chobham (Incl. Co-op and Tesco Express)	0.0%	0.0%	7.5%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.9%	0.0%	0.0%
Frimley Green	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Lightwater (Incl. Co-op and M&S BP)	0.0%	19.0%	2.7%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.3%	0.3%	0.0%	0.0%
Mytchett	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
West End	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windlesham	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Other Neighbourhood Centres / Villages	0.0%	0.7%	1.8%	4.9%	4.5%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.2%	4.2%	1.5%	0.1%	0.0%
OUT OF CENTRE:																
Marks & Spencer, The Meadows	0.0%	0.4%	1.5%	2.2%	0.8%	0.0%	1.6%	1.6%	2.2%	0.0%	0.1%	0.8%	1.9%	0.4%	0.9%	0.0%
Sainsbury's, Blackwater Valley Road	0.0%	1.0%	3.7%	13.2%	5.6%	6.0%	0.6%	1.1%	0.0%	0.0%	0.0%	3.8%	11.0%	5.6%	0.2%	0.0%
Tesco Extra, The Meadows	0.1%	9.0%	0.1%	23.8%	3.7%	4.5%	0.5%	3.8%	11.9%	0.0%	2.0%	6.3%	21.1%	3.8%	3.7%	0.1%
Waitrose, London Road	0.0%	17.8%	2.6%	2.5%	0.1%	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	1.0%	5.3%	0.3%	0.1%	0.0%
SUB-TOTAL:	0.1%	28.2%	7.9%	41.7%	10.2%	10.5%	3.2%	6.6%	14.1%	0.0%	2.1%	11.8%	39.2%	10.1%	4.9%	0.1%
BOROUGH AREA - MARKET SHARE:	0.1%	57.8%	21.0%	54.4%	20.8%	10.7%	4.1%	7.0%	16.6%	0.0%	2.1%	16.3%	55.0%	14.8%	5.6%	0.1%
Aldershot Town Centre	0.0%	0.0%	0.0%	0.0%	11.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	4.4%	0.0%	0.0%
Aldershot - out of centre stores	0.0%	0.0%	0.0%	0.0%	31.5%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	14.1%	0.0%	0.0%
Blackwater (incl Lidl & Tesco Express)	0.2%	7.3%	2.4%	9.8%	1.9%	6.3%	0.4%	1.1%	2.5%	0.0%	1.4%	3.6%	9.4%	4.6%	1.3%	0.2%
Bracknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)	0.0%	1.1%	0.8%	0.6%	0.0%	0.0%	13.7%	0.0%	6.8%	0.4%	22.2%	4.7%	0.7%	0.1%	12.2%	0.0%
Bracknell Out of Centre (Sainsbury's at Ringmead & Brookswood)	14.75	16.3%	40.2%	0.0%	0.9%	2.4%	4.9%	0.0%	6.9%	0.0%	19.0%	8.1%	3.0%	6.0%	9.7%	14.7%
Elvetham Heath (Morrisons)	0.0%	0.0%	0.0%	0.1%	0.0%	5.4%	0.0%	18.7%	0.0%	0.0%	0.0%	1.9%	0.1%	3.2%	2.2%	0.0%
Farnborough Town Centre (incl. Iceland and Sainsbury's)	0.0%	0.0%	0.0%	0.1%	0.7%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.1%	4.1%	0.0%	0.0%
Farnborough Out of Centre (Asda, Costco, and Morrisons)	0.0%	0.8%	0.5%	2.3%	4.4%	31.0%	0.6%	0.9%	1.1%	0.0%	0.0%	6.8%	2.0%	19.9%	0.4%	0.0%
Hook Town Centre (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.5%	0.0%	0.0%	0.4%	1.5%	0.0%	0.0%	4.1%	0.0%
Martins Heron (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.6%	0.0%	0.0%	0.0%	12.5%	2.6%	0.0%	0.0%	7.1%	0.0%
Sandhurst (incl. Waitrose and Tesco Express)	0.0%	0.0%	0.0%	15.6%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.2%	2.4%	12.7%	0.0%	0.5%	0.0%
Sunningdale (incl. Waitrose)	0.0%	10.9%	2.3%	0.0%	2.9%	0.4%	29.0%	0.0%	0.0%	0.0%	0.0%	2.3%	2.0%	1.3%	4.1%	0.0%
Woking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)	46.05	0.5%	15.0%	0.0%	0.3%	0.0%	0.0%	0.0%	5.8%	0.9%	0.0%	7.5%	0.1%	1.7%	1.3%	46.0%
Wokingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.3%	17.0%	64.4%	1.9%	5.0%	0.8%	0.0%	13.2%	0.0%
Yateley (Co-op, Sainsbury's Local, Tesco Express)	0.0%	0.0%	0.0%	11.7%	0.0%	0.3%	0.0%	5.5%	1.5%	0.0%	0.0%	2.1%	9.5%	0.2%	1.0%	0.0%
Other	39.15	5.3%	17.8%	4.4%	25.6%	27.1%	32.6%	32.9%	39.9%	34.4%	40.3%	28.2%	4.6%	25.6%	37.4%	39.1%
ALL STORES/CENTRES OUTSIDE BOROUGH:	99.95	42.2%	79.0%	45.6%	79.2%	89.3%	95.9%	93.0%	83.4%	100.0%	97.9%	83.7%	45.0%	85.2%	94.4%	99.9%
TOTAL MARKET SHARE	100.0	6 100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: 2019 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)

ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Zor	e: 1			4		6		8		10	11	TOTAL STUDY AREA	CCA 2/4	SCA 3/5/6	NCA 7-11	wc
TOTAL AVAILABLE SPEND (excluding SF		£43.4	£45.0	£192.9	£124,4	£264.8	£68.4	£58.4	£107.4	£71.3	£197.2	£1,370.0	£236.3	5/3/0 F434.2	F502.7	£
MBERLEY TOWN CENTRE:	ı,. 2130.3	2.0	243.0	2132.3		2204.0	200.4	230.4	2207.4	2723	227.2	11,570.0	2230.3	E434.2	1302.7	
Sainsbury's, Cambridge Walk	£0.0	£1.6	£0.0	£7.2	£0.8	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£11.9	£8.8	£0.8	£2.1	1
Lidl, Charles Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	
Local shops	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	
SUB-TOTAL:	£0.0	£1.6	£0.3	£7.2	£0.8	£0.0	£0.1	£0.2	£2.3	£0.0	£0.0	£12.6	£8.8	£1.2	£2.5	+
GSHOT DISTRICT CENTRE:	20.0	11.0	20.3	27.2	20.0	20.0	20.2	10.1	12.3	20.0	20.0	212.0	20.0		11.3	+
Co-op, The Square	£0.0	£2.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	€2.2	€2.1	£0.1	£0.0	
M&S BP, London Road	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	0.03	£1.1	£0.6	€0.0	£0.5	
Other shops	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	€0.1	£0.0	£0.0	
SUB-TOTAL:	£0.0	£2.3	€0.1	£0.5	£0.0	£0.0	£0.5	£0.0	€0.0	£0.0	£0.0	£3.5	£2.9	£0.1	£0.5	+
												-5.5				+
IMLEY DISTRICT CENTRE (incl Waitrose)	£0.0	£0.2	£0.0	£5.3	£5.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£11.8	£5.4	£6.3	£0.0	٠
obham (Incl. Co-op and Tesco Express)	£0.0	£0.0	£3.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.0	£4.0	£0.0	+
mley Green	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	
htwater (Incl. Co-op and M&S BP)	£0.0	£8.2	£1.2	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.6	£10.2	£1.3	£0.0	
ytchett	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	€0.0	£0.0	£0.0	£0.0	£0.4	€0.0	£0.4	£0.0	
est End	£0.0	£0.0	£0.1	€0.0	£0.0	£0.0	£0.0	€0.0	£0.0	£0.0	£0.0	£0.1	€0.0	£0.1	£0.0	
indlesham	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	€0.0	€0.0	£0.0	0.03	£0.2	£0.2	£0.0	£0.0	
her Neighbourhood Centres / Villages	£0.0	£0.3	£0.8	£9.5	£5.6	£0.0	£0.0	€0.0	€0.4	£0.0	£0.0	£16.8	8.63	£6.6	£0.4	
JT OF CENTRE:																+
Marks & Spencer, The Meadows	£0.0	£0.2	£0.7	£4.2	£1.0	£0.0	£1.1	€0.9	£2.4	£0.0	£0.2	£10.7	£4.4	£1.7	£4.5	
Sainsbury's, Blackwater Valley Road	£0.0	£0.4	£1.7	£25.5	£7.0	£15.8	£0.4	€0.7	£0.0	£0.0	£0.0	£51.5	£25.9	£24.4	£1.1	
Tesco Extra, The Meadows	£0.2	£3.9	£0.1	£46.0	£4.6	£11.9	£0.3	£2.2	£12.8	£0.0	£4.0	£85.7	£49.8	£16.5	£18.7	
Waitrose, London Road	£0.0	£7.7	£1.2	£4.8	£0.1	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£14.4	£12.5	£1.3	£0.4	
SUB-TOTAL:	£0.2	£12.2	£3.5	£80.4	£12.7	£27.7	£2.2	£3.9	£15.1	£0.0	£4.2	£162.2	£92.6	£43.9	£24.8	
DROUGH AREA - MARKET SHARE:	£0.2	£25.1	£9.4	£104.9	£25.9	£28.2	£2.8	£4.1	£17.8	£0.0	£4.2	£223.5	£130.0	£64.2	£28.1	T
dershot Town Centre	£0.0	£0.0	£0.0	£0.0	£13.7	£5.1	£0.0	£0.0	£0.0	£0.0	£0.0	£19.0	£0.0	£19.1	£0.0	Т
dershot - out of centre stores	£0.0	£0.0	£0.0	£0.0	£39.1	£21.2	£0.0	€0.0	£0.0	£0.0	£0.0	£60.7	£0.0	£61.1	£0.0	
ackwater (incl Lidl & Tesco Express)	£0.3	£3.2	£1.1	£19.0	£2.4	£16.8	£0.3	€0.6	£2.7	£0.0	£2.8	£48.9	£22.2	£20.0	£6.3	
acknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)	£0.0	£0.5	£0.3	£1.1	£0.0	£0.0	£9.4	€0.0	£7.3	£0.3	£43.7	£64.0	£1.6	£0.4	£61.4	
acknell Out of Centre (Sainsbury's at Ringmead & Brookswood)	£28.9	£7.1	£18.1	£0.0	£1.1	£6.3	£3.4	£0.0	£7.4	£0.0	£37.5	£110.5	£7.1	£26.1	£48.6	
retham Heath (Morrisons)	£0.0	£0.0	£0.0	£0.1	£0.0	£14.4	£0.0	£10.9	£0.0	£0.0	£0.0	£25.4	£0.1	£14.1	£11.2	
rnborough Town Centre (incl. Iceland and Sainsbury's)	£0.0	£0.0	£0.0	£0.1	£0.9	£17.1	£0.0	£0.0	£0.0	£0.0	£0.0	£17.7	£0.1	£17.7	£0.0	
rnborough Out of Centre (Asda, Costco, and Morrisons)	£0.0	£0.4	£0.2	£4.5	£5.5	£82.2	£0.4	£0.5	£1.2	£0.0	£0.0	£92.8	£4.8	£86.3	£2.2	
ok Town Centre (Tesco Extra)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£19.5	£0.0	£0.0	£0.7	£20.9	£0.0	£0.0	£20.7	
artins Heron (Tesco Extra)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.0	£0.0	£0.0	£0.0	£24.6	£35.8	£0.0	£0.0	£35.5	
ndhurst (incl. Waitrose and Tesco Express)	£0.0	£0.0	£0.0	£30.1	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.4	£32.7	£30.1	£0.0	£2.3	
nningdale (incl. Waitrose)	£0.0	£4.7	£1.0	£0.0	£3.6	£1.0	£19.8	€0.0	£0.0	£0.0	£0.0	£31.4	£4.7	£5.8	£20.6	
oking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)	£90.6	£0.2	£6.8	£0.0	£0.3	£0.0	£0.0	€0.0	£6.3	£0.6	£0.0	£102.8	£0.2	£7.4	£6.5	
okingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.2	£18.3	£45.9	£3.8	£68.9	£1.9	£0.0	£66.3	
teley (Co-op, Sainsbury's Local, Tesco Express)	£0.0	£0.0	£0.0	£22.5	£0.0	£0.7	£0.0	£3.2	£1.6	£0.0	£0.0	£28.3	£22.5	£0.7	£4.8	
her	£76.9	£2.3	£8.0	£8.5	£31.8	£71.7	£22.3	£19.2	£42.9	£24.5	£79.4	£386.8	£10.8	£111.3	£188.2	
L STORES/CENTRES OUTSIDE BOROUGH:	£196.7	£18.3	£35.6	£88.0	£98.5	£236.5	£65.6	£54.3	£89.6	£71.3	£193.0	£1,146.6	£106.4	£370.0	£474.6	

Appendix A5: Convenience Goods (excluding SFT)

### TABLE 3: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

2/4 £242. SCA 3/5/6 NCA 7-11 £521.8 CAMBERLEY TOWN CENTRE: Sainsbury's, Cambridge Walk £2.3 £12.2 Lidl. Charles Street £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.1 £0.2 £0.0 £0.0 £0.0 £0.4 £0.0 £0.0 £0.4 £0.0 Local shops SUB-TOTAL: £0.0 £1.6 £0.4 £7.4 £0.8 £0.0 £0.1 £2.3 £0.0 £0.0 £12.9 £9.0 £1.2 £2.6 £0.0 BAGSHOT DISTRICT CENTRE: M&S BP, London Road M&S BP, Ltrine.
Other shops

SUB-TOTAL: £0.0 £0.1 £0.0 £0.5 £0.0 £0.0 £0.5 €0.0 £0.0 £0.0 £0.0 £1.1 £0.6 £0.0 £0.5 £0.0 en n £0.0 £2.4 £0.1 £0.5 £0.0 £0.0 £0.5 £0.0 £0.0 £3.5 £2.9 £0.1 £0.5 £0.0 FRIMLEY DISTRICT CENTRE (incl Waitrose) Frimley Green £0.0 £0.0 £0.0 £0.0 £0.5 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.5 £0.0 £0.5 £0.0 £0.0 £11.6 £10.5 £1.3 £0.0 Mytchett £0.0 £0.0 £0.0 £0.0 £0.4 £0.0 £0.0 £0.0 £0.4 £0.0 £0.4 £0.0 £0.0 West Fnd £0.0 £0.0 £0.1 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 fn n f0 1 fn n £0.1 £0.0 £0.0 Other Neighbourhood Centres / Villages

OUT OF CENTRE:

Marks & Spencer, The Meadows £0.0 £0.3 £0.8 £9.8 £5.7 £0.0 £0.0 £0.0 £0.0 £17.1 £10.1 £6.7 £0.4 £0.0 Sainsbury's, Blackwater Valley Road £0.0 £0.4 £1.7 £26.2 £7.1 £16.1 £0.5 £0.7 £0.0 £0.0 £0.0 £52.7 £26.6 £24.9 £1.2 £0.0 £16.8 Waitrose, London Road

SUB-TOTAL £0.0 £7.9 £1.2 £4.9 £0.1 £0.0 £0.3 £0.0 £14.5 £12.8 £1.4 £0.4 £0.0 £0.2 £28.2 £15.6 £4.4 £0.2 BOROUGH AREA - MARKET SHARE: £0.2 £25.6 £9.7 £107.7 £26.6 £28.8 £2.9 £4.2 £18.3 £0.0 £4.4 £228.3 £133.3 £65.5 £29.2 £0.2 Blackwater (incl Lidl & Tesco Express) £0.3 £3.2 £1.1 £19.5 £2.5 £17.1 £0.3 £0.7 £2.7 £0.0 £2.9 £50.3 £22.7 £20.4 £6.5 £0.3 Bracknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose) £0.5 £7.2 £0.0 £45.8 £65.3 £0.4 £26.7 £63.8 £0.0 Bracknell Out of Centre (Sainsbury's at Ringmead & Brooks £29.7 £18.5 £1.1 £6.5 £3.5 £7.6 £39.2 £113.3 £7.3 £50.5 £29.7 £0.0 £0.0 Elvetham Heath (Morrisons) £0.0 £0.0 £0.0 £0.2 £0.0 £14.7 £0.0 £11.2 £0.0 £0.0 £26.0 £0.2 £14.4 £11.6 £0.0 £14.7 £17.4 £83.7 £0.0 £0.0 £1.0 £5.6 £0.0 £18.1 £88.1 £0.0 £1.2 £0.0 £0.0 £18.5 £0.3 £4.6 Farnborough Out of Centre (Asda, Costco, and Morrisons) £0.0 £0.4 £96.8 £5.0 £2.2 £0.0 Hook Town Centre (Tesco Extra) £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £20.1 £0.7 £25.8 £20.8 £0.0 £0.0 £21.5 £0.0 £36.8 £0.0 Martins Heron (Tesco Extra) £36.1 Sandhurst (incl. Waitrose and Tesco Express) £0.0 £0.0 £0.0 £31.0 £0.0 £0.0 £0.0 £0.0 £2.0 £0.0 £0.5 £33.5 £30.9 £0.0 £2.4 £0.0

> £0.0 £0.0

£202.3 £44.3 £46.1 £198.2 £127.5 £269.6 £70.6 £59.9 £110.8 £74.0 £206.4

£8.8 £32.6 £73.0 £23.0 £6.5

£0.7 £0.0

£47.6 £4.0

£83.1

£107.7

£72.7

£28.9

£399.5

£0.2

£2.0 £23.1

£11.1

£7.5

£0.0 £0.7

£113.6

£6.8

£68.8 £5.0

£93.1

£0.0

£79.1

£0.0

£3.3

### TABLE 4: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)

£93.1 £0.2 £6.9 £0.0 £0.3

£0.0 £0.0 £0.0 £0.0 £2.0 £23.2 £0.0 £0.0 £0.0 £0.2

£79.1

Woking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)

Yateley (Co-op, Sainsbury's Local, Tesco Express)

ALL STORES/CENTRES OUTSIDE BOROUGH: TOTAL MARKET SHARE

Wokingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)

													CCA	SCA	NCA	W
•								8		10	11	TOTAL STUDY AREA				, Y
Zone													2/4	3/5/6	7-11	
TOTAL AVAILABLE SPEND (excluding SFT)	: £205.5	£45.0	£47.0	£201.3	£129.8	£272.3	£72.0	£60.9	£113.0	£75.6	£212.0	£1,434.4	£246.3	£449.1	£533.5	
AMBERLEY TOWN CENTRE:														1	i	
Sainsbury's, Cambridge Walk	£0.0	£1.7	£0.0	£7.5	£0.8	£0.0	£0.0	£0.0	£2.4	£0.0	£0.0	£12.4	£9.2	£0.9	£2.3	
Lidl, Charles Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	
Local shops	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	
SUB-TOTAL:	£0.0	£1.7	£0.4	£7.5	£0.8	£0.0	£0.1	£0.2	£2.4	£0.0	£0.0	£13.1	£9.2	£1.2	£2.7	
GSHOT DISTRICT CENTRE:																
Co-op, The Square	£0.0	£2.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.2	£0.1	£0.0	
M&S BP, London Road	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£1.1	£0.6	£0.0	£0.5	
Other shops	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	
SUB-TOTAL:	£0.0	£2.4	£0.1	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£3.5	£3.0	£0.1	£0.5	
IMLEY DISTRICT CENTRE (incl Waitrose)	£0.0	£0.2	£0.0	£5.5	£5.9	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£12.1	£5.6	£6.6	£0.0	Т
obham (Incl. Co-op and Tesco Express)	£0.0	£0.0	£3.5	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0	£0.0	£4.1	£0.0	T
mley Green	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	
htwater (Incl. Co-op and M&S BP)	£0.0	£8.5	£1.3	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.8	£10.6	£1.3	£0.0	
ytchett	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	
est End	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	
indlesham	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	
her Neighbourhood Centres / Villages	£0.0	£0.3	£0.9	£10.0	£5.8	£0.0	€0.0	£0.0	£0.4	£0.0	60.0	£17.3	£10.3	£6.8	£0.4	
JT OF CENTRE:														<b>†</b>		$^{+}$
Marks & Spencer, The Meadows	£0.0	£0.2	£0.7	£4.4	£1.0	£0.0	£1.2	£1.0	£2.5	£0.0	£0.2	£11.1	£4.6	£1.8	£4.8	
Sainsbury's, Blackwater Valley Road	£0.0	£0.4	£1.7	£26.6	£7.3	£16.3	£0.5	£0.7	£0.0	£0.0	£0.0	£53.4	£27.0	£25.2	£1.2	
Tesco Extra, The Meadows	£0.0	£4.0	£0.1	£48.0	£4.8	£12.2	£0.4	£2.3	£13.4	£0.0	£4.3	£89.7	£51.9	£17.0	£19.9	
Waitrose London Road	£0.0	£8.0	£1.2	£5.0	£0.1	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£14.7	£13.0	£1.4	£19.9 £0.4	
	£0.0	£12.7	£3.7	£83.9	£13.2	£28.5	£2.3	£4.0	£15.9	£0.0	£4.5	£169.0	£96.5	£45.4	£26.3	+
SUB-TOTAL:  DROUGH AREA - MARKET SHARE:	£0.2	£12.7	£3.7	£83.9 £109.4	£13.2	£28.5	£2.9	£4.0 £4.3	£15.9	£0.0	£4.5	£169.0	£96.5	£45.4 £66.4	£26.3	+
																+
dershot Town Centre	£0.0	£0.0	£0.0	£0.0	£14.3	£5.2	£0.0	£0.0	£0.0	£0.0	£0.0	£19.5	£0.0	£19.8	£0.0	
dershot - out of centre stores	£0.0	£0.0	£0.0	£0.0	£40.8	£21.8	£0.0	£0.0	£0.0	£0.0	£0.0	£62.6	£0.0	£63.2	£0.0	
ackwater (incl Lidl & Tesco Express)	£0.3	£3.3	£1.1	£19.8	£2.5	£17.3	£0.3	£0.7	£2.8	£0.0	£3.0	£51.1	£23.1	£20.7	£6.7	
acknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)	£0.0	£0.5	£0.4	£1.1	£0.0	£0.0	£9.9	£0.0	£7.7	£0.3	£47.0	£66.9	£1.6	£0.4	£65.2	
acknell Out of Centre (Sainsbury's at Ringmead & Brookswood)	£30.1	£7.3	£18.9	£0.0	£1.2	£6.5	£3.5	£0.0	£7.7	£0.0	£40.3	£115.6	£7.4	£27.0	£51.6	
retham Heath (Morrisons)	£0.0	£0.0	£0.0	£0.2	£0.0	£14.8	£0.0	£11.4	£0.0	£0.0	£0.0	£26.3	£0.2	£14.6	£11.8	
rnborough Town Centre (incl. Iceland and Sainsbury's)	£0.0	£0.0	£0.0	£0.2	£1.0	£17.6	£0.0	£0.0	£0.0	£0.0	£0.0	£18.7	£0.2	£18.3	£0.0	
rnborough Out of Centre (Asda, Costco, and Morrisons)	£0.0	£0.4	£0.3	£4.7	£5.7	£84.5	£0.5	£0.6	£1.3	£0.0	£0.0	£97.9	£5.0	£89.3	£2.3	
ook Town Centre (Tesco Extra)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£20.4	£0.0	£0.0	£0.8	£21.1	£0.0	£0.0	£22.0	
artins Heron (Tesco Extra)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.5	£0.0	£0.0	£0.0	£26.5	£37.0	£0.0	€0.0	£37.7	
ndhurst (incl. Waitrose and Tesco Express)	£0.0	£0.0	£0.0	£31.5	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.5	£34.0	£31.4	£0.0	£2.4	
nningdale (incl. Waitrose)	£0.0	£4.9	£1.1	£0.0	£3.8	£1.1	£20.9	£0.0	£0.0	£0.0	£0.0	£31.7	£4.9	£6.0	£21.9	
oking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)	£94.6	£0.2	£7.1	£0.0	£0.3	£0.0	£0.0	£0.0	£6.6	£0.7	£0.0	£109.5	£0.2	£7.6	£6.9	1
okingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.2	£19.2	£48.6	£4.1	£74.2	£2.0	£0.0	£70.4	1
steley (Co-op, Sainsbury's Local, Tesco Express)	£0.0	£0.0	£0.0	£23.5	£0.0	£0.7	€0.0	£3.4	£1.7	£0.0	£0.0	£29.3	£23.5	£0.7	£5.1	
ther	£80.3	£2.4	£8.4	£8.9	£33.2	£73.7	£23.5	£20.1	£45.1	£26.0	£85.4	£406.9	£11.3	£115.1	£199.7	
L STORES/CENTRES OUTSIDE BOROUGH:	£205.3	£19.0	£37.2	£91.9	£102.7	£243.3	£69.1	£56.6	£94.3	£75.6	£207.5	£1.202.4	£110.8	£382.7	£503.7	t
OTAL MARKET SHARE						£272.3			£113.0		£212.0	£1,434.4			£533.5	

Appendix A5: Convenience Goods (excluding SFT)

# TABLE 5: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding internet Shapping and other Special Forms of Trading

Bracknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)

Woking Out of Centre (incl. Asda x 2. Morrisons, and Sainsburys)

TABLE 6: 2036 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)

Yateley (Co-op, Sainsbury's Local, Tesco Express)

kingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)

Bracknell Out of Centre (Sainsbury's at Ringmead & Brooksw

Farnborough Town Centre (incl. Iceland and Sainsbury's)

Hook Town Centre (Tesco Extra)

TOTAL MARKET SHARE

Martins Heron (Tesco Extra) Sandhurst (incl. Waitrose and Tesco Express)

11 TOTAL STUDY AREA CAMBERLEY TOWN CENTRE: Sainsbury's, Cambridge Walk 61.7 £12.7 50.0 Lidl, Charles Street £0.0 £0.0 £0.0 £0.0 £0.1 £0.3 £0.0 £0.0 £0.0 £0.0 £0.0 £0.4 £0.0 £0.0 £0.4 £0.0 Local shops 50.0 en 4 SUB-TOTAL: £0.0 £1.7 £0.4 £7.7 £0.9 £0.0 £13.4 £9.4 £1.3 £2.7 £0.0 BAGSHOT DISTRICT CENTRE: Co-op, The Square £0.0 £0.1 £0.0 £0.5 £0.0 £0.0 £0.5 £0.0 £0.0 £1.1 £0.0 £0.5 £0.0 M&S BP, La..
Other shops

SUB-TOTAL: £0.2 £0.0 £0.0 £0.0 £0.0 £0.5 £0.0 £3.6 £3.0 £0.1 £0.5 £0.0 FRIMLEY DISTRICT CENTRE (incl Waitrose)
Chobham (Incl. Co-op and Tesco Express) £0.0 £0.2 £0.0 £0.0 £12.3 £5.8 £6.7 £0.0 £0.0 Frimley Green £0.0 £0.0 £0.0 £0.0 £0.5 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.5 £0.0 £0.5 £0.0 £0.0 £1.3 Mytchett £0.0 £0.0 £0.0 £0.0 £0.4 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.4 £0.0 £0.4 £0.0 £0.0 West End Windlesham £0.0 £0.2 £0.0 £0.0 £0.0 £0.0 £0.0 €0.0 £0.0 £0.0 £0.0 £0.2 £0.2 £0.0 £0.0 £0.0 Other Neighbourhood Centres / Villages £0.4 £0.0 £0.3 £0.9 £10.2 £5.9 £0.0 £0.0 £0.0 £0.0 £0.0 £17.7 £10.5 £7.0 £0.4 £0.0 OUT OF CENTRE: Marks & Spencer, The Meado £0.2 £4.7 £0.0 £0.7 £1.1 £2.5 £11.4 £1.8 Sainsbury's, Blackwater Valley Road £0.0 £0.4 £1.8 £27.1 F7.4 £16.5 £0.5 f0.7 £0.0 £0.0 £0.0 £54.5 £27.5 £25.7 £1.2 £0.0 Tesco Extra, The Meadows £0.2 £4.1 £4.9 £12.4 £0.4 £2.4 £13.7 £0.0 £17.4 £20.4 £0.1 £48.9 £4.4 £91.5 £52.9 £0.2 Waitrose, London Road £0.0 £8.1 £1.3 £5.1 £0.1 £0.0 £0.3 £0.1 £0.0 £0.0 £15.0 £13.3 £1.4 £0.4 £0.0 SUB-TOTAL: £3.8 £85.7 £4.7 £98.4 £46.3 £0.2 £4.7 £67.7 £0.2 £0.0 £0.0 £14.6 £5.3 £0.0 £19.9 £20.2 £0.0 £0.0 Aldershot - out of centre stores £0.0 £41.7 £22.2 £0.0 £63.9 £0.0 £64.5 £0.0 £0.0 Blackwater (incl Lidl & Tesco Express) £2.9 £21.1 £0.3 £3.3 £1.1 £20.2 £2.6 £17.6 £0.3 £3.1 £52.1 £23.6 £6.9 £0.3

£48.4

£68.7

£118.5

£19.0

£21.6

£34.7

£111.9

£29.9

£1,466.4

£0.4

£27.5

£14.9

£18.7

£91.0

£0.0

£0.0

£7.8

£0.7

£7.5

£0.2

£0.0

£32.0

£0.3

£2.1

£23.9

£66.9

£52.9

£0.0

£22.5

£2.5

£7.1

£72.2

£5.3

£30.8

£0.0

£0.0

£0.0

£96.7

£0.0 £210.0

0.00% 0.00% 0.00% 0.00% 0.00% 0.00%

£5.8 £86.0

£210.2 £45.7 £48.3 £205.4 £132.6 £277.0 £74.1 £62.2 £115.3 £77.5 £218.1

£30.8 £7.4 £19.4 £0.0 £1.2 £6.6 £3.6 £0.0 £7.9 £0.0 £41.5

£0.0 £0.0 £0.0 £0.2 £1.0 £17.9 £0.0 €0.0 £0.0 £0.0 £0.0

£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £20.8 £0.0 £0.0 £0.8

£0.0 £0.0 £0.0 £32.1 £0.0 £0.0 £0.0 £0.0 £2.1 £0.0 £0.5

£96.7 £0.2 £7.3 £0.0 £0.3 £0.0 £0.0 £0.0 £6.7 £0.7 £0.0

£0.0 £0.0 £0.0 £24.0 £0.0 £0.8 £0.0 £3.4 £1.8 £0.0 £0.0

												TOTAL STUDY AREA	CCA	SCA	NCA	wo
Zon												TOTALSTODT AREA	2/4	3/5/6	7-11	
TOTAL AVAILABLE SPEND (excluding SFT	): £212.2	£46.0	£48.7	£207.3	£133.9	£279.2	£75.0	£62.7	£116.2	£78.3	£220.6	£1,480.0	£253.3	£461.7	£552.8	
AMBERLEY TOWN CENTRE:																
Sainsbury's, Cambridge Walk	£0.0	£1.7	£0.0	£7.7	£0.9	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£12.8	£9.4	£0.9	£2.4	
Lidl, Charles Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	
Local shops	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	
SUB-TOTAL:	£0.0	£1.7	£0.4	£7.7	£0.9	£0.0	£0.1	£0.3	£2.5	£0.0	£0.0	£13.5	£9.4	£1.3	£2.8	T
AGSHOT DISTRICT CENTRE:																
Co-op, The Square	£0.0	£2.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3	£0.1	£0.0	
M&S BP, London Road	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£1.1	£0.6	£0.0	£0.5	
Other shops	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	
SUB-TOTAL:	£0.0	£2.5	£0.1	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£3.6	£3.1	£0.1	£0.5	
IMLEY DISTRICT CENTRE (incl Waitrose)	£0.0	£0.2	£0.0	£5.7	£6.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£12.4	£5.8	£6.7	£0.0	
obham (Incl. Co-op and Tesco Express)	£0.0	£0.0	£3.7	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£4.2	£0.0	
mley Green	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	
htwater (Incl. Co-op and M&S BP)	£0.0	£8.7	£1.3	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.1	£11.0	£1.3	£0.0	
ytchett	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	
est End	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	
indlesham	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	
her Neighbourhood Centres / Villages	£0.0	£0.3	£0.9	£10.3	£6.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£17.9	£10.5	£7.0	£0.4	
UT OF CENTRE:																
Marks & Spencer, The Meadows	£0.0	£0.2	£0.7	£4.5	£1.1	£0.0	£1.2	£1.0	£2.6	£0.0	£0.2	£11.5	£4.7	£1.8	£5.0	
Sainsbury's, Blackwater Valley Road	£0.0	£0.4	£1.8	£27.4	£7.5	£16.7	£0.5	£0.7	£0.0	£0.0	£0.0	£55.0	£27.8	£25.9	£1.2	
Tesco Extra, The Meadows	£0.2	£4.1	£0.1	£49.4	£5.0	£12.5	£0.4	£2.4	£13.8	£0.0	£4.5	£92.3	£53.4	£17.5	£20.6	
Waitrose, London Road	£0.0	£8.2	£1.3	£5.1	£0.1	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£15.1	£13.4	£1.4	£0.4	4
SUB-TOTAL:	£0.2	£13.0	£3.8	£86.4	£13.6	£29.2	£2.4	£4.2	£16.4	£0.0	£4.7	£173.9	£99.3	£46.7	£27.2	4
DROUGH AREA - MARKET SHARE:	£0.2	£26.6	£10.2	£112.7	£27.9	£29.8	£3.0	£4.4	£19.2	£0.0	£4.7	£238.7	£139.3	£68.3	£30.9	4
dershot Town Centre	£0.0	£0.0	£0.0	£0.0	£14.7	£5.4	£0.0	£0.0	£0.0	£0.0	£0.0	£20.1	£0.0	£20.3	£0.0	
dershot - out of centre stores	£0.0	£0.0	£0.0	£0.0	£42.1	£22.3	£0.0	£0.0	£0.0	£0.0	£0.0	£64.5	£0.0	£65.0	£0.0	
ackwater (incl Lidl & Tesco Express)	£0.3	£3.4	£1.1	£20.4	£2.6	£17.7	£0.3	£0.7	£2.9	£0.0	£3.1	£52.5	£23.8	£21.3	£6.9	
acknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)	£0.0	£0.5	£0.4	£1.2	£0.0	£0.0	£10.3	£0.0	£7.9	£0.3	£48.9	£69.5	£1.7	£0.4	£67.6	
acknell Out of Centre (Sainsbury's at Ringmead & Brookswood)	£31.1	£7.5	£19.6	£0.0	£1.2	£6.7	£3.7	£0.0	£8.0	£0.0	£41.9	£119.6	£7.6	£27.8	£53.5	
etham Heath (Morrisons)	£0.0	£0.0	£0.0	£0.2	£0.0	£15.2	£0.0	£11.7	£0.0	£0.0	£0.0	£27.0	£0.2	£15.0	£12.3	
rnborough Town Centre (incl. Iceland and Sainsbury's) rnborough Out of Centre (Asda, Costco, and Morrisons)	£0.0	£0.0	£0.0	£0.2	£1.0	£18.0	£0.0	£0.0	£0.0	£0.0	£0.0	£19.2 £100.4	£0.2 £5.2	£18.8 £91.8	£0.0 £2.4	
rnborough Out or Centre (Asoa, Costco, and Morrisons)	£0.0	£0.4	£0.3	£4.8	£5.9	£86.7	£0.5	£0.6	£1.3	£0.0	£0.0	£100.4 £21.8	£5.2 £0.0	£91.8 £0.0	£2.4 £22.8	
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£21.0	£0.0	£0.0						
artins Heron (Tesco Extra)	£0.0	£0.0	£0.0	£0.0 £32.4	£0.0	£0.0	£11.0	£0.0	£0.0 £2.1	£0.0	£27.6 £0.5	£38.5 £35.0	£0.0	£0.0	£39.0 £2.5	
ndhurst (incl. Waitrose and Tesco Express)		£0.0	£0.0				£0.0			£0.0			£32.3 £5.1		£2.5	
nningdale (incl. Waitrose) oking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)	£0.0 £97.7	£5.0 £0.3	£1.1 £7.3	£0.0	£3.9 £0.3	£1.1 £0.0	£21.7 £0.0	£0.0	£0.0 £6.8	£0.0 £0.7	£0.0	£32.9 £113.0	£5.1 £0.3	£6.2 £7.8	£22.6 £7.2	
oking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys) okingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)											£0.0 £4.3	£113.0 £76.8	£0.3		£7.2 £72.9	
eley (Co-op, Sainsbury's Local, Tesco Express)	£0.0	£0.0	£0.0	£2.1 £24.2	£0.0	£0.0	£0.0	£0.2 £3.5	£19.8 £1.8	£50.4	£4.3 £0.0	£76.8 £30.2	£2.1 £24.1	£0.0	£72.9 £5.3	
teley (Co-op, Sainsbury's Local, Tesco Express) her	£0.0 £83.0	£0.0	£0.0 £8.7	£24.2 £9.2	£0.0 £34.2	£0.8 £75.6	£0.0 £24.5	£3.5 £20.6	£1.8 £46.4	£0.0 £26.9	£0.0 £88.8	£30.2 £420.3	£24.1 £11.6	£0.7 £118.3	£5.3 £206.9	
ilei	£83.0	£2.4	18.7	£9.2	£34.2	£/5.b	£24.5	£2U.6	£46.4	£26.9	£88.8	£42U.3	£11.b	£118.5	£206.9	- 1

Town Centre Uses Future Directions Study 2020 Appendix A5: Convenience Goods (excluding SFT)

TABLE 7: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

												TOTAL STUDY AREA	CCA	SCA	NCA	WOKING
Zone:													2/4	3/5/6	7-11	1
TOTAL AVAILABLE SPEND (excluding SFT):	£214.4	£46.3	£49.2	£209.2	£135.1	£281.2	£75.8	£63.3	£117.2	£79.2	£223.5	£1,494.6	£255.6	£465.6	£559.1	£214.4
CAMBERLEY TOWN CENTRE:																
Sainsbury's, Cambridge Walk	£0.0	£1.7	£0.0	£7.8	£0.9	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£12.9	£9.5	€0.9	£2.5	£0.0
Lidl, Charles Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0
Local shops	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	£0.0
SUB-TOTAL:	£0.0	£1.7	£0.4	£7.8	£0.9	£0.0	£0.1	£0.3	£2.5	£0.0	£0.0	£13.6	£9.5	£1.3	£2.9	£0.0
BAGSHOT DISTRICT CENTRE:  Co-op, The Square	£0.0	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£2.3	£0.1	£0.0	£0.0
M&S BP, London Road	£0.0	£2.3 £0.1	£0.0	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£2.4 £1.2	£2.3 £0.6	£0.0	£0.5	£0.0
Other shops	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
SUB-TOTAL:	£0.0	£2.5	£0.1	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£3.7	£3.0	£0.1	£0.5	£0.0
JOD TOTAL	20.0	LLJ	20.2	20.5	20.0	20.0	20.3	20.0	20.0	20.0	20.0	23.7	23.0	20.1	20.3	20.0
FRIMLEY DISTRICT CENTRE (incl Waitrose)	£0.0	£0.2	£0.0	£5.7	£6.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£12.6	£5.9	£6.7	£0.0	£0.0
Chobham (Incl. Co-op and Tesco Express)	£0.0	£0.0	£3.7	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£0.0	£4.2	£0.0	£0.0
Frimley Green	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	€0.5	£0.0	£0.0
Lightwater (Incl. Co-op and M&S BP)	£0.0	£8.8	£1.3	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.2	£10.9	£1.3	£0.0	£0.0
Mytchett	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	£0.0
West End	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0
Windlesham	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	€0.0	£0.0	£0.0
Other Neighbourhood Centres / Villages	£0.0	£0.3	£0.9	£10.4	£6.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£18.0	£10.7	£6.9	£0.4	£0.0
OUT OF CENTRE:																
Marks & Spencer, The Meadows	£0.0	£0.2	£0.7	£4.6	£1.1	£0.0	£1.2	£1.0	£2.6	£0.0	£0.2	£11.6	£4.8	£1.8	£5.0	£0.0
Sainsbury's, Blackwater Valley Road	£0.0	£0.5	£1.8	£27.6	£7.6	£16.8	£0.5	£0.7	£0.0	£0.0	£0.0	£55.5	£28.1	£26.2	£1.2	£0.0
Tesco Extra, The Meadows	£0.2	£4.1	£0.1	£49.8	£5.0	£12.6	£0.4	£2.4	£13.9	£0.0	£4.5	£93.1	£54.0	£17.7	£21.2	£0.2
Waitrose, London Road	£0.0	£8.2	£1.3	£5.2	£0.1	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£15.2	£13.4	£1.4	£0.4	£0.0
SUB-TOTAL:	£0.2	£13.0	£3.9	£87.2	£13.8	£29.4	£2.4	£4.2	£16.5	£0.0	£4.8	£175.4	£100.3	£47.1	£27.9	£0.2
BOROUGH AREA - MARKET SHARE:	£0.2	£26.8	£10.3	£113.8	£28.2	£30.0	£3.1	£4.5	£19.4	£0.0	£4.8	£240.9	£140.5	£68.5	£31.7	£0.2
Aldershot Town Centre	£0.0	£0.0	£0.0	£0.0	£14.9	£5.4	£0.0	£0.0	£0.0	£0.0	£0.0	£20.3	£0.0	£20.3	£0.0	£0.0
Aldershot - out of centre stores  Blackwater (incl Lidl & Tesco Express)	£0.0	£0.0	£0.0	£0.0	£42.5	£22.5	£0.0 £0.3	£0.0	£0.0 £2.9	£0.0	£0.0	£65.0 £53.0	£0.0	£65.0	£0.0	£0.0
	£0.0	£3.4 £0.5	£0.4	£1.2	£2.6	£17.8 £0.0	£10.4	£0.0	£2.9 £8.0	£0.3	£49.6	£70.3	£24.0 £1.7	£21.6 £0.4	£68.3	£0.3
Bracknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)  Bracknell Out of Centre (Sainsbury's at Ringmead & Brookswood)	£31.4	£0.5	£19.8	£1.2	£1.2	£6.7	£10.4 £3.7	£0.0	£8.0	£0.0	£49.5	£70.3 £120.9	£1.7	£0.4 £27.7	£54.3	£31.4
Elvetham Heath (Morrisons)	£0.0	£0.0	£0.0	£0.2	£0.0	£15.3	£0.0	£11.8	£0.0	£0.0	£0.0	£27.3	£0.2	£15.3	£11.8	£0.0
Farnborough Town Centre (incl. Iceland and Sainsbury's)	£0.0	£0.0	£0.0	£0.2	£1.0	£18.2	£0.0	£0.0	£0.0	£0.0	£0.0	£19.3	£0.2	£19.2	£0.0	£0.0
Farnborough Out of Centre (Asda, Costco, and Morrisons)	£0.0	£0.4	£0.3	£4.9	£5.9	£87.3	£0.5	£0.6	£1.3	£0.0	£0.0	£101.2	£5.2	£93.5	£2.4	£0.0
Hook Town Centre (Tesco Extra)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£21.2	£0.0	£0.0	£0.8	£22.0	£0.0	€0.0	£22.0	£0.0
Martins Heron (Tesco Extra)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.1	£0.0	£0.0	£0.0	£27.9	£39.0	£0.0	€0.0	£39.0	£0.0
Sandhurst (incl. Waitrose and Tesco Express)	£0.0	£0.0	£0.0	£32.7	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.5	£35.3	£32.7	€0.0	£2.6	£0.0
Sunningdale (incl. Waitrose)	£0.0	£5.0	£1.1	£0.0	£3.9	£1.1	£22.0	£0.0	£0.0	£0.0	£0.0	£33.2	£5.0	£6.2	£22.0	£0.0
Woking Out of Centre (incl. Asda x 2, Morrisons, and Sainsburys)	£98.6	£0.3	£7.4	£0.0	£0.3	£0.0	£0.0	£0.0	£6.8	£0.7	£0.0	£114.2	£0.3	£7.8	£7.5	£98.6
Wokingham Out of Centre (Lidl x 2, Morrisons, Tesco Extra, Waitrose)	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.2	£20.0	£51.0	£4.4	£77.6	£2.1	£0.0	£75.5	£0.0
Yateley (Co-op, Sainsbury's Local, Tesco Express)	£0.0	£0.0	£0.0	£24.4	£0.0	£0.8	£0.0	£3.5	£1.8	£0.0	£0.0	£30.5	£24.4	£0.8	£5.3	£0.0
Other	£83.8	£2.4	£8.8	£9.3	£34.5	£76.1	£24.7	£20.8	£46.8	£27.3	£90.0	£424.5	£11.7	£119.4	£209.6	£83.8
ALL STORES/CENTRES OUTSIDE BOROUGH:	£214.2	£19.6	£38.9	£95.5	£107.0	£251.2	£72.8	£58.8	£97.8	£79.2	£218.7	£1,253.7	£115.0	£397.1	£527.4	£214.2
TOTAL MARKET SHARE	£214.4	£46.3	£49.2	£209.2	£135.1	£281.2	£75.8	£63.3	£117.2	£79.2	£223.5	£1,494.6	£255.6	£465.6	£559.1	£214.4



## **APPENDIX A6**

TABLE 1: ALL COMPARISON GOODS - MARKET SHARE 2019 (%)

Excluding Internet Shopping and other	Special Forms	of Trading															
													TOTAL STUDY AREA	CORE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
	ZONES:													Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
CAMBERLEY TOWN CENTRE:		0.8%	25.2%	6.7%	25.7%	11.3%	7.8%	1.2%	1.3%	2.4%	0.2%	0.5%	7.7%	25.6%	8.7%	1.0%	0.8%
DISTRICT CENTRES:																	
Bagshot District Centre		0.0%	4.7%	0.6%	0.8%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.6%	0.1%	0.0%	0.0%
Frimley District Centre		0.0%	0.4%	0.2%	1.2%	0.9%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%	0.4%	0.0%	0.0%
LOCAL & NEIGHBOURHOOD CENTRES:																	
Chobham Local Centre		0.1%	0.0%	2.9%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.1%
Frimley Green Local Centre		0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Lightwater Local Centre		0.0%	10.9%	2.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.2%	0.2%	0.0%	0.0%
West End		0.1%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.1%
Windlesham Local Centre		0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	1.0%	0.0%	0.0%	0.0%
TOWN CENTRES SUB-TOTAL:		1.1%	46.4%	14.4%	27.9%	12.4%	8.0%	1.6%	1.3%	2.4%	0.2%	0.5%	9.2%	31.4%	10.1%	1.1%	1.1%
OUT OF CENTRE:																	
The Meadows, Camberley:		0.5%	7.5%	3.5%	15.1%	2.8%	6.7%	3.3%	3.0%	5.4%	1.5%	0.9%	5.1%	13.7%	5.2%	2.5%	0.5%
Nelson Way / Black Valley Road		0.0%	0.2%	0.4%	1.9%	1.8%	0.9%	0.8%	0.1%	0.0%	0.0%	0.0%	0.7%	1.6%	1.1%	0.1%	0.0%
London Road, Bagshot		0.4%	5.7%	2.2%	1.4%	0.4%	0.2%	2.1%	0.2%	0.7%	0.0%	0.9%	0.9%	2.2%	0.5%	0.8%	0.4%
Other OUT OF CENTRE SUB-TOTAL:		0.1%	0.1%	0.3%	0.0%	0.2%	0.1% 7.9%	0.2%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
BOROUGH AREA - TOTAL MARKET SHARE:				20.7%				8.1%							17.0%	4.6%	
BOROUGH AREA - TOTAL MARKET SHARE:		2.1%	59.9%	20.7%	46.4%	17.7%	15.9%	8.1%	4.7%	8.6%	1.7%	2.3%	15.9%	49.0%	17.0%	4.0%	2.1%
Aldershot Town Centre		0.2%	0.1%	1.4%	0.0%	12.8%	4.6%	0.0%	0.3%	0.0%	0.0%	0.0%	2.1%	0.0%	6.6%	0.0%	0.2%
Aldershot - out of centre		0.0%	0.0%	0.0%	0.0%	3.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.5%	0.0%	0.0%
Basingstoke Town Centre		0.0%	0.0%	0.6%	0.4%	1.5%	5.3%	0.2%	32.5%	0.0%	0.0%	0.3%	2.7%	0.3%	3.7%	4.3%	0.0%
Basingstoke - Basing View		0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.2%	0.0%
Basingstoke Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	8.3%	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%	1.0%	0.0%
Bracknell Town Centre		0.1%	3.1%	0.0%	1.4%	0.2%	0.1%	24.8%	0.0%	19.9%	12.9%	52.0%	10.6%	1.7%	0.1%	29.1%	0.1%
Bracknell Out of Centre		0.0%	0.9%	0.0%	0.3%	0.0%	0.0%	8.1%	0.0%	3.8%	1.3%	17.1%	3.1%	0.4%	0.0%	8.6%	0.0%
Farnborough Town Centre		1.8%	2.7%	2.6%	9.3%	9.8%	25.9%	0.8%	1.4%	1.9%	0.0%	0.0%	8.1%	8.0%	18.5%	0.7%	1.8%
Farnborough Out of Centre		1.4%	8.7%	2.6%	16.8%	19.3%	23.9%	1.2%	6.9%	3.0%	0.3%	0.4%	9.9%	15.3%	20.0%	1.9%	1.4%
Farnham Town Centre		0.0%	0.2%	0.3%	0.8%	2.1%	1.5%	0.0%	2.1%	0.3%	0.0%	0.0%	0.7%	0.7%	1.5%	0.3%	0.0%
Farnham Out of Centre		0.0%	0.2%	0.2%	0.0%	5.2%	1.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.2%	0.1%	0.0%
Guildford Town Centre		11.6%	3.5%	9.0%	3.0%	11.0%	4.4%	0.6%	0.9%	1.9%	0.4%	0.0%	4.6%	3.1%	6.9%	0.6%	11.6%
Guildford Out of Centre		4.4%	0.4%	3.3%	0.0%	1.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.1%	1.0%	0.0%	4.4%
Reading City Centre		0.0%	3.7%	0.6%	6.1%	2.1%	2.7%	3.1%	8.0%	19.8%	34.3%	11.2%	7.1%	5.7%	2.3%	14.9%	0.0%
Reading Out of Centre		0.5%	0.5%	1.0%	0.7%	0.5%	1.4%	1.4%	3.4%	4.0%	8.0%	4.7%	2.1%	0.6%	1.1%	4.4%	0.5%
Sandhurst Town Centre		0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.6%	3.3%	0.0%	0.0%	0.0%
Woking Town Centre		48.8%	3.5%	27.8%	0.2%	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.4%	8.7%	0.8%	3.3%	0.3%	48.8%
Woking Out of Centre		8.3%	0.6%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	1.6%	0.1%	0.9%	0.0%	8.3%
Wokingham Town Centre		0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	5.9%	15.2%	2.0%	1.5%	0.1%	0.0%	4.3%	0.0%
Wokingham Out of Centre		0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.8%	5.5%	0.0%	0.4%	0.1%	0.0%	1.0%	0.0%
Other		20.8%	12.0%	22.7%	10.3%	11.6%	12.0%	51.2%	29.4%	29.5%	20.1%	9.5%	17.4%	10.6%	13.1%	23.6%	20.8%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:		97.9%	40.1%	79.3%	53.6%	82.3%	84.1%	91.9%	95.3%	91.4%	98.3%	97.7%	84.1%	51.0%	83.0%	95.4%	97.9%
TOTAL MARKET SHARE (excl. SFT/Internet)		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: 2019 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

Filluling Internet Shanning and other Special Forms of Tradition

Excluding Internet Shopping and other Special	Forms of Trading															
													CCA	SCA	NCA	WOKING
		2	3			6		8		10	11	Total Study Area	Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
	£330.4	£81.1	£86.7	£341.3	£210.8	£449.8	£125.0	£109.1	£194.6	£128.6	£330.8	£2.388	£422.4	£747.2	£888.1	£330.4
CAMBERLEY TOWN CENTRE:	£2.7	£20.4	£5.8	£87.8	£23.7	£35.2	£1.5	£1.4	£4.7	£0.3	£1.7	£185.2	£108.2	£64.9	£9.3	£2.7
DISTRICT CENTRES:																
Bagshot District Centre	£0.0	£3.8	£0.5	£2.9	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£0.1	£7.8	£6.6	£1.0	£0.2	£0.0
Frimley District Centre	£0.0	£0.3	£0.2	£4.0	£2.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0	£4.3	£2.7	£0.0	£0.0
LOCAL & NEIGHBOURHOOD CENTRES:																
Chobham Local Centre	£0.4	£0.0	£2.5	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£2.5	£0.4	£0.4
Frimley Green Local Centre	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.4	£0.0	£0.0
Lightwater Local Centre	£0.0	£8.9	£1.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.0	£9.1	£1.8	£0.0	£0.0
West End	£0.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£1.8	£0.0	£0.4
Windlesham Local Centre	£0.0	£4.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£4.4	£4.1	£0.0	£0.2	£0.0
TOWN CENTRES SUB-TOTAL:	£3.5	£37.7	£12.4	£95.1	£26.2	£36.2	£2.0	£1.5	£4.7	£0.3	£1.8	£221.4	£132.5	£75.2	£10.0	£3.5
OUT OF CENTRE:																
The Meadows, Camberley:	£1.6	£6.0	£3.0	£51.7	£6.0	£30.0	£4.1	£3.3	£10.6	£1.9	£3.1	£121.4	£57.8	£38.7	£22.6	£1.6
Nelson Way / Black Valley Road	£0.0	£0.1	£0.3	£6.6	£3.8	£4.1	£1.0	£0.1	£0.0	£0.0	£0.0	£16.0	£6.8	£8.2	£1.0	£0.0
London Road, Bagshot	£1.2	£4.6	£1.9	£4.9	£0.9	£1.0	£2.7	£0.2	£1.3	£0.0	£2.9	£21.7	£9.4	£3.9	£7.0	£1.2
Other	£0.4	£0.1	£0.2	£0.1	£0.5	£0.3	£0.3	£0.0	£0.2	£0.0	£0.0	£2.1	£0.3	£1.0	£0.5	£0.4
OUT OF CENTRE SUB-TOTAL:	£3.3	£10.9	£5.5	£63.3	£11.1	£35.3	£8.1	£3.7	£12.1	£1.9	£6.0	£161.2	£74.3	£51.7	£31.2	£3.3
BOROUGH AREA - TOTAL MARKET SHARE:	£6.8	£48.6	£17.9	£158.5	£37.3	£71.5	£10.1	£5.1	£16.8	£2.2	£7.8	£382.5	£206.8	£126.9	£41.2	£6.8
Aldershot Town Centre	£0.8	£0.1	£1.2	£0.0	£27.1	£20.7	£0.0	£0.3	£0.0	£0.0	£0.0	£50.2	£0.1	£49.5	£0.4	£0.8
Aldershot - out of centre	£0.0	£0.0	£0.0	£0.0	£8.2	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£11.0	£0.0	£11.2	£0.0	£0.0
Basingstoke Town Centre	£0.1	£0.0	£0.5	£1.3	£3.2	£23.9	£0.3	£35.5	£0.0	£0.0	£1.1	£65.8	£1.3	£27.3	£38.0	£0.1
Basingstoke - Basing View	£0.0	£0.0	£0.0	£0.1	£1.4	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£3.3	£0.1	£1.5	£1.8	£0.0
Basingstoke Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£0.0	£9.0	£0.0	£0.0	£0.0	£10.3	£0.0	£1.2	£9.3	£0.0
Bracknell Town Centre	£0.2	£2.5	£0.0	£4.6	£0.4	£0.6	£31.1	£0.0	£38.8	£16.5	£171.9	£266.6	£7.1	£1.0	£258.4	£0.2
Bracknell Out of Centre	£0.0	£0.7	£0.0	£0.9	£0.0	£0.0	£10.1	£0.0	£7.3	£1.7	£56.7	£77.4	£1.6	£0.0	£75.9	£0.0
Farnborough Town Centre	£5.8	£2.2	£2.2	£31.6	£20.7	£116.6	£1.0	£1.5	£3.7	£0.0	£0.0	£185.4	£33.9	£138.1	£6.1	£5.8
Farnborough Out of Centre	£4.7	£7.1	£2.2	£57.5	£40.6	£107.5	£1.5	£7.5	£5.8	£0.3	£1.4	£236.2	£64.7	£149.7	£16.5	£4.7
Farnham Town Centre Farnham Out of Centre	£0.0 £0.1	£0.1 £0.2	£0.2 £0.2	£2.7 £0.0	£4.5 £11.0	£6.5 £4.8	£0.0 £0.6	£2.3 £0.1	£0.7 £0.0	£0.0	£0.0	£17.1 £16.9	£2.9 £0.1	£11.3 £16.2	£3.0 £0.7	£0.0 £0.1
Guildford Town Centre	£38.3	£0.2	£7.8	£10.2	£23.2	£19.8	£0.7	£0.9	£3.7	£0.0 £0.5	£0.0	£108.0	£13.0	£51.3	£5.6	£38.3
Guildford Out of Centre	£14.6	£0.4	£2.9	£0.0	£23.2	£2.0	£0.7	£0.0	£0.0	£0.0	£0.0	£22.4	£0.4	£7.6	£0.0	£14.6
	£0.0	£3.0	£0.5	£20.9	£4.5	£11.9	£3.9	£8.8	£38.6	£44.1	£36.9	£22.4 £173.1	£23.9	£16.9	£132.5	£14.6 £0.0
Reading City Centre  Reading Out of Centre	£1.7	£0.4	£0.9	£2.2	£1.1	£6.3	£3.9 £1.8	£3.8	£7.8	£10.3	£15.5	£51.8	£23.9 £2.7	£8.2	£132.5 £39.4	£1.7
Sandhurst Town Centre	£0.0	£0.4	£0.9	£13.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£14.3	£14.0	£0.0	£0.3	£0.0
Woking Town Centre	£161.1	£2.8	£24.1	£0.7	£0.3	£0.0	£0.0	£0.0	£1.0	£0.0	£1.4	£191.5	£3.5	£24.8	£2.4	£161.1
Woking Out of Centre	£27.3	£0.5	£6.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£34.4	£0.4	£6.4	£0.4	£27.3
Woking out of Centre  Wokingham Town Centre	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.2	£11.5	£19.5	£6.6	£38.3	£0.5	£0.0	£38.0	£0.0
Wokingham Out of Centre	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£1.5	£7.0	£0.1	£9.1	£0.4	£0.0	£9.0	£0.0
Other	£68.8	£9.7	£19.7	£35.2	£24.4	£53.8	£64.0	£32.1	£57.3	£25.9	£31.5	£422.5	£44.9	£98.1	£209.3	£68.8
OUTSIDE BOROUGH - TOTAL MARKET SHARE:	£323.6	£32.5	£68.8	£182.8	£173.5	£378.3	£115.0	£104.0	£177.8	£126.4	£323.0	£2.005.6	£215.6	£620.3	£847.0	£323.6
TOTAL MARKET SHARE (excl. SFT/Internet)	£330,4	£81,1	£86.7	£341,3	£210.8	£449.8	£125.0	£109,1	£194,6	£128.6	£330.8	£2,388.1	£422.4	£747.2	£888.1	£330.4

TABLE 3: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

													CCA	SCA	NCA	WOKING
												Total Study Area	Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
	£336.1	£81.9	£87.9	£347.1	£213.9	£453.4	£127.9	£110.9	£198.7	£132.0	£342.9	£2,433	£429.0	£755.2	£912.4	£336.1
CAMBERLEY TOWN CENTRE:	£2.7	£20.6	£5.9	£89.3	£24.1	£35.5	£1.5	£1.5	£4.7	£0.3	£1.8	£187.8	£109.9	£65.6	£9.6	£2.7
DISTRICT CENTRES:																
Bagshot District Centre	£0.0	£3.8	£0.5	£2.9	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£0.1	£7.9	£6.7	£1.0	£0.2	£0.0
Frimley District Centre	£0.0	£0.3	£0.2	£4.1	£2.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1	£4.4	£2.7	£0.0	£0.0
LOCAL & NEIGHBOURHOOD CENTRES:																
Chobham Local Centre	£0.4	£0.0	£2.5	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£2.6	£0.4	£0.4
Frimley Green Local Centre	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0
Lightwater Local Centre	£0.0	£9.0	£1.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.2	£9.3	£1.8	£0.0	£0.0
West End	£0.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£1.8	£0.0	£0.4
Windlesham Local Centre	£0.0	£4.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£4.4	£4.2	£0.0	£0.2	£0.0
TOWN CENTRES SUB-TOTAL:	£3.6	£38.0	£12.6	£96.7	£26.6	£36.5	£2.0	£1.5	£4.8	£0.3	£1.8	£224.5	£134.5	£76.0	£10.3	£3.6
OUT OF CENTRE:																
The Meadows, Camberley:	£1.7	£6.1	£3.0	£52.5	£6.1	£30.2	£4.2	£3.4	£10.8	£2.0	£3.2	£123.3	£58.7	£39.1	£23.2	£1.7
Nelson Way / Black Valley Road	£0.0	£0.1	£0.3	£6.8	£3.8	£4.1	£1.0	£0.1	£0.0	£0.0	£0.0	£16.2	£6.9	£8.3	£1.0	£0.0
London Road, Bagshot	£1.3	£4.6	£1.9	£5.0	£1.0	£1.0	£2.7	£0.2	£1.3	£0.0	£3.0	£22.1	£9.6	£3.9	£7.2	£1.3
Other	£0.4	£0.1	£0.3	£0.1	£0.5	£0.3	£0.3	£0.0	£0.2	£0.0	£0.0	£2.2	£0.3	£1.0	£0.5	£0.4
OUT OF CENTRE SUB-TOTAL:	£3.3	£11.0	£5.5	£64.4	£11.3	£35.6	£8.3	£3.7	£12.3	£2.0	£6.2	£163.7	£75.5	£52.3	£32.0	£3.3
BOROUGH AREA - TOTAL MARKET SHARE:	£6.9	£49.0	£18.2	£161.1	£37.9	£72.1	£10.3	£5.2	£17.2	£2.3	£8.1	£388.2	£210.0	£128.3	£42.3	£6.9
Aldershed Terror Seeder	50.0	£0.1	64.3	50.0	527.5	£20.9	50.0	£0.4	50.0	50.0	£0.0	550.0		£50.0	50.4	£0.8
Aldershot Town Centre	£0.8 £0.0	£0.1	£1.3 £0.0	£0.0	£27.5 £8.4	£20.9 £2.7	£0.0	£0.4 £0.0	£0.0	£0.0	£0.0	£50.8	£0.1 £0.0	£50.0 £11.3	£0.4 £0.0	£0.8 £0.0
Aldershot - out of centre Basingstoke Town Centre	£0.1	£0.0	£0.5	£1.3	£3.2	£24.1	£0.0	£36.0	£0.0	£0.0	£1.1	£11.1 £66.7	£1.3	£27.6	£39.0	£0.0
Basingstoke - Basing View	£0.0	£0.0	£0.0	£0.1	£1.5	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£3.4	£0.1	£1.5	£1.9	£0.0
Basingstoke - Basing view Basingstoke Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£0.0	£9.2	£0.0	£0.0	£0.0	£10.4	£0.0	£1.2	£9.6	£0.0
Bracknell Town Centre	£0.2	£2.5	£0.0	£4.7	£0.4	£0.6	£31.8	£0.0	£39.6	£17.0	£178.2	£275.0	£7.2	£1.0	£265.5	£0.2
Bracknell Out of Centre	£0.0	£0.7	£0.0	£0.9	£0.0	£0.0	£10.3	£0.0	£7.5	£1.7	£58.7	£79.9	£1.7	£0.0	£78.0	£0.0
Farnborough Town Centre	£5.9	£2.2	£2.2	£32.1	£21.0	£117.6	£1.0	£1.6	£3.8	£0.0	£0.0	£187.5	£34.4	£139.6	£6.2	£5.9
Farnborough Out of Centre	£4.8	£7.2	£2.3	£58.5	£41.2	£108.4	£1.5	£7.7	£5.9	£0.4	£1.4	£239.2	£65.7	£151.3	£16.9	£4.8
Farnham Town Centre	£0.0	£0.1	£0.2	£2.8	£4.6	£6.6	£0.0	£2.4	£0.7	£0.0	£0.0	£17.4	£2.9	£11.4	£3.1	£0.0
Farnham Out of Centre	£0.1	£0.2	£0.2	£0.0	£11.2	£4.8	£0.7	£0.1	£0.0	£0.0	£0.0	£17.1	£0.2	£16.4	£0.7	£0.1
Guildford Town Centre	£39.0	£2.9	£7.9	£10.4	£23.6	£19.9	£0.8	£1.0	£3.7	£0.5	£0.0	£109.6	£13.2	£51.9	£5.8	£39.0
Guildford Out of Centre	£14.8	£0.4	£2.9	£0.0	£2.7	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.7	£0.4	£7.6	£0.0	£14.8
Reading City Centre	£0.0	£3.0	£0.5	£21.3	£4.6	£12.0	£4.0	£8.9	£39.4	£45.2	£38.3	£177.2	£24.3	£17.1	£136.1	£0.0
Reading Out of Centre	£1.8	£0.4	£0.9	£2.3	£1.1	£6.3	£1.8	£3.8	£7.9	£10.6	£16.0	£53.1	£2.7	£8.3	£40.5	£1.8
Sandhurst Town Centre	£0.0	£0.0	£0.0	£14.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£14.5	£14.2	£0.0	£0.4	£0.0
Woking Town Centre	£164.0	£2.9	£24.4	£0.8	£0.3	£0.0	£0.0	£0.0	£1.0	£0.0	£1.5	£194.8	£3.6	£25.1	£2.5	£164.0
Woking Out of Centre	£27.8	£0.5	£6.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£35.0	£0.5	£6.5	£0.4	£27.8
Wokingham Town Centre	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.2	£11.8	£20.0	£6.8	£39.3	£0.5	£0.0	£39.0	£0.0
Wokingham Out of Centre	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£1.5	£7.2	£0.1	£9.4	£0.4	£0.0	£9.2	£0.0
Other	£70.0	£9.8	£20.0	£35.8	£24.8	£54.3	£65.5	£32.6	£58.5	£26.6	£32.6	£430.5	£45.6	£99.2	£215.0	£70.0
OUTSIDE BOROUGH - TOTAL MARKET SHARE:	£329.2	£32.9	£69.7	£185.9	£176.0	£381.3	£117.6	£105.7	£181.5	£129.8	£334.9	£2,044.5	£219.0	£626.9	£870.1	£329.2
TOTAL MARKET SHARE (excl. SFT/Internet)	£336.1	£81.9	£87.9	£347.1	£213.9	£453.4	£127.9	£110.9	£198.7	£132.0	£342.9	£2,432.7	£429.0	£755.2	£912.4	£336.1
	£0.0	£0.0	£0.0	£0.0	£0.0	60.03	€0.0	£0.0	€0.0	€0.0	£0.0	£0.0	£0.0	60.0	£0.0	£0.0

#### TABLE 4: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

													CCA	SCA	NCA	WOKING
		2	3	4		6		8	9	10	11	Total Study Area	Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
	£383.7	£93.5		£396.1												1.7
CAMADERI EN TOMBI CENTRE		£93.5	£100.7 £6.7		£244.6 £27.6	£514.6 £40.3	£146.6 £1.7	£126.6 £1.7	£227.6 £5.4	£151.6 £0.3	£395.7	£2,781	£489.6	£860.0	£1,048.1 £11.0	£383.7 £3.1
CAMBERLEY TOWN CENTRE: DISTRICT CENTRES:	£3.1	123.5	10.7	£101.9	127.0	140.3	£1./	£1./	15.4	10.3	£2.0	£214.3	£125.4	£/4./	111.0	13.1
Bagshot District Centre	£0.0	£4.4	£0.6	£3.4	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£0.1	£9.1	£7.7	£1.2	£0.2	£0.0
Frimley District Centre	£0.0	£0.4	£0.2	£4.6	£2.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£9.1 £8.1	£5.0	£3.1	£0.2 £0.0	£0.0
LOCAL & NEIGHBOURHOOD CENTRES:	10.0	EU.4	10.2	14.0	E2.3	10.5	EU.U	10.0	10.0	10.0	10.0	10.1	15.0	13.1	10.0	10.0
Chobham Local Centre	£0.5	£0.0	£2.9	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£3.8	£0.0	£2.9	f0.4	£0.5
Frimley Green Local Centre	£0.5	£0.0	£0.0	£0.0	£0.5	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£2.9 £0.5	£0.4 £0.0	£0.0
Lightwater Local Centre	£0.0	£10.2	£2.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.8	£10.6	£2.0	£0.0	£0.0
West End	£0.5	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£0.0	£2.1	£0.0	£0.5
Windlesham Local Centre	£0.5	£4.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0	£4.8	£0.0	£0.0	£0.0
TOWN CENTRES SUB-TOTAL:	£4.1	£43.4	£14.5	£110.4	£30.4	£41.4	£2.3	£1.7	£5.6	£0.3	£2.1	£256.2	£153.5	£86.5	£11.8	£4.1
OUT OF CENTRE:	£4.1	£43.4	£14.5	£110.4	£30.4	£41.4	£2.3	£1./	£5.6	£0.3	£2.1	£256.2	£153.5	£86.5	£11.8	£4.1
The Meadows, Camberley:	£1.9	£7.0	£3.5	£59.9	£6.9	£34.3	£4.9	£3.8	£12.4	£2.3	£3.7	£140.6	£67.0	£44.5	£26.7	£1.9
Nelson Way / Black Valley Road	£0.0	£0.2	£0.4	£7.7	£4.4	£4.6	£1.1	£0.1	£0.0	£0.0	£0.0	£18.5	£7.9	£9.5	£1.2	£0.0
London Road, Bagshot	£1.4	£5.3	£2.2	£5.7	£1.1	£1.2	£3.1	£0.3	£1.5	£0.0	£3.4	£25.2	£10.9	£4.5	£8.3	£1.4
Other	£0.5	£0.1	£0.3	£0.2	£0.5	£0.3	£0.3	£0.0	£0.2	£0.0	£0.0	£2.5	£0.3	£1.1	£0.6	£0.5
OUT OF CENTRE SUB-TOTAL:	£3.8	£12.6	£6.4	£73.5	£12.9	£40.4	£9.5	£4.2	£14.1	£2.3	£7.2	£186.8	£86.1	£59.5	£36.8	£3.8
BOROUGH AREA - TOTAL MARKET SHARE:	£7.9	£56.0	£20.8	£183.9	£43.3	£81.8	£11.8	£5.9	£19.7	£2.6	£9.3	£443.0	£239.7	£146.1	£48.6	£7.9
Aldershot Town Centre	£0.9	£0.1	£1.4	£0.0	£31.4	£23.7	£0.0	£0.4	£0.0	£0.0	£0.0	£57.9	£0.1	£56.9	£0.4	£0.9
Aldershot - out of centre	£0.0	£0.0	£0.0	£0.0	£9.6	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£12.7	£0.0	£12.8	£0.0	£0.0
Basingstoke Town Centre	£0.1	£0.0	£0.6	£1.5	£3.7	£27.4	£0.3	£41.2	£0.0	£0.0	£1.3	£76.0	£1.5	£31.4	£44.8	£0.1
Basingstoke - Basing View	£0.0	£0.0	£0.0	£0.1	£1.7	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£3.9	£0.1	£1.7	£2.2	£0.0
Basingstoke Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£1.3	£0.0	£10.5	£0.0	£0.0	£0.0	£11.9	£0.0	£1.4	£11.0	£0.0
Bracknell Town Centre	£0.2	£2.9	£0.0	£5.4	£0.5	£0.6	£36.4	£0.0	£45.4	£19.5	£205.7	£316.5	£8.2	£1.1	£304.9	£0.2
Bracknell Out of Centre	£0.0	£0.9	£0.0	£1.1	£0.0	£0.0	£11.8	£0.0	£8.5	£2.0	£67.8	£92.0	£1.9	£0.0	£89.6	£0.0
Farnborough Town Centre	£6.8	£2.5	£2.6	£36.7	£24.0	£133.4	£1.2	£1.8	£4.4	£0.0	£0.0	£213.3	£39.3	£158.9	£7.1	£6.8
Farnborough Out of Centre	£5.5	£8.2	£2.6	£66.7	£47.1	£123.0	£1.8	£8.7	£6.8	£0.4	£1.7	£272.5	£75.0	£172.2	£19.4	£5.5
Farnham Town Centre	£0.0	£0.2	£0.3	£3.2	£5.2	£7.5	£0.0	£2.7	£0.8	£0.0	£0.0	£19.8	£3.3	£13.0	£3.6	£0.0
Farnham Out of Centre	£0.1	£0.2	£0.2	£0.0	£12.8	£5.5	£0.7	£0.1	£0.0	£0.0	£0.0	£19.6	£0.2	£18.7	£0.8	£0.1
Guildford Town Centre	£44.5	£3.3	£9.1	£11.8	£27.0	£22.6	£0.9	£1.1	£4.3	£0.6	£0.0	£125.1	£15.1	£59.1	£6.6	£44.5
Guildford Out of Centre	£16.9	£0.4	£3.3	£0.0	£3.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£26.0	£0.4	£8.7	£0.0	£16.9
Reading City Centre	£0.0	£3.4	£0.6	£24.3	£5.3	£13.6	£4.5	£10.2	£45.2	£51.9	£44.2	£203.2	£27.7	£19.5	£156.4	£0.0
Reading Out of Centre	£2.0	£0.5	£1.1	£2.6	£1.3	£7.2	£2.1	£4.4	£9.1	£12.2	£18.5	£60.9	£3.1	£9.5	£46.5	£2.0
Sandhurst Town Centre	£0.0	£0.0	£0.0	£16.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£16.6	£16.2	£0.0	£0.4	£0.0
Woking Town Centre	£187.2	£3.3	£28.0	£0.9	£0.3	£0.0	£0.0	£0.0	£1.2	£0.0	£1.7	£222.5	£4.1	£28.6	£2.8	£187.2
Woking Out of Centre	£31.7	£0.5	£7.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£39.9	£0.5	£7.4	£0.5	£31.7
Wokingham Town Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.2	£13.5	£23.0	£7.8	£45.1	£0.6	£0.0	£44.9	£0.0
Wokingham Out of Centre	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.2	£1.7	£8.3	£0.1	£10.7	£0.5	£0.0	£10.6	£0.0
Other	£79.9	£11.2	£22.9	£40.8	£28.3	£61.6	£75.0	£37.3	£67.1	£30.5	£37.6	£492.3	£52.0	£112.9	£247.0	£79.9
OUTSIDE BOROUGH - TOTAL MARKET SHARE:	£375.8	£37.5	£79.9	£212.2	£201.3	£432.8	£134.7	£120.7	£208.0	£149.0	£386.4	£2,338.3	£249.9	£713.9	£999.5	£375.8
TOTAL MARKET SHARE (excl. SFT/Internet)	£383.7	£93.5	£100.7	£396.1	£244.6	£514.6	£146.6	£126.6	£227.6	£151.6	£395.7	£2,781.4	£489.6	£860.0	£1,048.1	£383.7
	f0.0	60.0	£0.0	£0.0	60.0	£0.0	60.0	f0.0	f0.0	60.0	fnn	f0.0	60.0	60.0	60.0	£0.0

TABLE 5: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

														CCA	SCA	NCA	WOKING
1			2	3			6		8		10	11	Total Study Area	Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
		£444.3	£107.6	£117.1	£457.8	£283.1	£592.8	£170.8	£146.4	£263.1	£176.0	£460.9	£3,220	£565.4	£993.0	£1.217.1	£444.3
CAMBERLEY TOWN	N CENTRE:	£3.6	£27.1	£7.8	£117.8	£31.9	£46.4	£2.0	£1.9	£6.3	£0.4	£2.4	£247.6	£144.9	£86.3	£12.7	£3.6
DISTRICT CENTRES:	e .																
	Bagshot District Centre	£0.0	£5.0	£0.7	£3.9	£0.0	£0.6	£0.0	£0.0	£0.1	£0.0	£0.1	£10.5	£8.9	£1.3	£0.2	£0.0
	Frimley District Centre	£0.0	£0.4	£0.2	£5.4	£2.7	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£9.3	£5.8	£3.6	£0.0	£0.0
LOCAL & NEIGHBOU	URHOOD CENTRES:																
	Chobham Local Centre	£0.6	£0.0	£3.4	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£3.4	£0.5	£0.6
	Frimley Green Local Centre	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6	£0.0	£0.0
	Lightwater Local Centre	£0.0	£11.8	£2.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.7	£12.2	£2.3	£0.0	£0.0
	West End	£0.6	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£2.4	£0.0	£0.6
	Windlesham Local Centre	£0.0	£5.6	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£5.8	£5.5	£0.0	£0.2	£0.0
	TOWN CENTRES SUB-TOTAL:	£4.7	£50.0	£16.8	£127.6	£35.2	£47.7	£2.7	£2.0	£6.4	£0.4	£2.5	£295.9	£177.3	£99.9	£13.7	£4.7
OUT OF CENTRE:																	
	The Meadows, Camberley:	£2.2	£8.0	£4.1	£69.3	£8.0	£39.5	£5.7	£4.4	£14.3	£2.7	£4.3	£162.5	£77.4	£51.4	£31.0	£2.2
	Nelson Way / Black Valley Road	£0.0	£0.2	£0.5	£8.9	£5.1	£5.3	£1.3	£0.1	£0.0	£0.0	£0.0	£21.4	£9.1	£10.9	£1.4	£0.0
	London Road, Bagshot	£1.7	£6.1	£2.5	£6.6	£1.3	£1.4	£3.7	£0.3	£1.8	£0.0	£4.0	£29.2	£12.6	£5.2	£9.6	£1.7
	Other	£0.5	£0.2	£0.3	£0.2	£0.6	£0.4	£0.4	£0.1	£0.2	£0.0	£0.0	£2.9	£0.3	£1.3	£0.7	£0.5
	OUT OF CENTRE SUB-TOTAL:	£4.4	£14.5	£7.4	£85.0	£15.0	£46.6	£11.0	£4.9	£16.3	£2.7	£8.3	£216.0	£99.5	£68.8	£42.7	£4.4
BOROUGH AREA - 1	TOTAL MARKET SHARE:	£9.1	£64.4	£24.2	£212.6	£50.1	£94.2	£13.8	£6.9	£22.7	£3.0	£10.8	£511.9	£276.8	£168.7	£56.4	£9.1
	Aldershot Town Centre	£1.0	£0.1	£1.7	£0.0	£36.4	£27.3	£0.0	£0.5	£0.0	£0.0	£0.0	£66.9	£0.1	£65.8	£0.5	£1.0
	Aldershot - out of centre	£0.0	£0.0	£0.0	£0.0	£11.1	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£14.7	£0.0	£14.8	£0.0	£0.0
	Basingstoke Town Centre	£0.1	£0.0	£0.7	£1.7	£4.3	£31.5	£0.4	£47.6	£0.0	£0.0	£1.5	£87.8	£1.7	£36.3	£52.1	£0.1
	Basingstoke - Basing View	£0.0	£0.0	£0.0	£0.2	£1.9	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£4.5	£0.2	£2.0	£2.5	£0.0
	Basingstoke Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5	£0.0	£12.1	£0.0	£0.0	£0.0	£13.7	£0.0	£1.6	£12.7	£0.0
	Bracknell Town Centre	£0.3	£3.3	£0.0	£6.2	£0.6	£0.7	£42.4	£0.0	£52.4	£22.6	£239.5	£368.1	£9.5	£1.3	£354.1	£0.3
	Bracknell Out of Centre	£0.0	£1.0	£0.0	£1.2	£0.0	£0.0	£13.8	£0.0	£9.9	£2.3	£79.0	£107.1	£2.2	£0.0	£104.1	£0.0
	Farnborough Town Centre	£7.8	£2.9	£3.0	£42.4	£27.8	£153.7	£1.4	£2.1	£5.0	£0.0	£0.0	£246.1	£45.4	£183.5	£8.3	£7.8
	Farnborough Out of Centre	£6.3	£9.4	£3.0	£77.1	£54.5	£141.7	£2.0	£10.1	£7.8	£0.5	£1.9	£314.5	£86.6	£198.9	£22.5	£6.3
	Farnham Town Centre	£0.0	£0.2	£0.3	£3.6	£6.0	£8.6	£0.0	£3.1	£0.9	£0.0	£0.0	£22.8	£3.8	£15.0	£4.2	£0.0
	Farnham Out of Centre	£0.1	£0.2	£0.2	£0.0	£14.8	£6.3	£0.9	£0.1	£0.0	£0.0	£0.0	£22.6	£0.2	£21.6	£0.9	£0.1
	Guildford Town Centre	£51.6	£3.7	£10.5	£13.7	£31.2	£26.1	£1.0	£1.3	£4.9	£0.7	£0.0	£144.7	£17.4	£68.2	£7.7	£51.6
	Guildford Out of Centre	£19.6	£0.5	£3.9	£0.0	£3.5	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£30.1	£0.5	£10.1	£0.0	£19.6
	Reading City Centre	£0.0	£3.9	£0.7	£28.0	£6.1	£15.7	£5.3	£11.8	£52.2	£60.3	£51.5	£235.5	£32.0	£22.5	£181.6	£0.0
	Reading Out of Centre	£2.3	£0.6	£1.2	£3.0	£1.5	£8.3	£2.4	£5.0	£10.5	£14.1	£21.6	£70.6	£3.6	£11.0	£54.0	£2.3
	Sandhurst Town Centre	£0.0	£0.0	£0.0	£18.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£19.2	£18.7	£0.0	£0.5	£0.0
	Woking Town Centre	£216.7	£3.7	£32.5	£1.0	£0.4	£0.0	£0.0	£0.0	£1.4	£0.0	£2.0	£257.8	£4.7	£33.0	£3.3	£216.7
	Woking Out of Centre	£36.7	£0.6	£8.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£46.3	£0.6	£8.5	£0.5	£36.7
	Wokingham Town Centre	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.2	£15.6	£26.7	£9.1	£52.3	£0.7	£0.0	£52.1	£0.0
	Wokingham Out of Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.2	£2.0	£9.6	£0.1	£12.5	£0.6	£0.0	£12.3	£0.0
	Other	£92.6	£12.9	£26.6	£47.2	£32.8	£70.9	£87.5	£43.1	£77.5	£35.4	£43.8	£570.3	£60.1	£130.4	£286.8	£92.6
OUTSIDE BOROUGE	H - TOTAL MARKET SHARE:	£435.2	£43.2	£92.9	£245.2	£233.0	£498.6	£157.0	£139.5	£240.3	£172.9	£450.1	£2,708.0	£288.6	£824.4	£1,160.7	£435.2
TOTAL MARKET SH	IARE (excl. SFT/Internet)	£444,3	£107.6	£117,1	£457.8	£283.1	£592.8	£170.8	£146.4	£263.1	£176.0	£460.9	£3,219,9	£565.4	£993.0	£1,217,1	£444.3

		20.0	20.0	10.0	20.0	20.0	10.0	20.0	10.0	10.0	20.0	10.0	20.0	20.0	20.0	20.0	10.0
TABLE 6:	2036 SURVEY-DERIVED MARKET SHARE	ANALYSIS (£M)	- ALL COMP	ARISON GO	IODS									CCA	SCA	NCA	WOKING
													Total Study Area	Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
		£472.7	£114.1	£124.5	£486.6	£301.0	£629.3	£181.9	£155.5	£279.3	£187.4	£491.2	£3,423	£600.7	£1,054.8	£1,295.3	£472.7
CAMBERLEY TO	WN CENTRE:	£3.8	£28.7	£8.3	£125.2	£33.9	£49.3	£2.1	£2.0	£6.7	£0.4	£2.5	£263.0	£153.9	£91.7	£13.6	£3.8
DISTRICT CENTR	ES:																
	Bagshot District Centre	£0.0	£5.3	£0.8	£4.1	£0.0	£0.7	£0.0	£0.0	£0.1	£0.0	£0.1	£11.1	£9.4	£1.4	£0.2	£0.0
	Frimley District Centre	£0.0	£0.5	£0.2	£5.7	£2.9	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£9.9	£6.2	£3.8	£0.0	£0.0
LOCAL & NEIGH	BOURHOOD CENTRES:																
	Chobham Local Centre	£0.6	£0.0	£3.6	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£3.6	£0.5	£0.6
	Frimley Green Local Centre	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.6	£0.0	£0.0
	Lightwater Local Centre	£0.0	£12.5	£2.5	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£15.6	£13.0	£2.5	£0.0	£0.0
	West End	£0.6	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£2.6	£0.0	£0.6
	Windlesham Local Centre	£0.0	£5.9	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£6.1	£5.8	£0.0	£0.2	£0.0
	TOWN CENTRES SUB-TOTAL:	£5.0	£53.0	£17.9	£135.6	£37.4	£50.6	£2.9	£2.1	£6.8	£0.4	£2.6	£314.3	£188.4	£106.1	£14.6	£5.0
OUT OF CENTRE	<b>:</b>																
	The Meadows, Camberley:	£2.3	£8.5	£4.3	£73.6	£8.5	£41.9	£6.0	£4.7	£15.2	£2.8	£4.6	£172.7	£82.2	£54.6	£33.0	£2.3
	Nelson Way / Black Valley Road	£0.0	£0.2	£0.5	£9.5	£5.4	£5.7	£1.4	£0.1	£0.0	£0.0	£0.0	£22.7	£9.7	£11.6	£1.5	£0.0
	London Road, Bagshot	£1.8	£6.5	£2.7	£7.0	£1.3	£1.4	£3.9	£0.3	£1.9	£0.0	£4.3	£31.1	£13.4	£5.5	£10.3	£1.8
	Other	£0.6	£0.2	£0.4	£0.2	£0.6	£0.4	£0.4	£0.1	£0.2	£0.0	£0.0	£3.0	£0.4	£1.4	£0.7	£0.6
	OUT OF CENTRE SUB-TOTAL:	£4.7	£15.3	£7.8	£90.3	£15.9	£49.4	£11.7	£5.2	£17.3	£2.8	£8.9	£229.5	£105.7	£73.0	£45.4	£4.7
BOROUGH AREA	A - TOTAL MARKET SHARE:	£9.7	£68.3	£25.7	£225.9	£53.3	£100.0	£14.7	£7.3	£24.1	£3.2	£11.5	£543.8	£294.1	£179.2	£60.0	£9.7
	Aldershot Town Centre	£1.1	£0.1	£1.8	£0.0	£38.7	£29.0	£0.0	£0.5	£0.0	£0.0	£0.0	£71.1	£0.1	£69.9	£0.5	£1.1
	Aldershot - out of centre	£0.0	£0.0	£0.0	£0.0	£11.8	£3.8	£0.0	£0.0	£0.0	£0.0	£0.0	£15.6	£0.0	£15.7	£0.0	£0.0
	Basingstoke Town Centre	£0.1	£0.0	£0.7	£1.8	£4.6	£33.5	£0.4	£50.5	£0.0	£0.0	£1.6	£93.3	£1.8	£38.5	£55.4	£0.1
	Basingstoke - Basing View	£0.0	£0.0	£0.0	£0.2	£2.1	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£4.8	£0.2	£2.1	£2.7	£0.0
	Basingstoke Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.0	£12.8	£0.0	£0.0	£0.0	£14.6	£0.0	£1.7	£13.6	£0.0
	Bracknell Town Centre	£0.3	£3.5	£0.0	£6.6	£0.6	£0.8	£45.2	£0.0	£55.7	£24.1	£255.3	£392.0	£10.1	£1.4	£376.8	£0.3
	Bracknell Out of Centre	£0.0	£1.0	£0.0	£1.3	£0.0	£0.0	£14.7	£0.0	£10.5	£2.4	£84.1	£114.1	£2.3	£0.0	£110.8	£0.0
	Farnborough Town Centre	£8.3	£3.1	£3.2	£45.1	£29.6	£163.2	£1.5	£2.2	£5.3	£0.0	£0.0	£261.4	£48.2	£195.0	£8.8	£8.3
	Farnborough Out of Centre	£6.8	£10.0	£3.2	£82.0	£58.0	£150.4	£2.2	£10.7	£8.3	£0.5	£2.1	£334.1	£92.0	£211.3	£24.0	£6.8
	Farnham Town Centre	£0.0	£0.2	£0.3	£3.9	£6.4	£9.2	£0.0	£3.3	£0.9	£0.0	£0.0	£24.3	£4.1	£15.9	£4.4	£0.0
	Farnham Out of Centre	£0.1	£0.2	£0.2	£0.0	£15.8	£6.7	£0.9	£0.1	£0.0	£0.0	£0.0	£24.0	£0.2	£22.9	£1.0	£0.1
	Guildford Town Centre	£54.9	£4.0	£11.2	£14.5	£33.2	£27.7	£1.1	£1.3	£5.2	£0.7	£0.0	£153.8	£18.5	£72.4	£8.2	£54.9
	Guildford Out of Centre	£20.8	£0.5	£4.1	£0.0	£3.7	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£32.0	£0.5	£10.7	£0.0	£20.8
	Reading City Centre	£0.0	£4.2	£0.8	£29.8	£6.5	£16.7	£5.6	£12.5	£55.4	£64.2	£54.9	£250.5	£34.0	£23.9	£193.2	£0.0
	Reading Out of Centre	£2.5	£0.6	£1.3	£3.2	£1.6	£8.8	£2.6	£5.4	£11.2	£15.1	£23.0	£75.1	£3.8	£11.6	£57.4	£2.5
	Sandhurst Town Centre	£0.0	£0.0	£0.0	£19.9	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£20.4 £274.2	£19.9	£0.0	£0.5	£0.0
	Woking Town Centre	£230.6	£4.0	£34.6	£1.1	£0.4	£0.0	£0.0	£0.0	£1.4	£0.0	£2.2		£5.0	£35.1		£230.6
	Woking Out of Centre	£39.0	£0.6	£9.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£49.2	£0.6	£9.0	£0.6	£39.0
	Wokingham Town Centre	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.2	£16.5	£28.4	£9.7	£55.7	£0.7	£0.0	£55.4	£0.0
	Wokingham Out of Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.2	£2.1	£10.2	£0.1	£13.3	£0.6	£0.0	£13.1	£0.0
OUTCIDE DODO	Other  UGH - TOTAL MARKET SHARE:	£98.5	£13.7	£28.3	£50.2	£34.9	£75.3	£93.2	£45.7	£82.3	£37.7	£46.7	£606.4	£63.8 £306.6	£138.5 £875.6	£305.2	£98.5
	SHARE (excl. SFT/Internet)	£463.0	£45.8	£98.7	£260.7	£247.7	£529.3 £629.3	£167.3	£148.2	£255.1 £279.3	£184.2	£4/9.6	£2,879.6 £3,423.4	£506.6	£8/5.6 £1.054.8	£1,235.2 £1,295.3	£463.0 £472.7
TOTAL WARKET	Shake (ext. Ski) internet)		£0.0	£0.0	£400.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£491,2		£000.7	£1,054.6	£1,29515 £0.0	£472.7
		£0.0											£0.0				

TABLE 7: 2038 SURVEY-DERIVED MARKET SHARE	ANALYSIS (£M)	- ALL COMP	ARISON GO	ODS												
												Total Study Area	CCA	SCA	NCA	WOKING
													Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
	£503.0	£121.0	£132.6	£517.4	£320.1	£667.8	£193.9	£165.4	£296.9	£199.7	£524.2	£3,642	£638.4	£1,120.5	£1,380.0	£503.0
AMBERLEY TOWN CENTRE:	£4.1	£30.5	£8.8	£133.1	£36.1	£52.3	£2.3	£2.2	£7.1	£0.4	£2.7	£279.5	£163.6	£97.2	£14.7	£4.1
DISTRICT CENTRES:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0
Bagshot District Centre	£0.0	£5.7	£0.8	£4.4	£0.0	£0.7	£0.0	£0.0	£0.1	£0.0	£0.1	£11.8	£10.0	£1.5	£0.2	£0.0
Frimley District Centre	£0.0	£0.5	£0.3	£6.1	£3.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£10.6	£6.6	£4.0	£0.0	£0.0
OCAL & NEIGHBOURHOOD CENTRES:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0
Chobham Local Centre	£0.7	£0.0	£3.8	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£5.0	£0.0	£3.8	£0.6	£0.7
Frimley Green Local Centre	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7	£0.0	£0.0
Lightwater Local Centre	£0.0	£13.2	£2.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£16.6	£13.9	£2.6	£0.0	£0.0
West End	£0.6	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£2.7	£0.0	£0.6
Windlesham Local Centre	£0.0	£6.3	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£6.5	£6.3	£0.0	£0.2	£0.0
TOWN CENTRES SUB-TOTAL:	£5.4	£56.2	£19.0	£144.2	£39.8	£53.7	£3.1	£2.2	£7.2	£0.4	£2.8	£334.1	£200.4	£112.5	£15.8	£5.4
OUT OF CENTRE:																
The Meadows, Camberley:	£2.5	£9.0	£4.6	£78.3	£9.1	£44.5	£6.4	£5.0	£16.2	£3.0	£4.9	£183.6	£87.3	£58.2	£35.6	£2.5
Nelson Way / Black Valley Road	£0.0	£0.2	£0.5	£10.1	£5.7	£6.0	£1.5	£0.1	£0.0	£0.0	£0.0	£24.1	£10.3	£12.3	£1.6	£0.0
London Road, Bagshot	£1.9	£6.9	£2.9	£7.4	£1.4	£1.5	£4.2	£0.4	£2.0	£0.0	£4.6	£33.0	£14.3	£5.8	£11.1	£1.9
Other	£0.6	£0.2	£0.4	£0.2	£0.7	£0.4	£0.5	£0.1	£0.3	£0.0	£0.0	£3.2	£0.4	£1.5	£0.8	£0.6
OUT OF CENTRE SUB-TOTAL:	£5.0	£16.3	£8.4	£96.0	£16.9	£52.4	£12.5	£5.5	£18.4	£3.0	£9.5	£244.0	£112.3	£77.7	£49.0	£5.0
BOROUGH AREA - TOTAL MARKET SHARE:	£10.3	£72.5	£27.4	£240.3	£56.7	£106.2	£15.6	£7.8	£25.7	£3.4	£12.3	£578.1	£312.7	£190.2	£64.8	£10.3
Aldershot Town Centre	£1.1	£0.1	£1.9	£0.0	£41.1	£30.8	£0.0	£0.5	£0.0	£0.0	£0.0	£75.5	£0.1	£73.8	£0.5	£1.1
Aldershot - out of centre	£0.0	£0.0	£0.0	£0.0	£12.5	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£16.6	£0.0	£16.5	£0.0	£0.0
Basingstoke Town Centre	£0.1	£0.0	£0.8	£1.9	£4.8	£35.5	£0.4	£53.8	£0.0	£0.0	£1.7	£99.1	£1.9	£41.1	£55.9	£0.1
Basingstoke - Basing View	£0.0	£0.0	£0.0	£0.2	£2.2	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£5.1	£0.2	£2.2	£2.7	£0.0
Basingstoke Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£1.7	£0.0	£13.7	£0.0	£0.0	£0.0	£15.5	£0.0	£1.8	£13.7	£0.0
Bracknell Town Centre	£0.3	£3.7	£0.0	£7.0	£0.6	£0.8	£48.2	£0.0	£59.2	£25.7	£272.4	£418.0	£10.8	£1.5	£405.4	£0.3
Bracknell Out of Centre	£0.0	£1.1	£0.0	£1.4	£0.0	£0.0	£15.6	£0.0	£11.1	£2.6	£89.8	£121.7	£2.5	£0.0	£119.2	£0.0
Farnborough Town Centre	£8.9	£3.2	£3.4	£47.9	£31.4	£173.2	£1.6	£2.3	£5.7	£0.0	£0.0	£277.6	£51.2	£208.0	£9.6	£8.9
Farnborough Out of Centre	£7.2	£10.6	£3.4	£87.2	£61.6	£159.6	£2.3	£11.4	£8.8	£0.5	£2.2	£355.0	£97.8	£224.7	£25.3	£7.2
Farnham Town Centre	£0.0	£0.2	£0.4	£4.1	£6.8	£9.7	£0.0	£3.5	£1.0	£0.0	£0.0	£25.8	£4.3	£16.9	£4.5	£0.0
Farnham Out of Centre	£0.1	£0.2	£0.3	£0.0	£16.8	£7.1	£1.0	£0.1	£0.0	£0.0	£0.0	£25.6	£0.2	£24.1	£1.1	£0.1
Guildford Town Centre	£58.4	£4.2	£11.9	£15.5	£35.3	£29.4	£1.2	£1.4	£5.6	£0.8	£0.0	£163.5	£19.7	£76.6	£8.9	£58.4
Guildford Out of Centre	£22.2	£0.5	£4.4	£0.0	£4.0	£2.9	£0.0	£0.0	£0.0	£0.0	£0.0	£34.0	£0.5	£11.3	£0.0	£22.2
Reading City Centre	£0.0	£4.4	£0.8	£31.7	£6.9	£17.7	£6.0	£13.3	£58.9	£68.4	£58.5	£266.7	£36.1	£25.4	£205.2	£0.0
Reading Out of Centre	£2.6	£0.7	£1.4	£3.4	£1.7	£9.3	£2.7	£5.7	£11.9	£16.1	£24.5	£79.9	£4.0	£12.4	£60.9	£2.6
Sandhurst Town Centre	£0.0	£0.0	£0.0	£21.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£21.6	£21.1	£0.0	£0.5	£0.0
Woking Town Centre	£245.4	£4.2	£36.8	£1.1	£0.4	£0.0	£0.0	£0.0	£1.5	£0.0	£2.3	£291.8	£5.3	£37.2	£3.8	£245.4
Woking Out of Centre	£41.5	£0.7	£9.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£52.4	£0.7	£9.6	£0.6	£41.5
Wokingham Town Centre	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.3	£17.6	£30.3	£10.4	£59.3	£0.8	£0.0	£58.5	£0.0
Wokingham Out of Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.2	£2.2	£10.9	£0.1	£14.1	£0.6	£0.0	£13.5	£0.0
Other	£104.8	£14.5	£30.1	£53.3	£37.1	£79.9	£99.3	£48.6	£87.5	£40.2	£49.9	£645.2	£67.9	£147.1	£325.5	£104.8
OUTSIDE BOROUGH - TOTAL MARKET SHARE:	£492.6	£48.6	£105.2	£277.2	£263.4	£561.7	£178.3	£157.6	£271.2	£196.3	£511.8	£3.063.9	£325.7	£930.3	£1.315.3	£492.6



## **APPENDIX A7**

TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

Excluding SFT & 'Inflow' from outside Study Area

	2019	2024	2029	2034	2036	2038
CAMBERLEY TOWN CENTRE:	£12.6	£12.9	£13.1	£13.4	£13.5	£13.6
BAGSHOT DISTRICT CENTRE:	£3.5	£3.5	£3.5	£3.6	£3.6	£3.7
FRIMLEY DISTRICT CENTRE:	£11.8	£11.9	£12.1	£12.3	£12.4	£12.6
CHOBHAM LOCAL CENTRE:	£3.9	£3.9	£4.0	£4.1	£4.1	£4.2
FRIMLEY GREEN LOCAL CENTRE:	£0.5	£0.5	£0.5	£0.5	£0.5	£0.5
LIGHTWATER LOCAL CENTRE:	£11.6	£11.6	£11.8	£12.0	£12.1	£12.2
MYTCHETT LOCAL CENTRE:	£0.4	£0.4	£0.4	£0.4	£0.4	£0.4
WINDLESHAM LOCAL CENTRE:	£0.2	£0.2	£0.2	£0.2	£0.2	£0.2
OTHER LOCAL / NEIGHBOURHOOD CENTRES:	£16.9	£17.1	£17.4	£17.8	£17.9	£18.1
OUT OF CENTRE:						
Marks & Spencer - The Meadows	£10.7	£11.0	£11.1	£11.4	£11.5	£11.6
Tesco Extra - The Meadows	£85.7	£88.2	£89.7	£91.5	£92.3	£93.1
Sainsbury's, Blackwater Valley Road	£51.5	£52.7	£53.4	£54.5	£55.0	£55.5
Waitrose, London Road	£14.4	£14.5	£14.7	£15.0	£15.1	£15.2
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:	£223.5	£228.3	£232.0	£236.7	£238.7	£240.9

Notes: Assume constant market shares over forecast period.

TABLE 2: ALL CONVENIENCE GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW Including 'Inflow' from outside Study Area

including Inflow from outside Study Area	1						
	Estimated 'Inflow' from outside Study Area	2019	2024	2029	2034	2036	2038
CAMBERLEY TOWN CENTRE:	1%	£12.7	£13.1	£13.3	£13.5	£13.7	£13.8
BAGSHOT DISTRICT CENTRE:	0%	£3.5	£3.5	£3.5	£3.6	£3.6	£3.7
FRIMLEY DISTRICT CENTRE:	0%	£11.8	£11.9	£12.1	£12.3	£12.4	£12.6
	į						
CHOBHAM LOCAL CENTRE:	0%	£3.9	£3.9	£4.0	£4.1	£4.1	£4.2
FRIMLEY GREEN LOCAL CENTRE:	0%	£0.5	£0.5	£0.5	£0.5	£0.5	£0.5
LIGHTWATER LOCAL CENTRE:	0%	£11.6	£11.6	£11.8	£12.0	£12.1	£12.2
MYTCHETT LOCAL CENTRE:	0%	£0.4	£0.4	£0.4	£0.4	£0.4	£0.4
WINDLESHAM LOCAL CENTRE:	0%	£0.2	£0.2	£0.2	£0.2	£0.2	£0.2
OTHER LOCAL / NEIGHBOURHOOD CENTRES:	0%	£16.9	£17.1	£17.4	£17.8	£17.9	£18.1
OUT OF CENTRE:							
Marks & Spencer - The Meadows	10%	£11.9	£12.2	£12.4	£12.7	£12.8	£12.9
Tesco Extra - The Meadows	10%	£95.2	£98.0	£99.6	£101.7	£102.5	£103.5
Sainsbury's, Blackwater Valley Road	5%	£54.2	£55.4	£56.2	£57.4	£57.9	£58.4
Waitrose, London Road	5%	£15.1	£15.3	£15.5	£15.8	£15.9	£16.1
·	370						
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:		£237.8	£243.0	£246.9	£252.0	£254.1	£256.4

Notes: Assume constant market shares over forecast period.

TABLE 3: SURREY HEATH BOROUGH AREA - RETAIL FLOORSPACE COMMITMENTS

	Net	2024: Average Sales Density	2024	2029	2034	2036	2038
MINDENHURST - FOODSTORE, BRUNSWICK ROAD, DEEPCUT (1)	1,400						
CONVENIENCE FLOORSPACE:	1,120	£10,104	£11.3	£11.5	£11.7	£11.7	£11.8
COMPARISON FLOORSPACE:	280	£5,788	£1.6	£1.9	£2.1	£2.3	£2.4

NOTES: (1) Permission for a major residential-led development totalling 1,200 new dwellings with associated public open space, community facilities, primary retail and commercial uses, and access and highways works. The site is located within the village of Deepcut, and extends to approximately 114ha, comprising the Princess Royal Barracks and associated lands. The residential development is underway, and there is also permission for a Class A1 foodstore and local shops (Planning App Ref: 2012/0546). Assume for the purpose of this assessment that: (i) 80% of the sales area will be set aside for food and convenience goods; and (ii) the new store will be open and trading by 2024.

TABLE 4: SURREY HEATH BOROUGH AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£237.8	£243.0	£246.9	£252.0	£254.1	£256.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$ :	£237.8	£241.7	£245.4	£249.1	£250.6	£252.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.3	£1.5	£2.9	£3.5	£4.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£11.3	£11.5	£11.7	£11.7	£11.8
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£10.0	-£9.9	-£8.8	-£8.2	-£7.5
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,104	£10,318	£10,474	£10,537	£10,569
	(ii) Net Floorspace Capacity (sq m):	-	-993	-964	-838	-778	-707
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,418	-1,377	-1,197	-1,112	-1,010

Notes:	
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
STEP 2:	It has been assumed for the purpose of this assessment that the Borough's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 17 (January 2020) and other research evidence.
STEP 3:	The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
STEP 4:	It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.
STEP 5:	The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
STEPS 6:	The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer), supermarket (e.g. Co-op, Budgens, etc) and limited assortment discount (LAD) operators (e.g. Aldi and Lidl).



# **APPENDIX A8**

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

Excluding SFT & 'Inflow' from outside Study Area

	2019	2024	2029	2034	2036	2038
CAMBERLEY TOWN CENTRE	£185.2	£187.8	£214.3	£247.6	£263.0	£279.5
BAGSHOT DISTRICT CENTRE	£7.8	£7.9	£9.1	£10.5	£11.1	£11.8
FRIMLEY DISTRICT CENTRE	£7.0	£7.1	£8.1	£9.3	£9.9	£10.6
COBHAM LOCAL CENTRE	£3.3	£3.3	£3.8	£4.4	£4.7	£5.0
FRIMLEY GREEN LOCAL CENTRE	£0.5	£0.5	£0.5	£0.6	£0.7	£0.7
LIGHTWATER LOCAL CENTRE	£11.0	£11.2	£12.8	£14.7	£15.6	£16.6
WINDLESHAM LOCAL CENTRE	£4.4	£4.4	£5.0	£5.8	£6.1	£6.5
WEST END	£2.2	£2.3	£2.6	£3.0	£3.2	£3.4
ALL OUT OF CENTRE RETAIL FLOORSPACE	£161.2	£163.7	£186.8	£216.0	£229.5	£244.0
TOTAL BOROUGH TURNOVER	£382.5	£388.2	£443.0	£511.9	£543.8	£578.1

Notes: Assume constant market shares over forecast period.

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER

Including 'Inflow' from outside Study Area	Estimated 'Inflow' from outside Study Area	2019	2024	2029	2034	2036	2038
	5%	£194.9	£197.7	£225.6	£260.6	£276.8	£294.2
CAMBERLEY TOWN CENTRE							
BAGSHOT DISTRICT CENTRE	0%	£7.8	£7.9	£9.1	£10.5	£11.1	£11.8
FRIMLEY DISTRICT CENTRE	0%	£7.0	£7.1	£8.1	£9.3	£9.9	£10.6
COBHAM LOCAL CENTRE	0%	£3.3	£3.3	£3.8	£4.4	£4.7	£5.0
FRIMLEY GREEN LOCAL CENTRE	0%	£0.5	£0.5	£0.5	£0.6	£0.7	£0.7
LIGHTWATER LOCAL CENTRE	0%	£11.0	£11.2	£12.8	£14.7	£15.6	£16.6
WINDLESHAM LOCAL CENTRE	0%	£2.2	£2.3	£2.6	£3.0	£3.2	£3.4
WEST END	0%	£4.4	£4.4	£5.0	£5.8	£6.1	£6.5
ALL OUT OF CENTRE RETAIL FLOORSPACE	10%	£179.1	£181.9	£207.6	£240.0	£255.0	£271.1
TOTAL BOROUGH TURNOVER		£410.2	£416.3	£475.1	£548.9	£583.2	£619.9

Notes: Assume constant market shares over forecast period.

STEP 3:

STEP 4:

STEP 5:

TABLE 3: SURREY HEATH BOROUGH AREA - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£410.2	£416.3	£475.1	£548.9	£583.2	£619.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$ :	£410.2	£416.5	£476.3	£549.5	£581.8	£616.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£1.3	-£0.6	£1.4	£3.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£1.6	£1.9	£2.1	£2.3	£2.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£1.8	-£3.1	-£2.7	-£0.9	£1.4
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,788	£6,580	£7,591	£8,511	£8,758
	(ii) Net Floorspace Capacity (sq m):	-	-319	-472	-357	-106	162
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-455	-674	-511	-152	231

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the Borough's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on average sales performance of comparison goods retailers.



## **APPENDIX A9**

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2019 - 2036)

	2010	2024	2020	2024	2025	2020
	2019	2024	2029	2034	2036	2038
Zone 1	88,294	90,767	92,721	94,749	95,597	96,473
Zone 2	18,177	18,545	18,941	19,240	19,342	19,462
Zone 3	18,768	19,228	19,725	20,233	20,396	20,601
Zone 4	84,436	86,757	88,606	90,371	91,097	91,870
Zone 5	58,083	59,552	60,943	62,246	62,769	63,304
Zone 6	125,317	127,629	129,638	131,781	132,673	133,525
Zone 7	26,287	27,168	27,858	28,651	28,941	29,251
Zone 8	23,537	24,167	24,702	25,198	25,381	25,604
Zone 9	45,153	46,586	47,762	48,702	49,033	49,436
Zone 10	31,209	32,368	33,252	34,064	34,409	34,776
Zone 11	86,340	90,431	93,391	95,985	97,011	98,182
STUDY AREA - TOTAL:	605,601	623,198	637,539	651,220	656,649	662,484
SURREY HEATH BOROUGH:	92,312	94,341	96,189	98,098	98,850	99,234

	2019	2024	2029	2034	2036	2040
Zones 2 & 4: Core Catchment Area:	102,613	105,302	107,547	109,611	110,439	111,332
Zones 7-11: North Catchment Area:	212,526	220,720	226,965	232,600	234,775	237,250
Zones 3/5/6: South Catchment Area:	202,168	206,409	210,306	214,260	215,838	217,429
Zone 1: Woking	88,294	90,767	92,721	94,749	95,597	96,473
STUDY AREA TOTAL:	605,601	623,198	637,539	651,220	656,649	662,484

Growth: 20	019 to 2029		Growth: 20	019 to 2038				
4.2%	3,877		6.7%	6,538				
5.3%	31,938		7.8%	51,048				
8.2%	7,051		12.3%	11,842				
6.5%	2,043		10.5%	3,567				
5.8%	2,609		8.8%	4,283				
4.9%	1,165		8.2%	2,067				
6.0%	1,571		10.3%	2,964				
3.4%	4,321		6.2%	8,208				
4.9%	2,860		8.4%	5,221				
4.9%	4,170		8.2%	7,434				
5.1%	957		9.1%	1,833				
4.2%	764		6.7%	1,285				

Growth: 2019 to 2029			Growth: 2019 to 2038				
%	No.		%	No.			
4.8%	4,934		8.0%	8,719			
6.8%	14,439		10.6%	24,724			
4.0%	8,138		7.1%	15,261			
5.0%	4,427		8.6%	8,179			
5.3%	31,938		8.7%	56,883			

Source: Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

tes: Population projections (2019 to 2036) for Zones 1-11 are derived from Experian and based on ONS 2014-based Sub-National Population Projections (released in May 2016)

TABLE 2: LEISURE EXPENDITURE PER CAPITA BY SERVICES (2017 price base)

	Accommodati on Services (1)	Cultural Services (2)	Games of Chance (3)	Personal Grooming (4)	Recreation & Sporting Services (5)	Food & Beverage (6)	TOTAL
Zone 1	£196	£444	£178	£169	£241	£1,561	£2,789
Zone 2	£246	£492	£187	£183	£271	£1,627	£3,006
Zone 3	£233	£461	£175	£171	£260	£1,529	£2,829
Zone 4	£193	£438	£207	£158	£224	£1,442	£2,662
Zone 5	£173	£420	£212	£140	£207	£1,388	£2,540
Zone 6	£169	£397	£190	£137	£197	£1,333	£2,423
Zone 7	£247	£543	£171	£214	£312	£1,835	£3,322
Zone 8	£256	£509	£190	£187	£275	£1,647	£3,064
Zone 9	£232	£483	£184	£183	£266	£1,624	£2,972
Zone 10	£227	£470	£188	£175	£264	£1,597	£2,921
Zone 11	£173	£446	£214	£143	£210	£1,442	£2,628
STUDY AREA AVERAGE:	£213	£464	£191	£169	£248	£1,548	£2,832
EXPRESSED AS % OF TOTAL AVERAGE SPEND:	8%	16%	7%	6%	9%	55%	100%
SOUTH EAST REGION AVERAGE:							£4,627
NATIONAL (UK) AVERAGE:							£3,551

Source: Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports.

(1) Includes spend on hotels, bed & breakfast accommodation, etc.

(2) Includes spend on Museums, Theatres, Art Galleries, etc.
(3) includes spend on Bookmakers, Amusement Arcades, Bingo, Casinos, etc.

(4) Includes spend on Hairdressers, Nail Parlours, Health & Beauty, etc.

(5) Includes spend on Gyms, Golf, etc.

(6) Includes spend on restaurants, cafés, takeaways, etc.

TABLE 3: LEISURE EXPENDITURE PER CAPITA GROWTH FORECASTS (% per annum)

	2018	2019	2020	2021	2022	2023-2027	2028-2040	HISTORIC TREND: 1997-2018
LEISURE SPEND - GROWTH PER ANNUM (%):	-1.5%	-0.5%	-53.8%	64.7%	14.8%	2.9%	0.9%	-0.6%

Source: Experian 'Retail Planner Briefing Note 18' (October 2020). Figures 1a and 1b.

TARIF 4.	TOTAL	FORFCAST	GROWTH I	N I FISHER	SERVICES !	SDENID (t	nor canital

	2019	2024	2029	2034	2036	2038
Zone 1	£2,733	£2,528	£2,804	£2,933	£2,986	£3,095
Zone 2	£2,946	£2,725	£3,023	£3,161	£3,218	£3,336
Zone 3	£2,773	£2,564	£2,845	£2,975	£3,029	£3,139
Zone 4	£2,609	£2,413	£2,677	£2,799	£2,850	£2,954
Zone 5	£2,489	£2,303	£2,554	£2,671	£2,719	£2,819
Zone 6	£2,375	£2,196	£2,436	£2,548	£2,594	£2,689
Zone 7	£3,256	£3,011	£3,340	£3,493	£3,557	£3,686
Zone 8	£3,003	£2,778	£3,081	£3,222	£3,280	£3,400
Zone 9	£2,913	£2,694	£2,988	£3,125	£3,182	£3,298
Zone 10	£2,863	£2,648	£2,937	£3,072	£3,127	£3,241
Zone 11	£2,576	£2,382	£2,643	£2,764	£2,814	£2,916
STUDY AREA:	£2,776	£2,568	£2,848	£2,979	£3,032	£3,143

GROWTH (£	per capita):	GROWTH (%):
2019-2029	2019-2038	2019-2038
£71.0	£361.5	13.2%
£76.5	£389.6	13.2%
£72.0	£366.7	13.2%
£67.8	£345.0	13.2%
£64.7	£329.2	13.2%
£61.7	£314.0	13.2%
£84.6	£430.6	13.2%
£78.0	£397.1	13.2%
£75.7	£385.2	13.2%
£74.4	£378.6	13.2%
£66.9	£340.6	13.2%
£72.1	£367.1	13.2%

	2019	2024	2029	2034	2036	2040
Zone 1	£192	£178	£197	£206	£210	£217
Zone 2	£241	£223	£247	£259	£263	£27
Zone 3	£228	£211	£234	£245	£249	£25
Zone 4	£189	£175	£194	£203	£207	£21
Zone 5	£170	£157	£174	£182	£185	£19
Zone 6	£166	£153	£170	£178	£181	£18
Zone 7	£242	£224	£248	£260	£264	£27
Zone 8	£251	£232	£257	£269	£274	£28
Zone 9	£227	£210	£233	£244	£248	£25
Zone 10	£222	£206	£228	£239	£243	£25
Zone 11	£170	£157	£174	£182	£185	£19
STUDY AREA:	£209	£193	£214	£224	£228	£23

GROWTH (£ per capita):					
2019-2038					
£25.4					
£31.9					
£30.2					
£25.0					
£22.4					
£21.9					
£32.0					
£33.2					
£30.1					
£29.4					
£22.4					
£27.6					

	2019	2024	2029	2034	2036	2040
Zone 1	£435	£402	£446	£467	£475	£493
Zone 2	£482	£446	£495	£517	£527	£54
Zone 3	£452	£418	£464	£485	£494	£51
Zone 4	£429	£397	£440	£461	£469	£48
Zone 5	£412	£381	£422	£442	£450	£46
Zone 6	£389	£360	£399	£417	£425	£44
Zone 7	£532	£492	£546	£571	£581	£60
Zone 8	£499	£461	£512	£535	£545	£56
Zone 9	£473	£438	£486	£508	£517	£53
Zone 10	£461	£426	£473	£494	£503	£52
Zone 11	£437	£404	£448	£469	£477	£49
STUDY AREA:	£455	£421	£466	£488	£497	£51

GROWTH (£ per capita):				
2019-2029	2019-2038			
£11.3	£57.5			
£12.5	£63.8			
£11.7	£59.7			
£11.2	£56.8			
£10.7	£54.4			
£10.1	£51.5			
£13.8	£70.4			
£13.0	£66.0			
£12.3	£62.6			
£12.0	£60.9			
£11.4	£57.8			
£11.8	£60.1			
100.1				

ABLE 4c: TOTAL FORECAST GROV	VTH IN SPEND ON GAME	S OF CHANC	E (£ per cap	ita)		
	2019	2024	2029	2034	2036	2040
Zone 1	£174	£161	£179	£187	£191	£198
Zone 2	£183	£170	£188	£197	£200	£208
Zone 3	£172	£159	£176	£184	£187	£194
Zone 4	£203	£188	£208	£218	£222	£230
Zone 5	£208	£192	£213	£223	£227	£235
Zone 6	£186	£172	£191	£200	£203	£211
Zone 7	£168	£155	£172	£180	£183	£190
Zone 8	£186	£172	£191	£200	£203	£211
Zone 9	£180	£167	£185	£193	£197	£204
Zone 10	£184	£170	£189	£198	£201	£209
Zone 11	£210	£194	£215	£225	£229	£237
STUDY AREA:	£187	£173	£192	£200	£204	£211

GROWTH (	GROWTH (£ per capita):					
2019-2029	2019-2038					
£4.5	£23.1					
£4.8	£24.2					
£4.5	£22.7					
£5.3	£26.8					
£5.4	£27.5					
£4.8	£24.6					
£4.4	£22.2					
£4.8	£24.6					
£4.7	£23.8					
£4.8	£24.4					
£5.4	£27.7					
£4.9	£24.7					

2019	2024	2029	2034	2036	2040
£166	£153	£170	£178	£181	£188
£179	£166	£184	£192	£196	£203
£168	£155	£172	£180	£183	£190
£155	£143	£159	£166	£169	£175
£137	£127	£141	£147	£150	£155
£134	£124	£138	£144	£147	£152
£210	£194	£215	£225	£229	£237
£183	£170	£188	£197	£200	£208
£179	£166	£184	£192	£196	£203
£172	£159	£176	£184	£187	£194
£140	£130	£144	£150	£153	£159
	£166 £179 £168 £155 £137 £134 £210 £183 £179	£166 £153 £179 £166 £168 £155 £155 £143 £137 £127 £134 £124 £210 £194 £183 £170 £179 £166 £179 £169	£166         £153         £170           £179         £166         £184           £168         £155         £172           £155         £143         £159           £137         £127         £141           £134         £124         £138           £210         £194         £215           £183         £170         £188           £179         £166         £184           £172         £159         £176	£166         £153         £170         £178           £179         £166         £184         £192           £168         £155         £172         £180           £155         £143         £159         £166           £137         £127         £141         £147           £134         £124         £138         £144           £210         £194         £215         £225           £183         £170         £188         £197           £179         £166         £184         £192           £172         £159         £176         £184	£166         £153         £170         £178         £181           £179         £166         £184         £192         £196           £168         £155         £172         £180         £183           £155         £143         £159         £166         £169           £137         £127         £141         £147         £150           £134         £124         £138         £144         £147           £210         £194         £215         £225         £229           £183         £170         £188         £197         £200           £179         £166         £184         £192         £196           £172         £159         £176         £184         £187

GROWTH	(£ per capita):
2019-2029	2019-2038
£4.3	£21.9
£4.7	£23.7
£4.4	£22.2
£4.0	£20.5
£3.6	£18.1
£3.5	£17.8
£5.4	£27.7
£4.8	£24.2
£4.7	£23.7
£4.5	£22.7
£3.6	£18.5
£4.3	£21.9

	2019	2024	2029	2034	2036	2040
Zone 1	£236	£218	£242	£253	£258	£267
Zone 2	£266	£246	£272	£285	£290	£301
Zone 3	£255	£236	£261	£273	£278	£289
Zone 4	£220	£203	£225	£236	£240	£249
Zone 5	£203	£188	£208	£218	£222	£230
Zone 6	£193	£179	£198	£207	£211	£219
Zone 7	£306	£283	£314	£328	£334	£346
Zone 8	£270	£249	£277	£289	£294	£305
Zone 9	£261	£241	£267	£280	£285	£295
Zone 10	£259	£239	£265	£278	£283	£293
Zone 11	£206	£190	£211	£221	£225	£233
STUDY AREA:	£243	£225	£249	£261	£265	£275

GROWTH (£ per capita):					
2019-2040					
£31.2					
£35.1					
£33.7					
£29.0					
£26.8					
£25.5					
£40.4					
£35.6					
£34.5					
£34.2					
£27.2					
£32.1					

TABLE 4f: TOTAL FORECAST GROWTH	IN SPEND ON FOOD 8	& BEVERAGE	(£ per capit	ta)		
	2019	2024	2029	2034	2036	2040
Zone 1	£1,530	£1,415	£1,570	£1,642	£1,671	£1,732
Zone 2	£1,595	£1,475	£1,636	£1,711	£1,742	£1,805
Zone 3	£1,499	£1,386	£1,537	£1,608	£1,637	£1,697
Zone 4	£1,413	£1,307	£1,450	£1,516	£1,544	£1,600
Zone 5	£1,360	£1,258	£1,396	£1,460	£1,486	£1,540
Zone 6	£1,306	£1,208	£1,340	£1,402	£1,427	£1,479
Zone 7	£1,798	£1,663	£1,845	£1,930	£1,965	£2,036
Zone 8	£1,614	£1,493	£1,656	£1,732	£1,763	£1,828
Zone 9	£1,592	£1,472	£1,633	£1,708	£1,739	£1,802
Zone 10	£1,565	£1,448	£1,606	£1,679	£1,710	£1,772
Zone 11	£1,413	£1,307	£1,450	£1,516	£1,544	£1,600
STUDY AREA:	£1,517	£1,403	£1,556	£1,628	£1,657	£1,717

GROWTH (£ per capita):						
2019-2029	2019-2038					
£39.7	£202.3					
£41.4	£210.9					
£38.9	£198.2					
£36.7	£186.9					
£35.3	£179.9					
£33.9	£172.8					
£46.7	£237.8					
£41.9	£213.5					
£41.3	£210.5					
£40.7	£207.0					
£36.7	£186.9					
£39.4	£200 6					

	TABLE 5: ALL LEISURE SERVICES - TOTAL AVAILABLE EXPENDITURE FORECASTS (£	£ million)
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	2019	2024	2029	2034	2036	2038
Zone 1	£241.3	£229.5	£260.0	£277.9	£285.4	£298.6
Zone 2	£53.6	£50.5	£57.3	£60.8	£62.2	£64.9
Zone 3	£52.0	£49.3	£56.1	£60.2	£61.8	£64.7
Zone 4	£220.3	£209.4	£237.2	£253.0	£259.6	£271.4
Zone 5	£144.6	£137.1	£155.7	£166.3	£170.7	£178.4
Zone 6	£297.6	£280.3	£315.9	£335.8	£344.2	£359.0
Zone 7	£85.6	£81.8	£93.1	£100.1	£102.9	£107.8
Zone 8	£70.7	£67.1	£76.1	£81.2	£83.3	£87.1
Zone 9	£131.5	£125.5	£142.7	£152.2	£156.0	£163.0
Zone 10	£89.3	£85.7	£97.7	£104.6	£107.6	£112.7
Zone 11	£222.4	£215.4	£246.8	£265.3	£272.9	£286.3
STUDY AREA - TOTAL:	£1,608.9	£1,531.7	£1,738.4	£1,857.3	£1,906.7	£1,994.0

	2019	2024	2029	2034	2036	2038
Zones 2 & 4: Core Catchment Area:	£273.8	£259.9	£294.4	£313.8	£321.9	£336.3
Zones 7-11: North Catchment Area:	£599.5	£575.6	£656.4	£703.4	£722.8	£757.0
Zones 3/5/6: South Catchment Area:	£494.2	£466.8	£527.6	£562.2	£576.6	£602.1
Zone 1: Woking	£241.3	£229.5	£260.0	£277.9	£285.4	£298.6
STUDY AREA TOTAL:	£1,608.9	£1,531.7	£1,738.4	£1,857.3	£1,906.7	£1,994.0

### GROWTH (£m):

GROWTH (£m):			GROW	TH (%):
19-2029	2019-2038		2019-2029	2019-2038
£18.7	£57.2		7.7%	23.7%
£3.7	£11.4		6.9%	21.2%
£4.1	£12.6		7.8%	24.3%
£16.9	£51.1		7.7%	23.2%
£11.1	£33.8		7.6%	23.4%
£18.3	£61.4		6.1%	20.6%
£7.5	£22.2		8.7%	26.0%
£5.4	£16.4		7.7%	23.2%
£11.2	£31.5		8.5%	24.0%
£8.3	£23.4		9.3%	26.2%
£24.4	£63.9		11.0%	28.8%
£129.5	£385.0	l	8.0%	23.9%

£129.5	£385.0		8.0%	23.9%
GROWTH (£m):			GROW	TH (%):
2019-2029	2019-2038		2019-2029	2019-2038
£20.6	£62.5		7.5%	22.8%
£56.8	£157.5		9.5%	26.3%
£33.4	£107.9		6.8%	21.8%
£18.7	£57.2		7.7%	23.7%
£129.5	£385.0		8.0%	23.9%

#### TABLE 5a: ACCOMMODATION SERVICES - TOTAL AVAILABLE EXPENDITURE FORECASTS (£ million)

	2019	2024	2029	2034	2036	2038
Zone 1	£17.0	£16.1	£18.3	£19.5	£20.1	£21.0
Zone 2	£4.4	£4.1	£4.7	£5.0	£5.1	£5.3
Zone 3	£4.3	£4.1	£4.6	£5.0	£5.1	£5.3
Zone 4	£16.0	£15.2	£17.2	£18.3	£18.8	£19.7
Zone 5	£9.8	£9.3	£10.6	£11.3	£11.6	£12.2
Zone 6	£20.8	£19.6	£22.0	£23.4	£24.0	£25.0
Zone 7	£6.4	£6.1	£6.9	£7.4	£7.7	£8.0
Zone 8	£5.9	£5.6	£6.4	£6.8	£7.0	£7.3
Zone 9	£10.3	£9.8	£11.1	£11.9	£12.2	£12.7
Zone 10	£6.9	£6.7	£7.6	£8.1	£8.4	£8.8
Zone 11	£14.6	£14.2	£16.2	£17.5	£18.0	£18.8
STUDY AREA - TOTAL:	£116.3	£110.7	£125.7	£134.3	£137.8	£144.1

	2019	2024	2029	2034	2036	2038
Zones 2 & 4: Core Catchment Area:	£20.4	£19.3	£21.9	£23.3	£23.9	£25.0
Zones 7-11: North Catchment Area:	£44.1	£42.3	£48.3	£51.7	£53.1	£55.6
Zones 3/5/6: South Catchment Area:	£34.9	£33.0	£37.3	£39.7	£40.7	£42.5
Zone 1: Woking	£17.0	£16.1	£18.3	£19.5	£20.1	£21.0
STUDY AREA TOTAL:	£116.3	£110.7	£125.7	£134.3	£137.8	£144.1

GROWTH (£m):				
2019-2029	2019-2038			
£1.3	£4.0			
£0.3	£0.9			
£0.3	£1.0			
£1.2	£3.7			
£0.8	£2.3			
£1.3	£4.3			
£0.6	£1.7			
£0.5	£1.4			
£0.9	£2.5			
£0.6	£1.8			
£1.6	£4.2			
£9.3	£27.8			

£9.3	£27.8					
GROWTH (£m):						
2019-2029	2019-2038					
£1.5	£4.6					
£4.1	£11.5					
£2.4	£7.6					
£1.3	£4.0					
£9.3	£27.8					

#### TABLE 5b: CULTURAL SERVICES - TOTAL AVAILABLE EXPENDITURE FORECASTS (£ million)

	2019	2024	2029	2034	2036	2038
Zone 1	£38.4	£36.5	£41.4	£44.2	£45.4	£47.5
Zone 2	£8.8	£8.3	£9.4	£10.0	£10.2	£10.6
Zone 3	£8.5	£8.0	£9.1	£9.8	£10.1	£10.5
Zone 4	£36.2	£34.4	£39.0	£41.6	£42.7	£44.7
Zone 5	£23.9	£22.7	£25.7	£27.5	£28.2	£29.5
Zone 6	£48.8	£45.9	£51.8	£55.0	£56.4	£58.8
Zone 7	£14.0	£13.4	£15.2	£16.4	£16.8	£17.6
Zone 8	£11.7	£11.2	£12.6	£13.5	£13.8	£14.5
Zone 9	£21.4	£20.4	£23.2	£24.7	£25.4	£26.5
Zone 10	£14.4	£13.8	£15.7	£16.8	£17.3	£18.1
Zone 11	£37.7	£36.6	£41.9	£45.0	£46.3	£48.6
STUDY AREA - TOTAL:	£263.8	£251.2	£285.1	£304.6	£312.7	£327.0

	2019	2024	2029	2034	2036	2038
Zones 2 & 4: Core Catchment Area:	£45.0	£42.7	£48.4	£51.6	£52.9	£55.3
Zones 7-11: North Catchment Area:	£99.2	£95.3	£108.6	£116.4	£119.6	£125.3
Zones 3/5/6: South Catchment Area:	£81.1	£76.6	£86.6	£92.3	£94.7	£98.9
Zone 1: Woking	£38.4	£36.5	£41.4	£44.2	£45.4	£47.5
STUDY AREA TOTAL:	£263.8	£251.2	£285.1	£304.6	£312.7	£327.0

GROW	H (£M):
2019-2029	2019-2038
£3.0	£9.1
£0.6	£1.9
£0.7	£2.1
£2.8	£8.4
£1.8	£5.6
£3.0	£10.1
£1.2	£3.6
£0.9	£2.7
£1.8	£5.1
£1.3	£3.8
£4.1	£10.9
£21 3	£63.2

£21.3	£63.2						
GROWTH (£m):							
2019-2029	2019-2038						
£3.4	£10.3						
£9.4	£26.1						
£5.5	£17.7						
£3.0	£9.1						
£21.3	£63.2						

#### TABLE 5c: GAMES OF CHANCE - TOTAL AVAILABLE EXPENDITURE FORECASTS (£ million)

	2019	2024	2029	2034	2036	2038
Zone 1	£15.4	£14.6	£16.6	£17.7	£18.2	£19.1
Zone 2	£3.3	£3.1	£3.6	£3.8	£3.9	£4.0
Zone 3	£3.2	£3.1	£3.5	£3.7	£3.8	£4.0
Zone 4	£17.1	£16.3	£18.4	£19.7	£20.2	£21.1
Zone 5	£12.1	£11.4	£13.0	£13.9	£14.2	£14.9
Zone 6	£23.3	£22.0	£24.8	£26.3	£27.0	£28.2
Zone 7	£4.4	£4.2	£4.8	£5.2	£5.3	£5.6
Zone 8	£4.4	£4.2	£4.7	£5.0	£5.2	£5.4
Zone 9	£8.1	£7.8	£8.8	£9.4	£9.7	£10.1
Zone 10	£5.8	£5.5	£6.3	£6.7	£6.9	£7.3
Zone 11	£18.1	£17.5	£20.1	£21.6	£22.2	£23.3
STUDY AREA - TOTAL:	£115.3	£109.7	£124.6	£133.1	£136.6	£142.9

	2019	2024	2029	2034	2036	2038
Zones 2 & 4: Core Catchment Area:	£20.5	£19.4	£22.0	£23.5	£24.1	£25.1
Zones 7-11: North Catchment Area:	£40.8	£39.2	£44.7	£47.9	£49.3	£51.6
Zones 3/5/6: South Catchment Area:	£38.6	£36.5	£41.2	£43.9	£45.1	£47.0
Zone 1: Woking	£15.4	£14.6	£16.6	£17.7	£18.2	£19.1
STUDY AREA TOTAL:	£115.3	£109.7	£124.6	£133.1	£136.6	£142.9

#### GROWTH (£m):

dicon	III (EIII).
2019-2029	2019-2038
£1.2	£3.7
£0.2	£0.7
£0.3	£0.8
£1.3	£4.0
£0.9	£2.8
£1.4	£4.8
£0.4	£1.1
£0.3	£1.0
£0.7	£2.0
£0.5	£1.5
£2.0	£5.2
£0.2	£27.6

GROWTH (£m):						
2019-2029	2019-2038					
£1.5	£4.7					
£3.9	£10.8					
£2.6	£8.4					
£1.2	£3.7					
£0.3	£27 6					

TABLE E4.	DEDCOMAL	CDOOMING	TOTAL A	VALLABLE.	EVDENIDITIIDE	FORFCASTS (	f million)

	2019	2024	2029	2034	2036	2038
Zone 1	£14.6	£13.9	£15.8	£16.8	£17.3	£18.1
Zone 2	£3.3	£3.1	£3.5	£3.7	£3.8	£4.0
Zone 3	£3.1	£3.0	£3.4	£3.6	£3.7	£3.9
Zone 4	£13.1	£12.4	£14.1	£15.0	£15.4	£16.1
Zone 5	£8.0	£7.6	£8.6	£9.2	£9.4	£9.8
Zone 6	£16.8	£15.9	£17.9	£19.0	£19.5	£20.3
Zone 7	£5.5	£5.3	£6.0	£6.4	£6.6	£6.9
Zone 8	£4.3	£4.1	£4.6	£5.0	£5.1	£5.3
Zone 9	£8.1	£7.7	£8.8	£9.4	£9.6	£10.0
Zone 10	£5.4	£5.1	£5.9	£6.3	£6.4	£6.8
Zone 11	£12.1	£11.7	£13.4	£14.4	£14.9	£15.6
STUDY AREA - TOTAL:	£94.3	£89.7	£101.9	£108.8	£111.7	£116.8

		2019	2024	2029	2034	2036	2038
Zones 2 & 4:	Core Catchment Area:	£16.3	£15.5	£17.6	£18.7	£19.2	£20.1
Zones 7-11:	North Catchment Area:	£35.4	£34.0	£38.7	£41.5	£42.6	£44.6
Zones 3/5/6:	South Catchment Area:	£27.9	£26.4	£29.8	£31.8	£32.6	£34.0
Zone 1:	Woking	£14.6	£13.9	£15.8	£16.8	£17.3	£18.1
STUDY AREA	TOTAL:	£94.3	£89.7	£101.9	£108.8	£111.7	£116.8

#### GROWTH (£m):

2019-2029	2019-2038
£1.1	£3.5
£0.2	£0.7
£0.2	£0.8
£1.0	£3.0
£0.6	£1.9
£1.0	£3.5
£0.5	£1.4
£0.3	£1.0
£0.7	£1.9
£0.5	£1.4
£1.3	£3.5
£7.6	£22.5

#### GROWTH (£r

GROWIN (EIII).						
2019-2029	2019-2038					
£1.2	£3.7					
£3.3	£9.3					
£1.9	£6.1					
£1.1	£3.5					
£7.6	£22.5					

#### TABLE 5e: RECREATION & SPORTING SERVICES - TOTAL AVAILABLE EXPENDITURE FORECASTS (£ million)

	2019	2024	2029	2034	2036	2038
Zone 1	£20.9	£19.8	£22.5	£24.0	£24.7	£25.8
Zone 2	£4.8	£4.6	£5.2	£5.5	£5.6	£5.9
Zone 3	£4.8	£4.5	£5.2	£5.5	£5.7	£5.9
Zone 4	£18.5	£17.6	£20.0	£21.3	£21.8	£22.8
Zone 5	£11.8	£11.2	£12.7	£13.5	£13.9	£14.5
Zone 6	£24.2	£22.8	£25.7	£27.3	£28.0	£29.2
Zone 7	£8.0	£7.7	£8.7	£9.4	£9.7	£10.1
Zone 8	£6.3	£6.0	£6.8	£7.3	£7.5	£7.8
Zone 9	£11.8	£11.2	£12.8	£13.6	£14.0	£14.6
Zone 10	£8.1	£7.7	£8.8	£9.5	£9.7	£10.2
Zone 11	£17.8	£17.2	£19.7	£21.2	£21.8	£22.9
STUDY AREA - TOTAL:	£137.0	£130.4	£148.0	£158.1	£162.3	£169.8

	2019	2024	2029	2034	2036	2038
Zones 2 & 4: Core Catchment Area:	£23.4	£22.2	£25.1	£26.8	£27.5	£28.7
Zones 7-11: North Catchment Area:	£52.0	£49.9	£56.9	£61.0	£62.6	£65.6
Zones 3/5/6: South Catchment Area:	£40.8	£38.5	£43.5	£46.4	£47.6	£49.7
Zone 1: Woking	£20.9	£19.8	£22.5	£24.0	£24.7	£25.8
STUDY AREA TOTAL:	£137.0	£130.4	£148.0	£158.1	£162.3	£169.8

#### CROWTH (C

2019-2029	2019-2038						
£1.6	£4.9						
£0.3	£1.0						
£0.4	£1.2						
£1.4	£4.3						
£0.9	£2.8						
£1.5	£5.0						
£0.7	£2.1						
£0.5	£1.5						
£1.0	£2.8						
£0.8	£2.1						
£2.0	£5.1						
£11.0	£32.8						

#### CDONETII (C

GROWTH (£m):						
2019-2029	2019-2038					
£1.8	£5.3					
£4.9	£13.6					
£2.8	£8.9					
£1.6	£4.9					
£11.0	£32.8					

### TABLE 5f: FOOD & BEVERAGE - TOTAL AVAILABLE EXPENDITURE FORECASTS (£ million)

	2019	2024	2029	2034	2036	2038	
Zone 1	£135.1	£128.4	£145.5	£155.5	£159.8	£167.1	
Zone 2	£29.0	£27.4	£31.0	£32.9	£33.7	£35.1	
Zone 3	£28.1	£26.7	£30.3	£32.5	£33.4	£35.0	
Zone 4	£119.3	£113.4	£128.5	£137.0	£140.6	£147.0	
Zone 5	£79.0	£74.9	£85.1	£90.9	£93.3	£97.5	
Zone 6	£163.7	£154.2	£173.8	£184.7	£189.3	£197.5	
Zone 7	£47.3	£45.2	£51.4	£55.3	£56.9	£59.6	
Zone 8	£38.0	£36.1	£40.9	£43.6	£44.8	£46.8	
Zone 9	£71.9	£68.6	£78.0	£83.2	£85.3	£89.1	
Zone 10	£48.8	£46.9	£53.4	£57.2	£58.8	£61.6	
Zone 11	£122.0	£118.2	£135.4	£145.6	£149.8	£157.1	
STUDY AREA - TOTAL:	£882.3	£839.9	£953.3	£1,018.5	£1,045.6	£1,093.	

	2019	2024	2029	2034	2036	2038
Zones 2 & 4: Core Catchment Area:	£148.3	£140.8	£159.5	£170.0	£174.3	£182.1
Zones 7-11: North Catchment Area:	£328.0	£314.9	£359.1	£384.9	£395.5	£414.2
Zones 3/5/6: South Catchment Area:	£270.9	£255.8	£289.1	£308.1	£316.0	£330.0
Zone 1: Woking	£135.1	£128.4	£145.5	£155.5	£159.8	£167.1
STUDY AREA TOTAL:	£882.3	£839.9	£953.3	£1,018.5	£1,045.6	£1,093.4

#### GROWTH (£m

GROWTH (£m):					
2019-2029	2019-2038				
£10.5	£32.0				
£2.0	£6.2				
£2.2	£6.8				
£9.1	£27.7				
£6.0	£18.5				
£10.0	£33.8				
£4.1	£12.3				
£2.9	£8.8				
£6.1	£17.2				
£4.5	£12.8				
£13.4	£35.1				
£71.0	£211.2				

### GROWTH (£m):

GROWTH (Em).						
2019-2029	2019-2038					
£11.1	£33.8					
£31.1	£86.2					
£18.3	£59.1					
£10.5	£32.0					
£71.0	£211.2					

Table 1: Gym / Health & Fitness - Need Assessment

Tuble 1. Gynry Health & Heles Need Assessment	2019	2024	2029	2034	2036	2038
CAMBERLEY CCA - POPULATION AND PROJECTED GROWTH						
1 CAMBERLEY CCA - TOTAL POPULATION:	102,613	105,302	107,547	109,611	110,439	111,332
2 CUMULATIVE POPULATION GROWTH:	-	2,689	4,934	6,998	7,826	8,719
GYM PARTICIPATION LEVELS - MARKET SHARE (%)						
3 Gym Participation - Study Area Average Market Share:	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%
4 Gym Participation - Camberley CCA Average Market Share:	19.6%	19.6%	19.6%	19.6%	19.6%	19.6%
5 Gym Participation - Woking Catchment Average Market Share:	35.5%	35.5%	35.5%	35.5%	35.5%	35.5%
FORECAST GYM PARTICIPATION LEVELS - MARKET SHARE OF NEW POPULATION						
6 Gym Participation - Study Area Average Market Share (2/3):	-	725	1,331	1,888	2,111	2,352
7 Gym Participation - Camberley CCA Average Market Share (2/4):	-	527	967	1,372	1,534	1,709
8 Gym Participation - Woking Catchment Average Market Share (2/5):	-	955	1,753	2,486	2,781	3,098
GYM MEMBERSHIP LEVELS:						
9 UK Average:		1,426	1,426	1,426	1,426	1,427
POTENTIAL CAPACITY FOR NEW GYMS IN CAMBERLEY'S CCA:		Number of Gyms:				
10 Capacity based on Study Area Participation Levels (6/9):		0.5	0.9	1.3	1.5	1.6
11 Capacity based on Camberley CCA Participation Levels (7/9):		0.4	0.7	1.0	1.1	1.2
12 Capacity based on Woking Catchment Participation Levels (8/9):		0.7	1.2	1.7	1.9	2.2

Table 2: Cinema - Need Assessment

	2019	2024	2029	2034	2036	2038
Camberley CCA Population:	102,613	105,302	107,547	109,611	110,439	111,332
Screen density per 100,000 people:	7.4	7.4	7.4	7.4	7.4	8.4
Screen potential:	7.6	7.8	8.0	8.1	8.2	9.4
Existing screens:	9	9	9	9	9	9
INDICATIVE SCREEN CAPACITY:	-1.4	-1.2	-1.0	-0.9	-0.8	0.4