

TOWN CENTRE USES & FUTURE DIRECTIONS STUDY:

APPENDIX A

for:

**SURREY HEATH
BOROUGH COUNCIL**

August 2021

lsh.co.uk



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Signed:

A handwritten signature in black ink, appearing to read "Steve Day". The signature is fluid and cursive, with a long horizontal stroke at the end.

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For and on behalf of Lambert Smith Hampton

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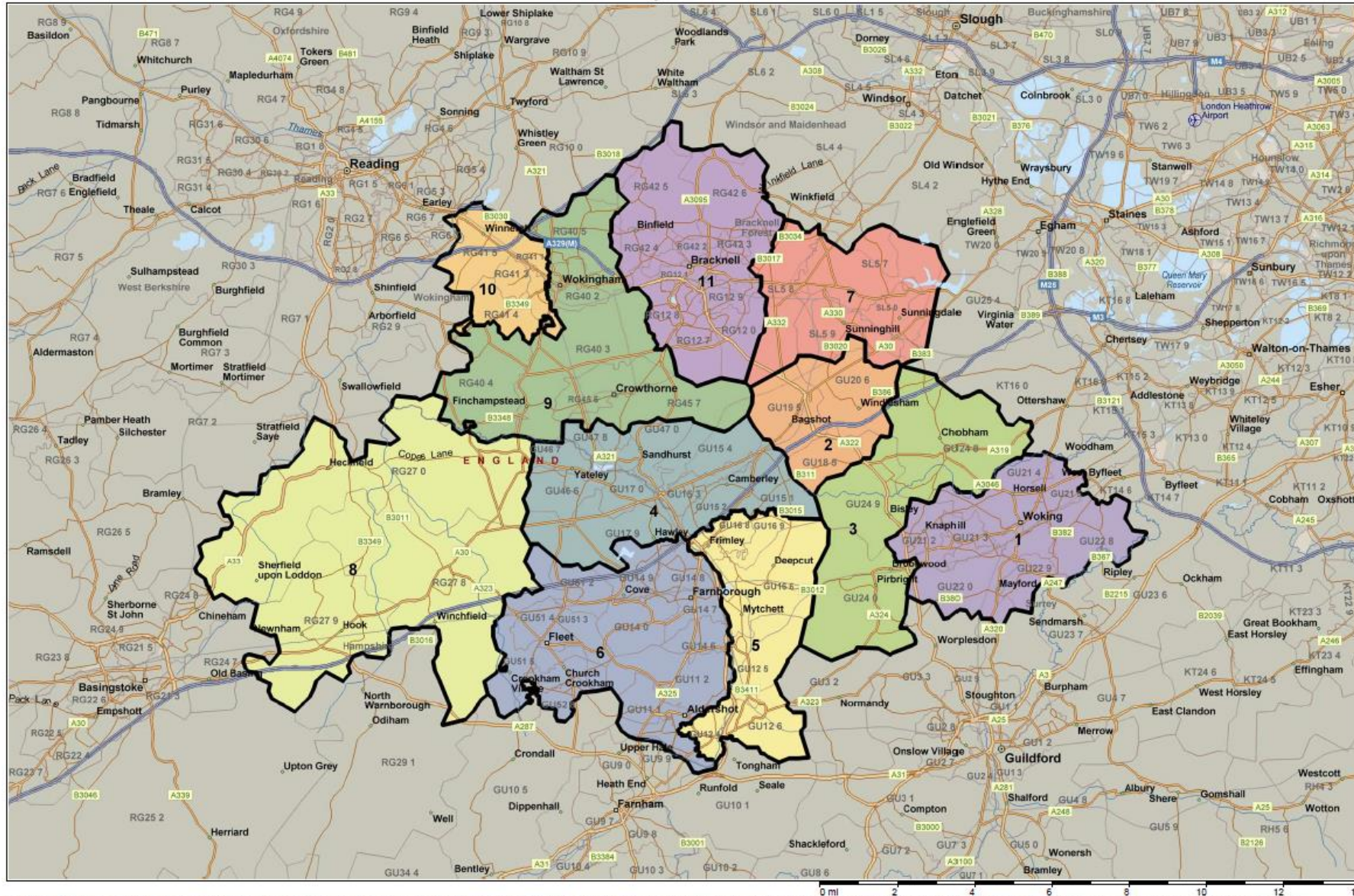
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Appendix 1: Study Area and Zones



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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: 2019 to 2029	
%	No.
5.0%	4,427
4.2%	764
5.1%	957
4.9%	4,170
4.9%	2,860
3.4%	4,321
6.0%	1,571
4.9%	1,165
5.8%	2,609
6.5%	2,043
8.2%	7,051
5.3%	31,938
4.2%	3,877

Growth: 2019 to 2038	
%	No.
8.6%	8,179
6.7%	1,285
9.1%	1,833
8.2%	7,434
8.4%	5,221
6.2%	8,208
10.3%	2,964
8.2%	2,067
8.8%	4,283
10.5%	3,567
12.3%	11,842
8.7%	56,883
6.7%	6,539

	2019	2024	2029	2034	2036	2038
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: 2019 to 2029	
%	No.
4.8%	4,934
6.8%	14,439
4.0%	8,138
5.0%	4,427
5.3%	31,938

Growth: 2019 to 2038	
%	No.
8.0%	8,719
10.6%	24,724
7.1%	15,261
8.6%	8,179
8.7%	56,883

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

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 (RPB19 - 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	Excluding Special Forms of Trading (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

Growth 2019 to 2029:	
%	£m
4.4%	£8.7
3.6%	£1.6
4.5%	£2.0
4.3%	£8.4
4.3%	£5.4
2.9%	£7.5
5.4%	£3.7
4.3%	£2.5
5.2%	£5.6
5.9%	£4.2
7.5%	£14.9
4.7%	£64.4

Growth 2019 to 2038:	
%	£m
8.9%	£17.5
6.7%	£2.9
9.4%	£4.2
8.5%	£16.3
8.6%	£10.7
6.2%	£16.4
10.9%	£7.5
8.4%	£4.9
9.1%	£9.8
11.1%	£7.9
13.3%	£26.3
9.1%	£124.6

	2019	2019	2024	2029	2034	2036	2038
	Including SFT	Excluding Special Forms of Trading (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	Excluding Special Forms of Trading (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

Growth 2019 to 2029:	
%	£m
16.1%	£53.3
15.2%	£12.4
16.2%	£14.1
16.1%	£54.8
16.0%	£33.8
14.4%	£64.8
17.2%	£21.5
16.1%	£17.5
17.0%	£33.1
17.8%	£22.9
19.6%	£64.9
16.5%	£393.2

Growth 2019 to 2038:	
%	£m
52.3%	£172.6
49.2%	£39.9
53.0%	£45.9
51.6%	£176.2
51.9%	£109.3
48.5%	£218.0
55.1%	£68.8
51.6%	£56.3
52.6%	£102.3
55.3%	£71.1
58.5%	£193.4
52.5%	£1,253.9

	2019	2019	2024	2029	2034	2036	2038
	Including SFT	Excluding Special Forms of Trading (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 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 2019 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

	ZONES:											TOTAL STUDY AREA	CORE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
	1	2	3	4	5	6	7	8	9	10	11					
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%	3.5%	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%	0.7%	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%	3.5%	0.7%	3.5%	0.6%	0.0%	0.2%	0.4%	1.9%	0.0%	0.0%	0.9%	3.5%	0.3%	0.5%	0.0%
BAGSHOT DISTRICT CENTRE:																
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%	0.8%	0.0%	0.0%	0.0%
M&S BP, London Road	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.7%	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%	5.1%	0.2%	0.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.24%	1.14%	0.0%	0.1%	0.0%
FRIMLEY DISTRICT CENTRE (including Waitrose)																
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%	0.0%	0.8%	0.0%	0.0%
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%	0.0%	0.1%	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%	4.1%	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%	0.4%	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%	0.6%	1.8%	4.7%	4.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.1%	3.9%	1.4%	0.1%	0.0%
OUT OF CENTRE:																
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%	1.8%	0.4%	0.8%	0.0%
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%	10.3%	5.2%	0.2%	0.0%
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%	19.8%	3.5%	3.5%	0.1%
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%	5.0%	0.3%	0.1%	0.0%
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%	36.9%	9.4%	4.6%	0.1%
BOROUGH AREA - MARKET SHARE:																
SUB-TOTAL:	0.1%	54.6%	20.2%	51.1%	19.9%	9.7%	4.0%	6.8%	14.7%	0.0%	2.0%	15.2%	51.8%	13.7%	5.3%	0.1%
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%	0.0%	4.1%	0.0%	0.0%
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%	0.0%	13.0%	0.0%	0.0%
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%	8.8%	4.3%	1.2%	0.1%
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%	0.6%	0.1%	11.5%	0.0%
Bracknell Out of Centre (Sainsbury's at Ringmead & Brookwood)	13.4%	15.4%	38.7%	0.0%	0.9%	2.2%	4.8%	0.0%	6.1%	0.0%	18.2%	7.5%	2.8%	5.6%	9.1%	13.4%
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%	0.1%	3.0%	2.1%	0.0%
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%	0.1%	3.8%	0.0%	0.0%
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%	1.9%	18.4%	0.4%	0.0%
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%	0.0%	0.0%	3.9%	0.0%
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%	0.0%	0.0%	6.6%	0.0%
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%	12.0%	0.0%	0.4%	0.0%
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%	1.9%	1.2%	3.9%	0.0%
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%	0.1%	1.6%	1.2%	42.0%
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%	0.8%	0.0%	12.4%	0.0%
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%	9.0%	0.1%	0.9%	0.0%
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%	4.3%	23.7%	35.3%	35.7%
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%	42.4%	78.9%	88.9%	91.2%
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%	5.9%	7.4%	5.8%	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%	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

	1	2	3	4	5	6	7	8	9	10	11	Total Study Area
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:												
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)												
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:												
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:												
SUB-TOTAL:	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	0.0%	0.0%	0.0%	0.0%	36.6%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%
Blackwater (incl Lidl & Tesco Express)	0.0%	7.8%	0.7%	9.2%	1.7%	7.1%	0.6%	1.6%	2.3%	0.0%	0.0%	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 Brookwood)	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	1
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%	0.2%	0.7%	0.0%
15.4%	7.0%	0.3%	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

	1	2	3	4	5	6	7	8	9	10	11	Total Study Area	CCA 2/4	SCA 3/5/6	NCA 7-11	WOKING 1
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%	1.9%	0.0%	0.0%	0.0%
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%	0.0%	0.0%	0.5%	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%	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%	0.6%	1.9%	0.0%	0.5%	0.0%
BAGSHOT DISTRICT CENTRE:																
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%	1.0%	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%	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%	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%	1.0%	0.0%	0.0%	0.0%
FRIMLEY DISTRICT CENTRE (including Waitrose)																
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%	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%	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%	3.4%	0.0%	0.0%	0.0%
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%	0.0%	0.3%	0.0%	0.0%
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%	0.0%	0.1%	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%	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%	1.9%	0.7%	0.7%	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%	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%	2.8%	1.1%	2.1%	0.0%
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%	5.8%	7.7%	0.5%	0.0%
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%	20.1%	4.9%	3.0%	0.8%
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%	8.1%	0.8%	0.0%	0.0%
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%	36.8%	14.5%	5.8%	0.8%
BOROUGH AREA - MARKET SHARE:																
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%	0.0%	5.5%	0.0%	0.0%
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%	0.0%	14.9%	0.0%	0.0%
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%	16.6%	5.2%	0.9%	1.4%
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%	4.6%	0.0%	14.6%	0.0%
Bracknell Out of Centre (Sainsbury's Ringmead, Sainsbury's Brookwood)	11.7%	10.7%	28.5%	0.0%	1.6%	0.0%	7.8%	0.0%	5.6%	0.0%	19.7%	6.0%	2.0%	3.4%	10.0%	11.7%
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%	0.6%	0.0%	2.5%	0.0%
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%	0.6%	12.0%	0.0%	0.0%
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%	1.8%	14.8%	2.3%	0.0%
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%	0.0%	0.0%	2.0%	0.0%
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%	0.0%	0.0%	5.2%	0.0%
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%	15.7%	0.0%	0.0%	0.0%
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%	0.3%	2.6%	3.9%	0.0%
Woking Out of Centre (incl. Asda x 2, Morrisons, and Sainsbury's)	47.5%	1.7%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	8.1%	0.0%	8.1%	0.3%	2.3%	1.5%	47.5%
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%	0.0%	0.0%	17.1%	0.0%
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%	6.5%	0.0%	0.4%	0.0%
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%	2.3%	13.8%	27.5%	29.0%
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%	51.3%	74.4%	87.7%	89.7%
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%	1.6%	8.6%	5.4%	9.5%
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%

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 Study Area	CCA 2/4	SCA 3/5/6	NCA 7-11	WOKING 1
CAMBERLEY TOWN CENTRE:																
Sainsbury's, Cambridge Walk, Camberley	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Lidl, Charles Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	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%	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%	0.3%	0.0%	0.1%	0.0%
BAGSHOT DISTRICT CENTRE:																
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%	2.3%	0.1%	0.0%	0.0%
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%	1.0%	0.0%	0.0%	0.0%
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%	0.3%	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%	3.6%	0.1%	0.0%	0.0%
FRIMLEY DISTRICT CENTRE (including Waitrose)																
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%	0.0%	2.5%	0.0%	0.0%
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%	0.0%	0.5%	0.0%	0.0%
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%	5.4%	0.3%	0.0%	0.0%
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%	0.0%	0.3%	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%	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%	0.4%	0.0%	0.0%	0.0%
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%	11.1%	4.1%	0.0%	0.0%
OUT OF CENTRE:																
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%	0.7%	0.2%	0.2%	0.0%
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%	1.7%	0.3%	0.0%	0.0%
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%	4.0%	0.0%	0.7%	0.0%
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%	8.0%	0.0%	0.0%	0.0%
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%	14.3%	0.5%	0.9%	0.0%
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%	36.1%	10.7%	1.0%	0.0%
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%	0.0%	3.1%	0.0%	0.0%
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%	0.0%	7.6%	0.0%	0.0%
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%	5.5%	3.7%	2.8%	0.0%
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%	0.1%	0.0%	17.2%	0.0%
Bracknell Out of Centre (Sainsbury's Ringmead, Sainsbury's Brookwood)	2.0%	4.3%	16.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	9.0%	2.2%	0.8%	1.7%	3.8%	2.0%
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%	0.0%	3.0%	0.9%	0.0%
Farnborough Town Centre (incl. Iceland and Sainsbury's)	0.0%	0.0%	0.0%	0.0%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	1.0%	0.0%	0.0%
Farnborough Out of Centre (Asda, Costco, and Morrisons)	0.0%	0.0%	0.9%	1.2%	1.9%	20.7%	0.0%	0.8%	0.0%	0.0%	0.0%	5.1%	1.0%	13.3%	0.1%	0.0%
Hook Town Centre (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.2%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	5.8%	0.0%
Martins Heron (Tesco Extra)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	13.4%	2.0%	0.0%	0.0%	6.6%	0.0%
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%	23.0%	0.0%	0.3%	0.0%
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%	1.3%	0.3%	4.1%	0.0%
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%	0.0%	0.6%	0.0%	30.4%
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%	0.0%	0.0%	10.9%	0.0%
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%	18.7%	0.4%	0.5%	0.0%
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%	13.0%	54.1%	44.0%	65.6%
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%	63.4%	88.9%	97.1%	98.0%
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%	0.4%	0.4%	1.9%	2.0%
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%

TABLE 5: OTHER 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 Study Area	CCA 2/4	SCA 3/5/6	NCA 7-11	WOKING 1
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%	0.3%	0.0%	0.0%	0.0%
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%	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%	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%	0.3%	0.0%	0.0%	0.0%
BAGSHOT DISTRICT CENTRE:																
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%	2.2%	0.0%	0.0%	0.0%
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%	0.3%	0.0%	0.9%	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%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:	0.0%	13.9%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.6%	0.0%	0.9%	0.0%
FRIMLEY DISTRICT CENTRE (including Waitrose)																
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%	0.0%	2.1%	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%	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%	16.2%	2.1%	0.0%	0.0%
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%	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%	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%	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%	15.1%	3.5%	0.0%	0.0%
OUT OF CENTRE:																
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%	5.4%	0.7%	1.9%	0.0%
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%	1.8%	1.9%	0.0%	0.0%
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%	13.1%	1.9%	0.0%	0.0%
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%	1.7%	0.4%	0.0%	0.0%
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%	22.1%	4.9%	1.9%	0.0%
BOROUGH AREA - MARKET SHARE:																
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%	0.0%	8.1%	0.0%	0.0%
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%	0.0%	7.2%	0.0%	0.0%
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%	6.7%	0.8%	0.8%	0.0%
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%	0.7%	0.0%	4.3%	0.0%
Bracknell Out of Centre (Sainsbury's Ringmead, Sainsbury's Brookwood)	2.9%	5.6%	2.1%	0.0%	0.0%	0.0%	7.2%	0.0%	3.8%	0.0%	32.1%	5.0%	1.0%	0.2%	14.4%	2.9%
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%	0.0%	4.1%	0.5%	0.0%
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%	0.0%	6.5%	0.0%	0.0%
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%	0.0%	15.4%	0.0%	0.0%
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%	0.0%	0.0%	0.7%	0.0%
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%	0.0%	0.0%	2.7%	0.0%
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%	11.3%	0.0%	2.3%	0.0%
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%	0.0%	0.2%	1.5%	0.0%
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%	0.0%	2.9%	0.0%	28.8%
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%	7.8%	0.0%	11.5%	0.0%
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%	9.8%	0.8%	1.0%	0.0%
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%	6.4%	37.8%	57.7%	68.3%
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%	43.8%	83.9%	97.2%	100.0%
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%	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%	100.0%	100.0%	100.0%	100.0%

APPENDIX A4

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

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
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%	0.2%	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%

CORE CATCHMENT AREA Zones 2/4	SOUTH CATCHMENT AREA Zones 3/5/6	NORTH CATCHMENT AREA Zones 7-11	WOKING 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%
100.0%	100.0%	100.0%	100.0%

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

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%	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	1
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%
0.2%	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

	Zone:											Total Study Area
	1	2	3	4	5	6	7	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%

CORE 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%
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%	3.5%	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%
100.0%	100.0%	100.0%	100.0%

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

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:	0.9%	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%

CORE 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%
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%
100.0%	100.0%	100.0%	100.0%

TABLE 4: HOUSEHOLD TEXTILES AND FURNISHINGS - 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%	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%

CORE CATCHMENT AREA Zones 2/4	SOUTH CATCHMENT AREA Zones 3/5/6	NORTH CATCHMENT AREA Zones 7-11	WOKING 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%
100.0%	100.0%	100.0%	100.0%

TABLE 5: DOMESTIC APPLIANCES - 2019 MARKET SHARE ANALYSIS (%M)
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%	2.1%	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%	10.8%	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%	0.0%	18.0%	0.0%	3.7%	0.0%	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%	21.7%	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	8.7%	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%	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%	0.0%	0.0%
Other	17.4%	3.6%	22.8%	6.3%	1.5%	4.9%	15.8%	5.2%	26.9%	27.9%	6.3%	10.6%
OUTSIDE BOROUGH - TOTAL MARKET SHARE:	61.1%	38.0%	69.9%	42.8%	59.2%	48.8%	64.0%	63.5%	51.1%	68.4%	62.3%	55.4%
SPECIAL FORMS OF TRADING / INTERNET:	38.9%	51.2%	30.1%	46.5%	38.8%	50.5%	35.1%	35.9%	48.9%	31.6%	37.7%	42.3%
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%

CORE 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%	0.0%	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%	1.2%	13.1%	0.0%
0.1%	0.0%	2.8%	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%
100.0%	100.0%	100.0%	100.0%

TABLE 6: AUDIO VISUAL, COMPUTERS, ETC - 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%	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%

CORE CATCHMENT AREA Zones 2/4	SOUTH CATCHMENT AREA Zones 3/5/6	NORTH CATCHMENT AREA Zones 7-11	WOKING Zone 1
4.6%	1.8%	0.5%	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%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
4.1%	2.6%	0.9%	0.0%
0.9%	0.6%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
4.9%	3.2%	0.9%	0.0%
9.7%	5.0%	1.4%	0.0%
0.1%	1.6%	0.0%	0.0%
0.0%	0.2%	0.0%	0.0%
0.0%	3.8%	2.3%	0.0%
0.0%	1.5%	0.5%	0.0%
0.0%	0.0%	1.7%	0.0%
0.1%	0.0%	11.1%	0.0%
0.1%	0.0%	12.5%	0.0%
2.3%	2.5%	0.1%	0.0%
38.2%	31.8%	6.4%	0.0%
0.6%	1.9%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.5%	2.5%	0.3%	7.0%
0.4%	2.6%	0.0%	13.8%
11.3%	1.2%	14.9%	0.0%
0.6%	0.9%	2.8%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.9%	0.0%	10.4%
0.3%	2.9%	0.0%	18.2%
0.0%	0.0%	0.7%	0.0%
0.0%	0.0%	0.2%	0.0%
2.3%	4.0%	11.8%	19.3%
57.1%	58.2%	65.2%	68.8%
33.2%	36.8%	33.4%	31.2%
100.0%	100.0%	100.0%	100.0%

TABLE 7: GLASSWARE, CHINA, TABLEWARE & KITCHEN UTENSIL GOODS - 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:	0.9%	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%
Windsesham 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%

CORE CATCHMENT AREA Zones 2/4	SOUTH CATCHMENT AREA Zones 3/5/6	NORTH CATCHMENT AREA Zones 7-11	WOKING 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%
100.0%	100.0%	100.0%	100.0%

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%
Windslesham 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%	5.6%	0.0%	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%

CORE 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%
0.6%	0.0%	0.0%	0.0%
0.6%	0.0%	0.0%	0.0%
2.1%	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%
100.0%	100.0%	100.0%	100.0%

TABLE 9: JEWELLERY, WATCHES, CLOCKS, ETC - 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:		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%	21.0%	3.8%	0.0%	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%

CORE CATCHMENT AREA	SOUTH CATCHMENT AREA	NORTH CATCHMENT AREA	WOKING
Zones 2/4	Zones 3/5/6	Zones 7-11	Zone 1
40.6%	13.0%	0.3%	1.0%
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%	0.0%
0.0%	0.0%	0.0%	0.0%
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%	2.2%	0.4%	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%
1.5%	2.2%	0.7%	0.0%
46.5%	16.8%	1.1%	1.0%
0.0%	4.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	2.8%	3.4%	0.0%
0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%
1.5%	0.0%	30.7%	0.0%
0.0%	0.0%	0.0%	0.0%
0.6%	16.2%	0.0%	0.0%
0.3%	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%	23.0%	18.2%
16.5%	56.3%	76.4%	81.6%
37.1%	27.0%	22.6%	17.4%
100.0%	100.0%	100.0%	100.0%

TABLE 10: BOOKS, STATIONARY, RECORDED MEDIA (CDS, DVDS, ETC) - 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%	20.1%	0.0%	7.8%	3.6%	7.1%	0.0%	0.0%	0.0%	0.0%	0.8%	3.9%
DISTRICT CENTRES:												
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%
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%
LOCAL & NEIGHBOURHOOD CENTRES:												
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%
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%	0.8%	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%	5.1%	0.0%	14.2%	0.0%	3.3%	1.0%	0.0%	0.0%	0.0%	0.0%	3.1%
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%
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%	5.1%	0.0%	14.8%	0.8%	3.9%	1.0%	0.8%	0.0%	0.0%	0.0%	3.4%
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%
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%
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 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%
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%	0.0%	0.0%	0.0%	10.2%	0.0%	3.7%	0.0%	19.3%	3.1%
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%
Farnborough Town Centre	0.0%	0.0%	0.0%	0.7%	10.0%	21.7%	0.0%	0.0%	0.0%	0.0%	0.8%	6.0%
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%
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%
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	0.7%	0.8%	3.8%	0.0%	7.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.1%
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%	1.0%	0.7%	0.0%	1.2%	0.0%	4.2%	3.7%	5.1%	6.8%	1.9%
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%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
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%
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%
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%
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	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%	32.8%	38.7%	23.7%	33.7%	34.1%	34.1%	26.5%
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%

CORE CATCHMENT AREA Zones 2/4	SOUTH CATCHMENT AREA Zones 3/5/6	NORTH CATCHMENT AREA Zones 7-11	WOKING 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%
0.2%	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

Zone:	1	2	3	4	5	6	7	8	9	10	11	Total Study Area
CAMBERLEY TOWN CENTRE:	0.0%	12.3%	2.5%	30.8%	6.9%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	5.7%
DISTRICT CENTRES:												
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%	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%	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%	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%	39.1%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
West End	0.6%	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%	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%	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%	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%	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%	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%	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:	0.6%	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%	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%	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%	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%	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%	0.6%	0.0%	0.0%	0.0%	0.0%
Bracknell Town Centre	0.0%	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%	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%	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%	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%	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%	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	1.2%	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	3.2%	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%	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%	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%	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	0.6%	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%	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%	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:	8.9%	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%

CORE 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%
100.0%	100.0%	100.0%	100.0%

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

Zone:	1	2	3	4	5	6	7	8	9	10	11	Total Study Area
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%

CORE 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%
100.0%	100.0%	100.0%	100.0%

TABLE 13: GARDENING 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%	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%

CORE CATCHMENT AREA Zones 2/4	SOUTH CATCHMENT AREA Zones 3/5/6	NORTH CATCHMENT AREA Zones 7-11	WOKING 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

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

Excluding Internet Shopping and other Special Forms of Trading

Main market share analysis table with columns for Zones (1-11), Total Study Area, and Catchment Areas (Core, South, North, Working). Includes sub-totals for various town centers and borough areas.

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

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

Excluding Internet Shopping and other Special Forms of Trading

Market share analysis table in million pounds (£M), mirroring the structure of Table 1 but with financial values. Includes a 'check' row at the bottom.

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

Table with 12 columns for zones (1-11) and TOTAL STUDY AREA, listing expenditure for various town centers like Camberley, Bagshot, and Frimley.

check 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%

Summary table with 4 columns: CCA, SCA, NCA, WORKING, showing total expenditure for each category.

TABLE 4: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Table with 12 columns for zones (1-11) and TOTAL STUDY AREA, listing expenditure for various town centers like Camberley, Bagshot, and Frimley.

check 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%

Summary table with 4 columns: CCA, SCA, NCA, WORKING, showing total expenditure for each category.

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
Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	CCA	SCA	NCA	WORKING	
	TOTAL AVAILABLE SPEND (excluding SFT):	£214.4	£46.3	£40.2	£209.2	£135.1	£281.2	£75.8	£63.3	£117.2	£79.2	£223.5	£1,494.6	2/4 £255.6	3/5/6 £465.6	7-11 £550.1	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	£0.1	£0.0	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£1.2	£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	£0.2	£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	
FRIMLEY DISTRICT CENTRE (incl Waitrose)																	
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	£75.4	£100.3	£47.1	£27.9	£0.2	
BOROUGH AREA - MARKET SHARE:																	
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	£0.0	£0.0	£0.0	£0.0	£42.5	£22.5	£0.0	£0.0	£0.0	£0.0	£0.0	£65.0	£0.0	£65.0	£0.0	£0.0	
Blackwater (incl Lidl & Tesco Express)	£0.3	£3.4	£1.2	£20.6	£2.6	£17.8	£0.3	£0.7	£2.9	£0.0	£3.1	£53.0	£24.0	£21.6	£7.1	£0.3	
Bracknell Town Centre (incl. Morrisons, Sainsbury's, & Waitrose)	£0.0	£0.5	£0.4	£1.2	£0.0	£0.0	£10.4	£0.0	£8.0	£0.3	£49.6	£70.3	£1.7	£0.4	£68.3	£0.0	
Bracknell Out of Centre (Sainsbury's at Ringmead & Brookwood)	£21.4	£7.5	£19.8	£0.0	£1.2	£6.7	£3.7	£0.0	£8.0	£0.0	£42.5	£120.9	£7.5	£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	£0.0	£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	£1.6	£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 Sainsbury's)	£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	£0.0	£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	£36.4	£38.9	£95.5	£107.0	£251.2	£72.8	£58.8	£97.4	£79.2	£218.7	£1,253.7	£115.0	£397.1	£527.4	£214.2	
TOTAL MARKET SHARE	£214.4	£46.3	£40.2	£209.2	£135.1	£281.2	£75.8	£63.3	£117.2	£79.2	£223.5	£1,494.6	£255.6	£465.6	£550.1	£214.4	

check 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%

APPENDIX A6

TABLE 1: ALL COMPARISON GOODS - MARKET SHARE 2019 (%)
Excluding Internet Shopping and other Special Forms of Trading

	ZONES: 1 2 3 4 5 6 7 8 9 10 11											TOTAL STUDY AREA	CORE CATCHMENT AREA Zones 2/4	SOUTH CATCHMENT AREA Zones 3/5/6	NORTH CATCHMENT AREA Zones 7-11	WOKING Zone 1
	1	2	3	4	5	6	7	8	9	10	11					
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	0.1%	0.1%	0.3%	0.0%	0.2%	0.1%	0.2%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
OUT OF CENTRE SUB-TOTAL:	1.0%	13.4%	6.3%	18.6%	5.3%	7.9%	6.5%	3.3%	6.2%	1.5%	1.8%	6.7%	17.6%	6.9%	3.5%	1.0%
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%	4.6%	2.1%
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
Excluding Internet Shopping and other Special Forms of Trading

	ZONES: 1 2 3 4 5 6 7 8 9 10 11											Total Study Area	CCA Zones 2/4	SCA Zones 3/5/6	NCA Zones 7-11	WOKING Zone 1
	1	2	3	4	5	6	7	8	9	10	11					
CAMBERLEY TOWN CENTRE:	£303.4	£81.1	£95.7	£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
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	£0.8	£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
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	£95.7	£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 7: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

	1	2	3	4	5	6	7	8	9	10	11	Total Study Area	CCA Zones 2/4	SCA Zones 3/5/6	NCA Zones 7-11	WOKING 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
CAMBERLEY 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	£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
LOCAL & 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	£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	£1.7	£0.0	£13.7	£0.0	£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	£11.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£11.6	£11.1	£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
TOTAL MARKET SHARE (excl. SFT/Internet)	£503.0	£121.0	£132.6	£517.4	£320.1	£667.8	£193.9	£165.4	£296.9	£199.7	£524.2	£3,642.0	£638.4	£1,120.5	£1,380.0	£503.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0

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

	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
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
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 COMMITTED 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).
- STEP 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
CAMBERLEY TOWN CENTRE	5%	£194.9	£197.7	£225.6	£260.6	£276.8	£294.2
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.

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 COMMITTED 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' growth rates informed by the latest Experian *Retail Planner Briefing Note 18* (October 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).

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)

	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

Growth: 2019 to 2029		Growth: 2019 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	7.8%	51,048
4.2%	3,877	6.7%	6,538

	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: 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'
 Notes: 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.
 Notes: (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.

TABLE 5d: PERSONAL GROOMING - TOTAL AVAILABLE EXPENDITURE FORECASTS (£ 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

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

	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
£1.2	£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

GROWTH (£m):	
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

	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

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	£1,093.4

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

	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):	
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

	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

