Surrey Heath Retail Study Update

June 2010

Prepared at the offices of

Chase & Partners LLP, 20 Regent Street, St James's, London SW1Y 4PH
Tel: 020 7389 9494 Fax: 020 7389 9456
www.chaseandpartners.co.uk

Chartered Surveyors • Commercial Property Consultants • Chartered Town Planners

CONTENTS PAGE NO

APPENDICES

1. Introduction

1.1 Chase & Partners have been instructed by Surrey Heath Borough Council to undertake an assessment of future retail requirements for the Borough covering the development plan period up to 2026. The study will form part of the evidence base for the Surrey Heath Local Development Framework and will also assist in the assessment of individual planning applications.

1.2 This study builds on the previous retail study undertaken by Chase & Partners on behalf of Surrey Heath Borough Council, published in March 2007 and the Retail Need Assessment for Deepcut published in February 2010. It assesses: -

- The vitality and viability of Camberley, Bagshot, Lightwater, Frimley and Frimley Green;
- Existing shopping patterns in Surrey Heath;
- The quantitative need for further floorspace;
- An appropriate settlement hierarchy for the Surrey Heath LDF;
- Policy options and recommendations for Surrey Heath Borough Council.

1.3 The remainder of the report is divided into the following sections:

- Section Two sets out current planning policy at national, regional and local levels;
- Section Three provides background information on national shopping trends;
- Section Four provides an overview of shopping patterns in the Surrey Heath area, based on the household survey results;
- Section Five sets out an assessment of quantitative need;
- Section Six provides an assessment of the vitality and viability of Camberley, Bagshot, Frimley and Lightwater;
- Section Seven sets out our recommended policy response to the issues identified in previous sections;
- Section Eight provides a summary and conclusion.

2. Planning Policy Framework

(i) National Planning Policy Guidance

2.1 Relevant national guidance is currently contained within Planning Policy Statements (PPS) 1, 4 and 12 and Planning Policy Guidance Note 13.

PPS1: Planning Policy Statement, Delivering Sustainable Development

2.2 This document was published in 2005. It aims to shape the way in which we live and work in ways which are sustainable and which will meet the needs of future generations as well as our own. With regard to delivering sustainable development, it is highlighted that there are a number of specific objectives that should be achieved, namely:

- promoting urban and rural regeneration;
- promoting regional, sub-regional and local economies;
- promoting communities which are inclusive, healthy, crime free;
- bringing forward sufficient land of suitable quality in the right locations to meet housing and retail development;
- promote the more efficient use of land; and
- reducing, where possible, the need to travel.

Planning Policy Statement 4: Planning for Sustainable Economic Growth

2.3 PPS4 brings together, for the first time, national planning policy on economic development[1] in both urban and rural areas, as well as town centres, into one consolidated Policy Statement. It is complemented by Practice Guidance on Need, Impact and the Sequential Approach[2] that also needs to be taken into account by planning authorities when preparing LDF's and considering individual planning applications.

2.4 PPS4 not only replaces previous government planning policy on town centre and retail development contained in Planning Policy Guidance Note 6: 'Planning for

[1] For the purposes of the PPS, 'economic development' includes main town centre uses (including retail, leisure and entertainment, arts culture and tourism development) as well as development within the B Use Class of the Town & Country Planning (Use Classes) Order 1987 (as amended) – see paragraph 4 of PPS4

[2] Planning for Town Centres: Practice Guidance on need, impact and the sequential approach Dept of Communities and Local Government December 2009

Town Centres', but also the advice contained in PPG4 'Industrial, commercial development and small firms', PPG5 'Simplified Planning Zones' as well as the economic development elements of PPS7, Sustainable Development in Rural Areas.

2.5 The Government's overarching objective is "sustainable economic growth"; this is defined as:

> *"Growth that can be sustained as is within environmental limits, but also enhances environmental and social welfare and avoids greater extremes in future economic cycles."*

2.6 In order to achieve such growth one of the Government's key objectives for planning is to promote the vitality and viability of town and other centres as important places for communities. In accordance with its long-standing policy objectives the Government wants new economic growth and development to be focused in existing centres. Its aim is that centres are able to offer a wide range of services to communities in an attractive and safe environment and remedying deficiencies in provision in areas with poor access to facilities.

2.7 The Government is also committed to promoting competition between retailers and enhanced consumer choice through the provision of innovative and efficient shopping, leisure, tourism and local services in town centres, in order to ensure there is genuine choice to meet the needs of the entire community. In doing this the Government wishes to see the historic, archaeological and architectural heritage of centres to be conserved and, where appropriate, enhanced to provide a sense of place and a focus for the community and for civic activity.

2.8 **Policy EC1** in PPS4 highlights the crucial importance of using appropriate evidence in all future economic planning. It not only stresses the importance of appropriate evidence to inform regional planning, but, for the purposes of this exercise, the importance of an up-to-date and sound evidence base for development planning at the local level. In the case of retail planning this needs to:

- Be informed by regional assessments;
- Assess the detailed need for land or floorspace for all main town centre uses over the plan period;
- Identify any deficiencies in the provision of local convenience shopping and other facilities which serve people's day-to-day needs;

- Assess the capacity of existing centres to accommodate new town centre development - taking account of the role of centres in the hierarchy and identify centres in decline where change needs to be managed.

2.9 **Policy EC1.4** provides precise advice to Authorities undertaking assessments of the need for retail and leisure development. It provides the context within which retail assessment supporting Local Development Frameworks should be prepared.

2.10 PPS4 indicates that consideration should be given to both the quantitative and qualitative need for additional floorspace. When assessing quantitative need, regard should be have to relevant market information and economic data, including existing and forecast population levels, future expenditure forecasts as well as forecast improvements in retail sales density. All these matters are taken into account in the quantitative need assessment undertaken in Section 6.

2.11 In relation to qualitative need, consideration should be given to the provision and distribution of shopping and local services to allow genuine choice to meet the needs of the whole community. It should take into account overtrading at existing stores and whether there is a need to increase competition and retail mix.

2.12 It should be stressed that although there has been much press comment on the removal of the 'need' test from the planning process for retail development, it is quite clear that **Policy EC1.4** still requires planning authorities to undertake an assessment of the need for 'town centre' uses as part of the plan-making process.

2.13 Having emphasised the importance of a robust evidence base underpinning future planning, PPS4 sets out a series of specific policies for plan-making – at both regional and local level. **Policies EC2 – EC8** set out the approach local planning authorities should adopt when preparing Local Development Documents.

2.14 **Policy EC3** sets out the approach Local Planning Authorities should when planning for town centres. It differentiates between the role of regional/sub-regional assessments dealing with strategic issues, and the more locally based assessments undertaken – as in this instance – to inform the LDF process.

2.15 It advises that, as part of their economic vision, local planning authorities should set out a strategy for the management and growth of centres over the plan period. They should *inter alia* set flexible policies for their centres which are able to respond to changing economic circumstances and define a network and hierarchy of centres that is resilient to anticipated future economic changes.

2.16 In doing this planning authorities should make choices about which centres will accommodate any identified need for growth - considering expansion of existing centres where necessary and taking into account the need to avoid an over concentration of growth in centres. Any extensions to existing centres should be planned to ensure that they are carefully integrated with the existing centre in terms of design including the need to allow easy pedestrian access.

2.17 At the local level, **Policy EC3.1.c** encourages planning authorities to define the extent of the centre and the primary shopping area on the Proposals Map - distinguishing between realistically defined primary and secondary frontages in designated centre. They should also set policies that make clear which uses will be permitted in such locations.

2.18 Similarly, authorities should also consider setting floorspace thresholds for the scale of edge-of centre and out-of-centre development which should be subject to an impact assessment, specify the geographic areas these thresholds will apply to and define any locally important impacts on centres which should be tested.

2.19 **Policy EC4** then goes on to outline Local Authorities' responsibilities to promote consumer choice and competition in town centre development. It encourages local planning authorities to "proactively plan" competitive town centre environments and provide consumer choice through measures such as:

- supporting a diverse range of uses which appeal to a wide range of age and social groups, ensuring that these are distributed throughout the centre;
- planning for a strong retail mix so that the range and quality of the comparison and convenience retail offer meets the requirements of the local catchment area - recognising that smaller shops can significantly enhance the character and vibrancy of a centre;
- identifying sites in the centre, or failing that on the edge of the centre, capable of accommodating larger format developments where a need for such development has been identified (see below);
- taking measures to conserve and, where appropriate, enhance the established character and diversity of their town centres.

2.20 It should be noted that whilst there is a clear obligation on authorities to promote competition and consumer choice, PPS4 does not include a competition test[3] for

[3] This would require local authorities to assess planning applications for new grocery floorspace over 1,000 square metres for their impacts on competition, in consultation with the Office of Fair Trading.

future supermarket development. This originally emanating from the Competition Commission's Investigation of the Groceries Market[4] in 2006-07. Following, Tesco's successful appeal to the Competition Appeals Tribunal against the inclusion of this recommendation[5], the Commission issued a new decision recommending the introduction a 'competition test' into the planning system in October 2009. The Government has yet to formally respond to this recommendation.

2.21 In those situations where a need for further development is identified **Policy EC5** sets on the process that should be adopted towards site selection and land assembly for town centre uses. Local planning authorities should identify an appropriate range of sites to accommodate the identified need, ensuring that sites are capable of accommodating a range of business models in terms of scale, format, car parking provision and scope for disaggregation.

2.22 PPS4 states that an apparent lack of sites of the right size and in the right location should not be a reason for local planning authorities to avoid planning to meet the identified need for development. In identifying possible sites, local planning authorities should:

- base their approach on the identified need for development;
- identify the appropriate scale of development, ensuring that the scale of the sites identified and the level of travel they generate, are in keeping with the role and function of the centre and the catchment served;
- assess the impact of sites on existing centres;
- consider the degree to which other considerations such as any physical regeneration benefits of developing on previously-developed sites, employment opportunities, increased investment in an area or social inclusion, may be material to the choice of appropriate locations for development.

4 Competition Commission Investigation of the Groceries Market – Provisional Decision on Planning Remedies – Feb 2008

5 Competition Appeal Tribunal Tesco plc vs Competition Commission–Judgement March 2009

2.23 **Policy EC5.2** indicates that potential sites for main town centre uses should be identified through a 'sequential approach'. Local planning authorities should identify sites that are suitable, available and viable in the following order:

a. Locations in appropriate existing centres where sites or buildings for conversion are, or are likely to become, available within the plan period.

b. Edge-of-centre locations, with preference given to sites that are or will be well connected to the centre.

c. Out-of-centre sites, with preference given to sites which are or will be well served by a choice of means of transport and which are closest to the centre and have a higher likelihood of forming links with the centre.

2.24 **Policy EC5.4** advises that, in assessing the impact of proposed locations for development, local planning authorities have regard to the possible impact of the development - ensuring that any proposed edge of centre or out of centre sites would not have an unacceptable impact on centres within the catchment of the potential development. Similarly, ensuring that proposed sites in a centre, which would substantially increase the attraction of that centre and could have an impact on other centres, are adequately assessed.

2.25 Perhaps more significantly in the context of the quantitative need analysis contained in Section 6, PPS4 also requires local planning authorities to allocate sufficient sites in development plan documents to meet ***at least*** the first five years identified need. Local development frameworks should set out policies for the phasing and release of allocated sites to ensure that those sites in preferred locations within centres are developed ahead of less central locations.

PPS12: Local Development Frameworks

2.26 Planning Policy Statement 12: Local Spatial Planning was issued in June 2008. Along with the accompanying 'Plan-Making Manual', it replaces the previous PPS12: Local Development Frameworks and its 'companion guide'. The new PPS and the Plan-Making Manual reflect the lessons learned from the first three years of operation of the new planning system in England brought in by the Planning and Compulsory Purchase Act 2004.

2.27 The PPS sets out the key ingredients of local spatial plans and the key government policies on how they should be prepared. It should be taken into account by local planning authorities in preparing its Local Development Framework – the means of delivering the spatial planning strategy for its area.

2.28 The PPS reiterates that spatial planning objectives for local areas, as set out in the LDF, should be aligned with national planning policy guidance and Regional Spatial Strategies. It should also reflect the other local priorities contained in Local Authorities' Sustainable Community Strategies (SCS) – providing these are consistent with national and regional policy.

2.29 To achieve this, and in keeping with the Local Government White Paper, the PPS encourages local authorities to ensure that the key spatial planning objectives contained in the LDF Core Strategy are in harmony with SCS priorities which, themselves, take full account of spatial, economic, social and environmental issues. Moreover, it also requires that the Local Area Agreement, the delivery agreement with central government, is based on the priorities of the SCS and supported by local planning policies designed to deliver the outcomes agreed.

2.30 The PPS reiterates the continued importance of the Core Strategy within the LDF and how it needs to present an overall vision that is properly informed by an analysis of the characteristics of the area and the key issues and challenges facing it. The PPS reiterates that any Core Strategy needs to be founded on a "robust and credible evidence base" and contain the most appropriate strategy when assessed against "reasonable alternatives". The work contained in this Assessment clearly provides an important contribution towards this evidential base and the Council's consideration of alternatives as part of its Core Strategy – at least in relation to retail matters.

2.31 PPS12 also advises that the LDF Core Strategy also needs to set out the strategic objectives for the area - focusing on the key issues to be addressed - and how the area, and the places within it, should develop. The PPS emphasizes that the Core Strategy needs to makes clear spatial choices about where developments should go in broad terms, although it also advises that the Core Strategy can go as far as allocating strategic sites for development – providing these are "considered central to achievement of the strategy". This will not only assist in the preparation of any more detailed DPD's the Authority may consider producing as well as give a clear framework within which decisions on individual planning applications might be made.

2.32 The new PPS does, however place a new emphasis on deliverability and requires the LDF Core Strategy to contain a clear strategy to deliver its stated objectives. Indicating, for example, how much development is envisaged where it is expected to take place, when, and by what means it will be delivered.

PPG13: Transport, March 2001

2.33 PPG13 published in March 2001, recognises that land use planning has a key role in delivering the Government's integrated Transport Strategy. The guidance notes that land use planning can help to reduce the need to travel, reduce the length of journey times and make it safe and easier for people to access jobs, shopping and leisure facilities by means other than the private car.

(ii) Strategic Planning Policy

Regional Spatial Strategy (a.k.a. the South East Plan)

2.34 The draft South East Plan was originally submitted to Government March 2006. Following consultation, an Examination in Public (EiP) was undertaken between November 2006 and March 2007. The Inspectors' report was published by the Government Office for the South East in August 2007 and, in July 2008, consultation on the proposed changes was undertaken.

2.35 The final version of the RSS was issued on 6th May 2009 and replaced Regional Planning Guidance for the South East (RPG9). A series of legal challenges have been made regarding selective reviews of the Green Belt south of Oxford and north east of Guildford and, more specifically, regarding Policy H2 and its reference to Growth Points and how eco-towns should be assessed in the RSS.

2.36 In October 2009 a letter was sent to all Chief Planning Officers[6] outlining the consequences of these challenges for the areas affected but confirms that the rest of the South East Plan retains its status as the development plan under Section 38 of the Act and the need for all LDF's to be in accordance with it.

2.37 Surrey Heath is identified within the Western Corridor and Blackwater Valley sub-region. In this sub-region, the need to provide sufficient homes is recognised as a priority, as is the need to manage demand on the transport networks, in particular the links to London and Heathrow.

2.38 In terms of housing, Policy WCBV3 sets out the housing requirements for the sub-regions local authority areas. Surrey Heath is allocated a total of 3,740 houses over the plan period (2006-2026), amounting to 187 houses per annum.

2.39 The Town Centres policies in the South East Plan reflect the general provisions of the existing PPS6 and encourage local planning authorities within the Region to

6 Letter from Government Office for South East to All Chief Planning Officers
South East Plan: Legal Challenges 25 October 2009

plan for the growth and develop of existing town centres in order to promote their continued vitality and viability.

2.40 **Policy TC1** designates a strategic network of centres in the South East that distinguishes between ‘Primary Regional Centres’ and ‘Secondary Regional Centres’. This network was developed based on an array of individual indicators covering both retail and non-retail uses duly revised to reflect further ‘sensitivity testing’ against rental, employment and future floorspace data in line with the proposed strategy. The proposed network of centres will be the focus of new development - with the most significant growth expected in the Region’s ‘Primary Regional Centres’ and in particular those that have been identified as ‘Centres for Significant Change’.

2.41 Camberley is identified as a secondary regional centre where growth is expected, but not of a magnitude expected in the higher order centres.

2.42 Research undertaken by the Regional Assembly’s Town Centres and Retail Task Group[7] has demonstrated the potential need for a substantial amount of new retail floorspace in the region in the period to 2026 – taking into account the effect of population change, projected changes in expenditure growth, the effect of e-commerce and the increased efficiency in the use of existing retail floorspace.

2.43 These forecasts, in broad terms, indicate that there could be a potential need in the Region as a whole in the period to 2026 for around 4 million sq metres gross of additional retail space. This effectively represents a potential doubling of the existing floorspace stock in the leading 50 town centres in the South East.

2.44 Future development in the town centres in the South East will also be guided by **Policy TC2**, which provides advice to planning authorities in preparing development plan documents. Authorities are encouraged to both assess the need for further floorspace in town centres and set out a vision and strategy for the hierarchy of centres within their area – working, if necessary, with adjoining authorities where there are common issues.

2.45 In drawing up development plan documents, authorities are also expected to consider whether there is a need to re-balance the existing network of centres to ensure that it is not overly dominated by the largest ones. Similarly authorities are also required to consider whether there are areas where investment should be

7 See Regional Priorities for Retail Development – A regional study into Town Centre Futures (November 2004) and addendum (April 2005)

stimulated, including town centres with deficiencies, deprived areas, or areas that will undergo significant housing and employment growth.

2.46 **Policy TC2** also requires that plans and strategies being prepared by local authorities and other stakeholders should *inter alia* have regard to the following:

(i) the need to support the function and viability of town centres to accommodate change and growth within each sub-regional strategy area;

(ii) the need to assess the capacity to accommodate change and growth in such areas;

(iii) the need to respect the historic character, environment and cultural value of existing town centres;

(iv) the need to ensure secure, safe and attractive environments for people to live shop and work;

(v) the need to promote new investment of an appropriate scale, in particular in vulnerable town centres in need of regeneration;

(vi) the need to support sustainability objectives; and

(vii) the potential impact on the vitality and viability of nearby town centres; and

2.47 The RSS does recognise that there will need to be a review of the Town Centres chapter, together with relevant parts of the sub-regional strategies, to take into account further work that is now proposed to assess the need for additional floorspace in the Region. This work will be used to inform where growth can – and should - be accommodated in the network of centres – taking into account likely growth in e-commerce/home shopping and how this might affect requirements for future floorspace.

Local Planning Policy

2.48 The Surrey Heath Local Plan was adopted in December 2000 and forms the basis of local planning policy in Surrey Heath. It will continue in this role until superseded by the documents of the Local Development Framework (LDF). Due to delays in the LDF process across the country, existing UDP's and local plans, including Surrey Heath's, were "saved" by Secretary of State direction for a period of three years from September 2007. The Department for Communities & Local

Government has not yet announced a decision on the status of these plans after September 2010.

2.49 Chapter 10 of the Local Plan sets out the policies relevant to shopping. Policies S1 and S2 relate to new retail floorspace and state that the need for this will be assessed with regard to the needs of all sections of the community, population changes, per capita expenditure changes and the impact upon existing centres.

2.50 Policy 52 effectively reiterates national planning policy in terms of the "town centres first" approach set out through the sequential test. New retail development is directed to town centres in the first instance, then edge-of-centre sties, then district and local centres if more central sites cannot be identified. Only after all such locations have been dismissed can out of centre sites be considered. They need for development, its accessibility and its impact upon the vitality and viability of the town centres must all be considered in the assessment of retail proposals.

2.51 Policy 54 identifies Frimley and Bagshot as District Centres and seeks to protect the designated primary shopping areas of these towns (identified on the Proposals Map) from change of use away from Use Class A1, A2 and A3 uses (the Local Plan pre-dates the changes to the Use Classes Order whereby the old A3 use class was divided into A3, A4 and A5, to separate pubs and hot food takeaways) are permitted provided a series of criteria are met.

2.52 Similarly, Policy 55 seeks to protect convenience shopping uses in a range of identified local shopping centres and parades.

2.53 Chapter 13 sets out policies relating to Camberley town centre. Policy TC1 states the Council's intention to "maintain and enhance the role of the town centre" in terms of retail, business, leisure, community and residential uses. The future vitality and viability of the town centre is to be ensured by:

a) Improving the quality of the town centre by promoting schemes for the enhancement of the environment;
b) Improving accessibility to the town centre by promoting schemes which assist all modes of travel;
c) Encouraging a diverse range of uses within the town centre through a combination of protection of important town centre activities and through encouraging development where this is in the interests of the town centre economy, and the social and cultural needs of the community; and

d) Directing proposals for major business, retail and leisure development to the town centre, where a longer term need has been established.

2.54 As with the shopping chapter, the Camberley town centre chapter seeks to protect Use Class A1 floorspace, without placing a moratorium on other uses. Policy TC15 sets out a series of criteria proposals for A2 and A3 proposals to be assessed against before permission can be granted. The policy is quite clear that A-class floorspace will not be allowed to be lost to other uses.

2.55 The chapter also includes site-specific policies including TC19: Land West of Park Street which gives support to mixed-use redevelopment proposals. This was the basis for the policy support given to the Atrium proposals. A similar policy exists for the London Road area (TC20), but this has not resulted in redevelopment as yet.

3. Shopping Trends

3.1 Before considering existing shopping patterns in Surrey Heath, the health and vitality of the study towns and the quantitative need for additional floorspace, it is relevant to consider the wider shopping trends that are likely to influence retailing in Surrey Heath both at the present time and in the future.

Demographics

3.2 Demographic changes over the last 20 years have had a fundamental impact on consumer spending patterns. Amongst a series of changes there are perhaps two that have, in particular, influenced spending behaviour:

- **Increased household formation**: Whilst the UK population has increased at about 0.3% per annum the number of households has increased by nearly three times that rate, as household size has decreased due to smaller families, single person households, more divorces and people living longer.

- **An ageing population**. Over the next 20 years the over 60's age group in the UK as a whole is expected to grow by 5.3m or 41% and the under 60's age group by only 4%. Older shoppers have a younger mindset than in the past, are more fashion aware and generally are financially better off than their predecessors. Whilst many have benefited from house price and personal income growth, the adequacy of existing pension arrangements are a growing concern for many. Older consumers tend to have more time to shop, and, often spend more on DIY and gardening items and will expect good customer service.

- **Younger shoppers**. At the other end of the spectrum younger shoppers will experience higher housing costs, will generally be more computer literate and spend more online, and will spend more on entertainment/leisure so they may have less to spend in the retail property sector.

Income and Expenditure

3.3 Incomes and expenditure have shown strong growth over the last 20 years, with retail expenditure growing faster than incomes. Overall retail expenditure has increased by 3.4% per annum in real terms over the medium term (i.e. over the last 20 years or so)[8]. The majority of this growth has been in expenditure on comparison goods – where growth has typically been over 5% per annum. Growth

8 See Goods Based Retail Estimates and Price Indicies MapInfo Information Brief 08/02 Table 2.

on convenience goods over the same period has been more modest - around 0.6% per annum.

3.4 In more recent times (i.e. between 1998 and 2007), growth in both comparison and convenience expenditure has been markedly higher (at 7% p.a. and 1.1% p.a. respectively). These levels of expenditure growth have recently fallen dramatically and current forecasts for the period 2009-2016 are for expenditure growth of 2.31% p.a. for comparison goods and 0.26% for convenience goods[9]. Whilst these are expected to rise as the economy recovers from recession, they not expected to return to their 2007 highs in the foreseeable future. Current high levels of consumer debt, an already low savings ratio and reduced availability of consumer credit and a weaker housing market will continue to constrain expenditure growth.

3.5 With longer working hours for many, shop-opening hours in the larger centres have been extended and Sunday is now one of the strongest trading days in the week. This has implications for where retail expenditure is concentrated and the nature of some shopping trips which are considered to be a quasi-leisure experience. By contrast, some smaller centres do not practice longer opening hours and do not open on a Sunday.

Increased Mobility

3.6 Income growth has also led to increased car ownership and personal mobility. Over the last 25 years the number of households having access to one or more cars has increased from about 55% to about 73% nationally and the number with two or more cars has nearly trebled from 11% to 29%.

3.7 This increased mobility has meant that the overwhelming majority of households have greater choice of shopping destinations. As a result the majority of shoppers are willing, and able, to travel to either centres or specific individual retail outlets that offer the choice they are looking for or best serve their shopping needs.

3.8 In general this increase in personal mobility has tended to favour the larger centres over smaller ones. These centres have tended to increase in size and importance relative to small centres – particularly for key comparison goods and “big ticket” items. As a result, most regional or sub-regional shopping centres in both the Midlands and the South East have tended to increase in both size and importance relative to smaller centres. Where new development, or

9 See MapInfo’s Retail Spending Outlook Revised Version March 2009.

redevelopment, has taken place then the attraction of these centres has been further enhanced – particularly to more affluent and mobile shoppers.

3.9 Those centres that have been unable to provide new shopping facilities or improve existing ones have generally lost market share – particularly for comparison goods to other centres nearby who have seen new investment – and, in the main, have seen much less new development than the overall rate of expenditure growth would imply. Smaller centres have had to be more pro-active by improving their shopping, leisure and recreational offer in order to encourage the community and visitors to undertake complementary shopping in the towns aside from undertaking the basic food shopping

3.10 Increased mobility and affluence has also, of course, stimulated out-of-centre development. This has generally grown much more rapidly than town centre development and, over the last 20 years, the majority of new retail floorspace has been in edge, or out-of-centre, locations. Whilst this has now led to the introduction of a more restrictive planning policy in favour of town centres over the last 10 years, it is only quite recently that the growth in out-of-centre development started to slow. Despite the fact that new out-of-centre development is likely to be strictly controlled, it is still anticipated that sales at out-of-centre locations will increase at a faster rate than at in-centre locations.

3.11 Government policies to control use of the private car and reduce the need to travel are unlikely, in themselves, to materially alter existing shopping patterns in the short term. On the other hand, the combination of improved retail provision locally (including, for example, the diversification of products sold in existing large supermarkets in the Borough) and growing use of on-line retailing for certain product categories, combined with increased fuel costs may well diminish peoples' willingness to travel for shopping, or the frequency with which certain shopping trips are undertaken.

Size of Units

3.12 At the same time the growth of multiple retailers and increased competition between companies has meant that the retail structure is increasingly dominated by large companies requiring larger shop units. Shopping centres and out-of-centre development that has been able to accommodate this demand for larger sized units (typically 500 – 2,000 sq m or larger) have grown in importance, reinforcing the trend of higher order centres and out-of-centre retailing growing in relative importance, i.e. polarisation in the retail hierarchy.

3.13 The growth in the size of stores has reduced the number of shop units and, some would argue, consumer choice. This is particularly evident in the food sector, with a marked decline in the number of smaller and more specialist food retailers (greengrocers, butchers, fishmongers, bakers etc), and a large increase of superstores. These trends may well weaken in the future due to possible market saturation of large foodstores and concerns over lack of competition due to the market dominance of a few key multiples.

Increased Productivity and Sales Density Increases

3.14 The acutely competitive nature of UK retailing has meant that there has been increased productivity. Whilst growth in retail expenditure may have been running at around 4% per annum on average, retail employment has increased much more slowly. Over the last ten years total employees in retail employment have increased from 2.1 million to 2.9 million, an increase of 1.75% per annum. However, this growth has been almost entirely in part time employees. Full time equivalent (FTE) employment has hardly increased at all, from about 2 million to 2.2 million, a 0.5% per annum increase. Continued pressure for productivity improvements is likely to mean that employment in retailing is unlikely to grow significantly. For example, in the next 15 years Experian Business Strategies expect an overall decline in FTE employment with only a marginal increase in part time employment.

3.15 Retail employment covers a range of skills from management level to cashiers. These jobs range from full time to part time and cover a range of shift work which provides an element of flexibility for those seeking part time work such as parents, teenagers, students and those near retirement age. This type of employment can provide local accessible employment for people in rural areas who might otherwise commute to nearby larger local centres.

3.16 Improving productivity has also led to an intensification of sales densities- particularly amongst the leading and most successful multiple retailers. Although there is no definitive evidence of how sales densities are likely to evolve in the future, it seems likely that growth in retail expenditure will continue to outstrip the growth in new floorspace. As a result, it is generally accepted that sales densities could be expected to grow between 1.5-2.5% per annum for comparison goods, although growth in sales densities for convenience goods will be minimal. Indeed the Government's policy detailed in Planning Policy Statement 4 and the accompanying Practice Guidance requires that quantitative need/capacity assessments have regard to the potential continuing effect of such improvements in assessing the need for further floorspace growth.

3.17 In light of the limitations on convenience goods expenditure, and in an effort to serve growing customer demand, there is an increasing emphasis on the sale of comparison goods at large foodstores. Whilst sales densities for comparison goods may be lower than for convenience goods, future growth rates for comparison goods are much higher than for convenience goods and margins are greater. As a result all the leading foodstore operators are seeking to extend their comparison goods offer; some are turning the largest, or extended, stores into variety or mini department stores. This trend poses a potential threat to smaller centres, as larger foodstores will increasingly sell a wider product range of day-to-day convenience and comparison goods and services.

3.18 At the same time, restrictions on out-of-centre development and changing socio-economic trends have meant that several large foodstore operators such as Tesco and Sainsbury's have developed small convenience store formats that have allowed them to return to the High Street or locate on petrol filling station forecourts.

On-line Retailing

3.19 The combination of longer working hours, the demand for extended consumer choice, growing price awareness, and the availability of the internet has led to a huge growth in non-store shopping in the last 10 years – albeit from a small base. Total non-store trading (including mail order and on-line retailing) is currently estimated nationally to be about 2.5% of convenience goods spending and about 6% of comparison goods spending. The latest forecasts suggest continuing strong growth over the next 5-10 years before a plateau is reached at about double current proportions of expenditure. All of this expenditure comes at the expense of shops and, by extension, town centres. Town centres must therefore provide attractive, accessible and vibrant shopping areas if they are to compete with the convenience of online shopping.

Shopping and Leisure

3.20 Retailing in the larger sub-regional centres and the more attractive, or specialised, smaller centres is changing. There is a blurring of the distinction between trips made exclusively for shopping and those now being made for leisure. Growth in expenditure on leisure is outstripping that on retail goods.

3.21 Quality restaurants, coffee shops, cafes and bars, as well as other facilities such as health and fitness centres, and multiplexes in larger centres, can be important in attracting shoppers, encouraging longer stays and higher spending in many centres. These types of uses promote usage of the town for longer period ensuring a more sustainable use of a town centre. The integration of existing shopping with established or new leisure facilities can benefit both sectors and increase the footfall and potential investment within a town. Provision of retail and leisure facilities also assists in providing sustainable facilities for the town's population and rural catchment and thus reduce the need to travel to larger centres further afield. Pedestrianised streets, a safe and attractive retail environment, along with good accessibility, including regular bus services and ample car parking are important in enhancing the attractiveness of the town centre to shoppers and tourists alike.

3.22 "Leisure" can encompass a wide variety of uses including cinemas, indoor and outdoor sporting facilities, community uses such as halls and community centres and tourist attractions. It can also include cafés, restaurants and coffee shops where the main purpose of the visit is spending leisure time rather than making purchases. Recent years have seen an explosion in the number of coffee shops operating in town centres across the country, led by the familiar main players such as Starbucks, Costa Coffee and Caffé Nero. Their recognition that their customers are looking to relax and socialise rather than simply make purchases has led to other operators who compete for this leisure-spend to alter their approach. The major fast food restaurants such as McDonalds now provide a much more comfortable environment as a result of the influence of the coffee chains.

3.23 This expansion and improvement in quality leisure provision has resulted in leisure expenditure increasing as a proportion of family outgoings. The Office for National Statistics' *Family Spending*[10] report of 2008 stated that "leisure services" accounted for 11% of household expenditure in 1995, but by 2008 this had risen to 14%. Leisure uses have therefore become a more important part of everyday lives and, as a result, a more prominent feature in town centres.

[10] Table 4.1, *Family Spending 2009*, Office for National Statistics

4. Household Survey of Shopping Patterns

4.1 In order to provide empirical evidence on existing shopping patterns for the 2007 Surrey Heath Retail Study, a household survey was commissioned by Chase & Partners on behalf of the Council. Agreement on the survey methodology and questionnaire format was reached with officers prior to commencement of field work. The survey was undertaken in November and December 2006.

4.2 Although it is important to have an up to date evidence base, the intervening period has not seen any significant retail development in Camberley nor in the surrounding area. The Atrium development in Camberley is primarily a leisure scheme and although it does include a significant quantum of retail space most of this has yet to be occupied. Of the four retailers that have located there, one of these (Next) relocated from elsewhere in the town.

4.3 Outside of Camberley there has been no significant development in any of the surrounding towns. In particular the Friary Centre extension in Guildford has not proceeded. There have therefore been no developments which might have significantly altered shopping patterns in and around Surrey Heath. We therefore believe that the survey results used for the 2007 study remain a robust evidence base for this update.

4.4 Shoppers' choice of destination is informed by a number of elements including: the perceived strength of anchor traders in town centres; the volume, variety and quality of other shops present; the quality and convenience of the centre itself (including accessibility of the centre by car and the quantum, convenience and cost of car parking, as well as accessibility by public transport); the perceived safety and security of the centre and the availability of public facilities; and the overall quality of the shopping experience. The household survey was designed to identify those destinations used for the following types of shopping trips:

- Main food;
- Top up food;
- Clothes, footwear, fashion;
- Furniture, floor coverings;
- Household textiles, soft furnishings;
- Domestic appliances;

- Audio visual goods (radio, TV, Hi Fi, photographic equipment;
- China, glass, hardware;
- DIY goods and decorating supplies;
- Books, jewellery, watches, recreational, luxury goods;

4.5 It also sought information on shoppers' usual mode of transport.

4.6 The study area for the survey is shown at **Appendix A** and consists of the following postcode areas:

Zone 1 – GU21, 22 (Woking area),

Zone 2 – GU18, 19 and 20 (Bagshot, Windlesham, Lightwater area),

Zone 3 – GU24 (Chobham, West End, Pirbright area),

Zone 4 – GU15, 17, 46 and 47 (Camberley area),

Zone 5 – GU12, 16 (Frimley, Ash area),

Zone 6 – GU11, 14, 51 and 52 (Farnborough, Alldershot, Fleet area),

Zone 7 – SL5 (Sunninghill, Ascot area),

Zone 8 – RG27 (Hook, Hartley Wintney, Heckfield area),

Zone 9 – RG40, 45 (Crowthorne, Finchampstead, Eastheath area),

Zone 10 – RG41 (Wokingham area).

4.7 The study area was designed to cover an area sufficiently large to ensure that the extent of Camberley's catchment could be accurately identified.

4.8 Structured interviews were carried out by telephone with the person responsible for the main household shop in a total of 1,000 households. The remainder of this section describes the main results of the survey. The full-tabulated results are provided in an accompanying volume.

Overview of Results

4.9 In the Camberley area (Zone 4) the principal food shopping destination is the Tesco store at the Meadows Shopping Centre. This store accounts for 43% of main food shopping trips arising from Zone 4, far ahead of any rival. This dominance by Tesco is, in our view, partially due to the lack of a full range supermarket or superstore in Camberley.

4.10 With regard to top-up shopping, this is much more likely to be influenced by factors such as the location of the respondent's workplace and the school run. The results are therefore typically more defuse. The Sainsbury's store at The Mall Shopping Centre is obviously well placed to attract top up shopping trips and this store accounts for 16% of such trips arising from Zone 4.

4.11 Shopping patterns for comparison goods are very much dependent upon the individual goods category. Camberley town centre retains a significant percentage of shopping trips from Zone 4 in the fashion, soft furnishings, homewares (china, glass, hardware) and luxury goods categories. It is a less significant destination for DIY shopping, audio visual goods, domestic appliances, furniture and floor coverings. Shopping trips for these goods are dominated by out of town retail warehouses, notably those at Farnborough such as B&Q, Comet and Currys. The tables below show the significant destinations for shopping trips arising from Zone 4 in all comparison goods categories.

Table 1: Significant Destinations for Zone 4 Shopping Trips – Clothing, Footwear and Fashion

Location	%
Camberley town centre	46%
The Meadows Shopping Centre	15%
Woking	6%
Farnborough	4%
Guildford	3%

Source: Research & Marketing Household Survey

Table 2: Significant Destinations for Zone 4 Shopping Trips – Furniture, Carpets, Floor Coverings

Location	%
Farnborough (including retail parks)	32%
Kingston	16%
Camberley town centre	12%
Guildford	6%
Internet	7%

Source: Research & Marketing Household Survey

Table 3: Significant Destinations for Zone 4 Shopping Trips – Household Textiles and Soft Furnishings

Location	%
Camberley town centre	35%
The Meadows Shopping Centre	20%
Farnborough	7%
Internet	7%
Guildford	3%

Source: Research & Marketing Household Survey

Table 4: Significant Destinations for Zone 4 Shopping Trips – Domestic Electrical Appliances

Location	%
Farnborough	44%
Internet	17%
Camberley town centre	15%

Source: Research & Marketing Household Survey

Table 5: Significant Destinations for Zone 4 Shopping Trips – Audio Visual (Radio, TV, Hi-fi, Musical Instruments and Photographic Equipment)

Location	%
Farnborough	35%
Internet	20%
Camberley town centre	16%

Source: Research & Marketing Household Survey

Table 6: Significant Destinations for Zone 4 Shopping Trips – China, Glass, Hardware

Location	%
Camberley town centre	42%
The Meadows Shopping Centre	20%
Reading	6%
Farnborough	1%
Guildford	1%
Internet	1%

Source: Research & Marketing Household Survey

Table 7: Significant Destinations for Zone 4 Shopping Trips – DIY Goods and Decorating Supplies

Location	%
Farnborough	51%
Homebase, Camberley	22%
Focus, Camberley	8%
Camberley town centre	6%

Source: Research & Marketing Household Survey

Table 8: Significant Destinations for Zone 4 Shopping Trips – Books, jewellery, watches, recreational and luxury goods

Location	%
Camberley town centre	79%
Internet	13%

Source: Research & Marketing Household Survey

4.12 Some categories, such as DIY and furniture are usually dominated by out of town retail warehouses due to the relative ease with which these goods can be sold from such locations. The results do show however, that Camberley dominates its immediate area in the goods categories where it does have a significant offer e.g. luxury goods and fashion.

4.13 Furthermore, in certain categories Camberley attracts shopping trips from a wider area. In the fashion category, 42% of Zone 2 shopping trips, 26% of Zone 5's and 14% of Zone 6's take place in Camberley town centre. Similarly, in the household textiles and soft furnishings category 25% of Zone 2 and 13% of Zone 5 shoppers go to Camberley. The table below shows the trade draw from the various zones for all goods categories.

Table 9: Trade Draw to Camberley Town Centre

Category	Zone									
	1	2	3	4	5	6	7	8	9	10
Clothing, footwear, fashion	0%	**42%**	4%	**46%**	**26%**	**14%**	7%	8%	10%	2%
Furniture, carpets	0%	**19%**	0%	**12%**	10%	2%	1%	8%	5%	0%
HH textiles, soft furn.	1%	**25%**	1%	**35%**	**13%**	7%	4%	6%	10%	1%
Domestic appliances	0%	**23%**	0%	**15%**	8%	1%	2%	3%	0%	0%
Audio visual	0%	**31%**	0%	**16%**	9%	4%	1%	4%	2%	1%
China, glass, hardware	0%	**31%**	0%	**42%**	**13%**	**16%**	3%	8%	3%	0%
DIY & decorating supplies	0%	8%	0%	6%	4%	1%	1%	5%	4%	0%
Luxury goods	0%	**41%**	1%	**79%**	**24%**	7%	5%	5%	10%	0%

Source: Research & Marketing Household Survey

4.14 Camberley therefore has a catchment extending beyond its immediate area.

Utility of Survey Data

4.15 The survey data is fundamental to understanding shopping patterns in the wider area and Camberley's role in the local retail hierarchy. It also serves as the basis for our assessment for quantitative need addressed in the following section.

5. Quantitative Need Assessment

5.1. In accordance with well-established practice and prevailing government advice contained in PPS4, Chase & Partners have undertaken a ‘goods based’ assessment of future floorspace need in Surrey Heath Borough. The detailed tabulations are set out in **Appendices B & C** – the first dealing with convenience goods and the latter dealing with comparison goods. The methodology and its main outputs are summarised below.

5.2. In making an assessment of quantitative need it is important to make a distinction between an assessment of need made for the purposes of informing plan-making and an assessment that might be made in support of a planning application. In this case the assessment is made with a view to informing Surrey Heath Borough Council how much additional floorspace should be *planned for* as part of the LDF process. This takes a number of considerations into account including existing provision and competing requirements for land. It is necessarily “broad-brush” and does not take account of the individual circumstances of particular sites or retailers. A particular retailer might, therefore, be able to make a case for further floorspace above that recommended in this report, but it does not follow that this should be planned for in the LDF, which must balance competing demands for land.

Population Growth

5.3. Detailed population and expenditure information for the study area covering the whole of Surrey Heath was obtained from MapInfo – a copy of the AnySite report is included in **Appendix B**. The population data in this report is based on the 2001 Census and the expenditure data is expressed in 2009 prices.

5.4. The population of the study area as a whole is due to increase as follows:-

Table 10: Study area population growth 2010-2026

Year	Population
2010	481,340
2015	495,884
2020	509,981
2026	527,166

Source: Pitney Bowes MapInfo

MapInfo only provide data up to 2019 whereas for LDF requirements, this retail study must examine quantitative need up to 2026. We have therefore assumed that growth rates for the period 2010-2019 will continue to 2026. It should be noted that these figures are based on natural population growth and do not include any increase arising as a result of the planning system, for example, large-scale housing allocations. This is appropriate as such schemes will proceed only subject to a number of factors, such as developers' ability to secure planning permission, funding and the economy generally.

Convenience Goods Expenditure

5.5. By utilising these population projections, together with MapInfo's forecasts for future changes in per capita expenditure, we have derived estimates for available expenditure for both convenience and comparison goods over five-year periods to 2026, from the design year of 2010. Tables 2-7 of **Appendix C** set out the relevant population and expenditure data for convenience goods in Surrey Heath for 2010, 2015, 2020 and 2026 – the end of the plan period.

5.6. Total convenience goods expenditure per capita in Surrey Heath in 2009 was estimated by MapInfo to be £2,402 (in 2009 prices). By employing future growth rates in per capita convenience expenditure[11] we then estimate total available expenditure on convenience goods for the period to 2026 – see Table 11, below. It should be noted that MapInfo has long advised that the longer the term utilised for projecting forward growth in expenditure per capita, the less reliable are the conclusions. For this reason, greater reliance can be given to the forecasts in expenditure growth in the short/medium term (i.e. the period 2010 to 2015). Estimates beyond this period should be treated with a certain degree of caution and ideally revisited over the next five years as part of any LDF review.

Table 11: Convenience Expenditure

Year	Population	Expenditure per capita (excl SFT) (£)	Total Convenience Expenditure	Growth
2010	481,340	£2,424	£1,166.82m	-
2015	495,884	£2,534	£1,256.52m	£89.70m
2020	509,981	£2,657	£1,355.07m	£98.55m
2026	527,166	£2,821	£1,486.90m	£131.83m

11 See MapInfo's Retail Expenditure Guide 2009/10, Table 3.3. Forecast growth rates are derived from forecast expenditure per capita 2007-19, specifically 0.92% (2010-14), 0.77% (2015-16) and 1% (2018 onwards).

5.7. Convenience expenditure in the study area as whole is expected to grow by £89.70m in the period 2010 - 2015 and by a further £98.55m in the period between 2016 and 2020. Not all of this can be considered 'available' to support new floorspace, indeed it is theoretically available to support both existing and new floorspace throughout the Borough and the surrounding area.

5.8. Combining this expenditure data with the intelligence gathered on existing shopping behaviour from the household survey allows us to model existing trading patterns for convenience shopping within the study area and project how this might change in the future.

5.9. In undertaking this exercise, and in keeping with well-established practice, we have assumed that main food shopping accounts for 70% of the total convenience goods expenditure available within each of the survey zones. This expenditure has then been apportioned in accordance with the survey results to give turnover estimates for identified stores – see Tables 8a and 8b in **Appendix C**. This exercise is then repeated for top-up shopping expenditure, which we assume will account for 30% of total convenience goods expenditure – see Tables 9a and 9b in **Appendix C**. We then combine the main food and top up shopping expenditure totals to give an overall estimate of turnover (for convenience goods only), for identified stores within the study area and on its periphery[12] - See Table 10 in **Appendix C**.

5.10. Having estimated total turnovers for individual stores derived from the study area it is then possible to derive a market share currently being achieved by each of the main stores and the town centres within Surrey Heath as well as other centres' market share of Surrey Heath's pool of expenditure (see Tables 11-12 in **Appendix C**).

5.11. The results show that Camberley town centre retains only 5.68% of its local pool of expenditure – i.e. that arising from Zone 4. This amounts to £11m out of an available £194m. The remainder of this expenditure flows to other locations, either town centres or freestanding foodstores in out of centre locations. Of these, by far the most successful is Tesco at The Meadows which is estimated to turnover some £108m of which £65m is drawn from Zone 4. Sainsbury's at Blackwater Valley Road achieves a turnover of £68m, of which £32m is drawn from Zone 4.

[12] It should be noted that the 'Total' figure in Tables 8-10 represent only the convenience turnover derived from within the Study Area. It makes no allowance for the turnover of comparison goods floorspace, nor services such as restaurants, banks and estate agents.

5.12. Sainsbury's in Camberley town centre is a small store in comparison. It is principally a top-up shopping store and as it is the only foodstore in the town centre operated by one of the major retailers. Although the Atrium now includes a Lidl store, most main food shopping is still undertaken stores operated by the major brands and Camberley residents are not able to undertake such main food shopping without leaving the town.

Future Floorspace Requirements

5.13. Table 13 in **Appendix C** shows our forecasts of convenience goods sales floorspace requirements in Camberley over the course of the plan period. These have been calculated by taking the forecast increase in the relevant pool of expenditure (Table 5, **Appendix C**) and assuming that Camberley's current market share will remain constant. This then reveals the expenditure available to support further floorspace for each of the five-year periods from 2010 and the period 2021-2026.

5.14. In terms of the additional floorspace this might support, it should be noted that turnover:floorspace ratios for supermarket and superstore retailers vary tremendously - from less than £4000:sq metre for some independent foodstore operators and local Co-Operative groups to over £13,000 for Tesco, the market leader. Our estimates are based on a 'middle-range' figure of £9,500:sq metre and are intended as a <u>guideline</u> for the amount of convenience goods provision which should be planned for in the LDF.

5.15. It is worth reiterating the point made earlier, that MapInfo have long advised that the longer the term utilised for projecting forward growth in expenditure per capita, the less reliable are the conclusions. As the forecasts in **Appendix C** are a function of these MapInfo figures, population growth and the household survey results, the same caution must apply.

5.16. The forecasts for the study period shown in Table 13, **Appendix C** are reproduced below. The figures in **Appendix C** show sales (net) floorspace. The table below adjusts these figures to provide gross floorspace requirements, at a ratio of 60:40.

Table 12: Camberley Floorspace Requirements - Convenience Goods

	2010-2015		2016-2010		2021-2026		Total	
	Net	Gross	Net	Gross	Net	Gross	Net	Gross
Sq m	133	222	146	243	195	325	474	790
Sq ft	1,432	2,390	1,572	2,616	2,099	3,498	5,102	8,503

Source: Table 13, Appendix C

5.17. The floorspace requirement is modest for the duration of the plan period but this is due to the town's limited existing offer. It will not take much additional floorspace to maintain this limited market share. If, however, a larger foodstore were to be located in the town centre, there is no doubt that this market share would rise.

Comparison Goods Expenditure

5.18. We have used the same methodology to estimate per capita expenditure available on comparison goods. By employing projected future growth rates in per capita expenditure on comparison goods[13] we are able to estimate total available expenditure for the period to 2026 – see Table 13. Again, it should be reiterated there are inherent risks in projecting forward growth in per capita expenditure. Whilst one can place reliance on the forecasts in expenditure growth in the short term (i.e. the period 2010 to 2015), estimates beyond this period should be treated with a certain degree of caution and ideally revisited over the next five years as part of any LDF review.

Table 13: Comparison Expenditure

Year	Population	Expenditure per capita	Total Comparison Expenditure	Growth
2010	481,340	£4,176	£2,010m	-
2015	495,884	£4,870	£2,415m	£405m
2020	509,981	£6,031	£3,076m	£661m
2026	527,166	£7,631	£4,023m	£947m

Source: Pitney Bowes MapInfo

13 See MapInfo Retail Expenditure Guide 2009/10, Table 3.3. Forecast growth rates are derived per capita 2007-19, specifically 2.79% (2010-15), 4.46% (2016-2020) and 4% thereafter, in line with the long term trend.

5.19. Growth in expenditure on comparison goods across the study area in the period between 2010 to 2026 is considerable at some £2,013m. However, not all of this expenditure would be available to support both existing and any proposed new floorspace in the Borough. In order to gain an insight into the level of expenditure growth that would reasonably be available to support existing and any future floorspace, we need, in the first instance, to provide an estimate of turnover currently being achieved in Camberley and by other facilities in the wider area.

5.20. Chase & Partners have therefore modelled the results of the household survey in order to identify flows of expenditure for eight product categories from each of the study area zones. The details of this exercise are contained in Tables 8-15 in **Appendix D.**

5.21. Table 16 in **Appendix D** summarises the turnover of Camberley town centre (though it should be noted that the eight product categories do not cover 100% of comparison goods expenditure and as a result the figures in this table will be underestimates). Camberley's turnover is estimated to be in the region of £286m, with £102m of this arising from Zone 4, a retention rate of 36%. This suggests that Camberley attracts a significant amount of expenditure from further afield (notably Zones 2, 5 ,6 and 9), but also "leaks" expenditure to other locations. Table 18 in **Appendix D** identifies these locations. The stores at Blackwater Valley (notably Tesco Extra and Marks & Spencer) attract some £27m from Zone 4 and Farnborough's town centre and retail parks attract a further £51m. The internet and mail order companies attract £25m from Zone 4 – over 7% of the total pool of comparison expenditure. Kingston, Guildford and Woking are also recipients of a significant amount of Zone 4's expenditure.

5.22. Looking at the individual goods categories, the table below sets out the amount of expenditure arising from Zone 4 spent in individual centres or retail parks. This amount is also shown as a percentage of the total pool of expenditure for that zone.

Table 14: Destinations for Zone 4 Expenditure by Goods Category

Centre	Clothing, Footwear		Furniture, floor coverings		Household textiles, soft furnishings		Domestic electricals		AV (radio, tv, hi-fi, photographic)		China, glass, hardware		DIY & decorating supplies		Books, jewellery, watches, clocks	
	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%
Camberley	36	46%	4	12%	3	35%	2	15%	7	16%	3	42%	2	6%	46	79%
Blackwater Valley	12	15%	-	-	2	20%	<1	4%	2	5%	1	20%	10	33%	0	0%
Farnborough	3	4%	10	32%	1	7%	6	44%	15	35%	<1	1%	15	51%	<1	1%
Guildford	3	3%	2	6%	<1	0%	<1	1%	0	0%	<1	1%	0	0%	<1	1%
Kingston	1	1%	5	16%	<1	1%	<1	1%	0	0%	0	0%	-	-	<1	1%
Woking	5	6%	1	4%	<1	3%	<1	1%	<1	1%	<1	1%	<1	1%	<1	1%
Internet/Mail ord.	3	4%	2	7%	<1	7%	2	17%	8	20%	<1	1%	0	0%	8	13%

Source: Appendix D

5.23. The modelled results show that Camberley's comparison goods turnover is underpinned by clothes retailing, books, jewellery, watches and other luxury items. The town centre is much weaker in other sectors and the Blackwater Valley stores (The Meadows Shopping Centre) is a considerable competitor to the town centre.

5.24. Turning to future floorspace requirements for Camberley, these are again predicated on the assumption of constant market share, i.e. the "need" identified is that required in order for Camberley town centre to maintain its share of a rising quantum of retail expenditure. Table 20 of **Appendix D** shows that Camberley's total town centre turnover (for comparison goods) is estimated as follows:

Table 15: Camberley Town Centre Turnover

Year	Turnover
2010	£286.43m
2015	£344.12m
2020	£438.23m
2026	£573.19m

Source: Table 20, Appendix D

5.25. Applying the figure for 2010 to the known quantum of comparison goods floorspace in Camberley (Table 19, **Appendix D**) allows us to calculate the town's turnover per square metre ratio: £9,492/sq m. MapInfo advise that in making these calculations an allowance should be made for increased efficiency of existing floorspace. Their advice of December 2006 was that an allowance of 1.5% per annum would be appropriate but that this would fall over time. We have therefore applied a figure of 1% to the period 2010-15, and 0.5% to 2016-20. As it is not reasonable to assume that retailers can continue to increase their efficiency indefinitely, we assume no efficiency increase beyond this point. Taking all this into account, our model estimates the following floorspace requirement for maintaining Camberley's market share:

Table 16: Floorspace Requirement for Camberley 2010-26 (assuming constant market share)

	2010-2015		**2016-2020**		**2021-2026**		**Total**	
	Net	**Gross**	**Net**	**Gross**	**Net**	**Gross**	**Net**	**Gross**
Sqm	4,538	6,483	8,373	11,961	14,218	20,311	27,129	38,756
Sq ft	48,847	69,781	90,126	128,752	153,041	218,626	292,014	417,166

Source: Table 20, Appendix D

5.26. Even using modest growth rates, the quantum of required floorspace is considerable, even over the first part of the plan period. Were growth rates to be revised upward, this floorspace requirement would increase.

5.27. Again it must be reiterated that this analysis has been undertaken on a basis of constant market share. Were Surrey Heath Borough Council to make the increase of this market share a Council policy, the floorspace requirement would increase again. This scenario is examined below.

Increase in Camberley's Market Share

5.28 Table 16 of **Appendix D** shows Camberley's market share of comparison goods expenditure in the study area as a whole to be some 14.2%. This obviously varies between the different surrey zones with the bulk of the town's turnover arising from its local zone (zone 4). For the purposes of this exercise, however, we utilise the town centre's market share of the wider area.

5.29 Tables 21 and 22 of **Appendix D** repeat the exercise set out in Table 20 of **Appendix D** but adjusts for a higher market share. Table 21 (**Appendix D**) assumes a 10% increase in market share from 14.2% of the overall pool of expenditure to 15.7%. Table 22 (**Appendix D**) assumes a 20% increase to 17.1%. The same assumptions regarding growth rates and floorspace efficiencies still apply. The tables show the comparison goods floorspace requirement for Camberley to achieve these market shares. This is summarised below:

Table 17: Floorspace Requirement for Camberley 2010-26 (10% increase in market share)

	2010-2015		2016-2020		2021-2026		TOTAL	
	Net	Gross	Net	Gross	Net	Gross	Net	Gross
Sq m	8,163	11,661	9,365	13,379	15,640	22,343	33,168	47,383
Sq ft	87,866	125,523	100,804	144,006	168,348	240,497	357,017	499,362

Source: Table 21, Appendix D

Table 18: Floorspace Requirement for Camberley 2010-26 (20% increase in market share)

	2010-2015		2016-2020		2021-2026		TOTAL	
	Net	Gross	Net	Gross	Net	Gross	Net	Gross
Sq m	11,788	16,840	10,356	14,794	17,062	24,374	39,207	56,010
Sq ft	126,885	181,264	111,471	159,241	183,654	262,359	422,021	602,887

Source: Table 22, Appendix D

5.30 Again the floorspace requirement even to move from a 14.2% market share to 15.7% is considerable and could only be achieved through a major development.

5.31 In making these calculations we caution that theoretical need is not the same as actual commercial demand for floorspace. In our view, there is little point in planning for new floorspace that the market is unable or unwilling to deliver. Furthermore, enhancing the vitality and viability of a town centre is more than a matter of just providing more floorspace. The quality of the retail units, the public realm and the retailers themselves are also important. These and other matters are explored in Section 8.

6. Health Check of Town Centres

Camberley

6.1 In accordance with the requirements of the brief, Chase and Partners have conducted an assessment of the health and vitality of Camberley town centre. Where reliable information is available we have endeavoured to assess the vitality and viability of the centre using the indicators outlined in Annex D of Planning Policy Statement 4 "Planning for Sustainable Economic Growth" (PPS4). These are:-

- Diversity of main town centre uses;
- Amount of retail, leisure and office floor space in edge and out of centre locations;
- Potential capacity for growth, or change of centres in the network;
- Retail representation and intentions to change representation;
- Shopping rents;
- Proportion of vacant street level property and length of time properties have been vacant;
- Commercial yields;
- Land values and the length of time key sites have remained undeveloped;
- Pedestrian flows;
- Accessibility;
- Customer and resident views and behaviour;
- Perception of safety and occurrence of crime; and
- State of the town centre environmental quality.

Diversity of Uses

6.2 Based on our street survey conducted in April 2010 there are currently 243 units trading in Camberley town centre, the composition of which is shown in Table 19 below.

Table 19: Uses in Camberley Town Centre

	Units			Floorspace			
Category	**Number of Units**	**%**	**National Average (%)**	**Sq m**	**Sq ft**	**%**	**National Average (%)**
Convenience	10	4	10	4,311	46,400	8	17
Comparison	122	50	43	30,166	324,700	53	49
Service	59	24	34	11,371	122,400	20	22
Vacant	52	21	12	11,018	118,600	19	11
Total	**243**	**-**	**-**	**56,866**	**612,100**	**-**	**-**

Source: Experian Goad and Chase & Partners Street Survey April 2010

6.3 Table 19 shows that Camberley is primary a comparison goods shopping destination, with a strong service offer provided by banks, building societies, pubs and restaurants. The figures for both the number of units and the overall floor space show a lower than average convenience goods offer. The town centre lacks a major food superstore or supermarket – the Sainsbury's store at Cambridge Walk in the Mall Shopping Centre has a sales area of only 13,444 sq ft and the Lidl store has approximately 7,000 sq ft.

6.4 The town has a high vacancy rate both in terms of units and floor space, however, this is largely due to the new units provided by the Atrium development which are in the process of being let. We will return to this point later in this section.

Retail Floor Space in Edge of Centre and Out of Centre Locations

6.5 Camberley's main out of centre retail destination is the Tesco Extra/Marks and Spencer development at The Meadows. This consists of circa 260,000 sq ft of retail floorspace and is a major destination for both comparison and convenience shopping. The household survey results show that 42% of food shopping trips originating in the Camberley area are undertaken at this Tesco store.

6.6 Camberley has very little in the way of edge of centre floorspace. In this way, the retail area is clearly defined.

Potential For Growth

6.7 Camberley has considerable potential for growing its retail offer, in the sense that there is physical space available. PPS4 (Annex D) advises that the potential capacity for growth is "typically measured in the amount of land available for new or more intensive forms of town centre development". Camberley's capacity arises from the availability of existing space and from an obvious opportunity to make more efficient use of the existing shopping centre.

6.8 At the time of our survey in April 2010, the Atrium development still had several large units available for letting. Along the length of Park Street a total of seven retail units were unoccupied – though this flexible retail floor space could easily be combined or sub-divided according to the needs of the market. Between these retail units, the vacant unit at Charles Street adjacent to Lidl and the unit inside the centre formerly occupied by Wagamama, there is approximately 41,000 sq ft gross floor space available. In addition, there are further vacancies - some in large units such as the former Allders store - throughout the centre, although not all are modern, well serviced floorspace in such prominent locations. In all there is circa 117,000 sq ft of vacant space in Camberley. This is immediately available space into which Camberley's retail and service offer could grow.

6.9 In addition to this immediately available space, there is considerable scope for improving the efficiency of the Mall shopping centre. Examination of the Goad plan (**Appendix E**) reveals that it includes extensive service areas into which it would be possible to extend the centre. Beyond this, there is the potential for complete redevelopment of the centre, possibly to provide multiple level trading. We are aware that the owners of the shopping centre had considered such development in the past, though their ambitions were stymied by the recession. In terms of physical space, however, there is considerable potential for growth via this route.

6.10 A further avenue of growth, in the long term, might be the extension of the town centre east of the High Street, onto land currently occupied by the row of office blocks along Knoll Road, the Council offices, the theatre and multi-storey car park. These uses would, of course, need to be replaced elsewhere, but they nevertheless present long-term development opportunities.

Retailer Representation and Intentions to Change Representation

6.11 The level and quality of existing retailer representation provides a measure of the strength of any centre. **Appendix E** shows the location of national multiple retailers in Camberley and **Appendix F** sets out the national multiple retailers currently represented in Camberley town centre and compares this with the level of representation at the time of the last retail study (the surveys for which were undertaken in 2006). The total number of multiple retailers has remained fairly constant – increasing from 102 to 103. This relatively static figure does not appear unhealthy given that the period in question covers a severe recession.

However, this headline figure masks some important changes which have taken place in the composition of the retail offer. Any major town centre's retail offer is underpinned by fashion shopping and in this key area, Camberley has seen a noticeable decline. Table 20 below sets out the range of fashion retailers in 2006 and 2010.

Table 20: Fashion Retailers in Camberley

2006	2010
Accessorize Bay Trading Company Burton Claire's Accessories Dorothy Perkins Figura at Contessa M & Co Monsoon New Look Next Primark Principals River Island The Officers Club Top Shop/Top Man USC	Accessorize Claire's Accessories Esprit La Senza Monsoon Moss New Look Next Primark River Island Top Shop/Top Man

6.12 Over this period many significant High Street fascias have disappeared from Camberley including Burton, Bay Trading Company, Dorothy Perkins, M&Co, Principals, The Officers Club and USC. Whilst some of these are simply due to company failure, others such as M&Co, Burton and Dorothy Perkins are not, and appear to be the result of these retailers abandoning the town as part of a company-wide contraction in their portfolio. It is particularly noticeable that two of these retailers are part of the Arcadia Group (Burton and Dorothy Perkins) suggesting that a corporate decision was taken to close both these stores, although a third Arcadia brand (Top Shop/Top Man) remains. The performance of this store may well influence future decisions regarding Camberley by Arcadia.

6.13 Against this loss, Camberley has gained only one new fashion multiple – Moss (La Senza arrived following their take over of Contessa). Where the town centre has made significant gains is in the restaurant sector. The arrival of the Atrium, and in particular the cinema and bowling alley, gave Camberley a focal point for its leisure offer and attracted Bella Italia, Chiquito, Nandos, Frankie & Bennys and Prezzo as a result.

6.14 The leisure representation has therefore greatly improved, but there is no doubt that the important fashion sector has suffered through the recession.

6.15 Another important factor in assessing the retail health of any centre is demand for space from retailers. The table below sets out the number of published requirements for national multiple retailers as recorded by the commercial property database Focus over the last 10 years. We would not claim that this is comprehensive – retailers may be tempted into the centre by the availability of the right unit in the right location. Furthermore, the Focus database does not record demand from the independent retail sector. Nevertheless, it is a good guide to overall demand for space.

Table 21: Published Retailer Requirements 2000-2010

Date	Number of Requirements
January 2010	29
April 2009	39
January 2009	46
October 2007	69
April 2007	77
October 2006	81
April 2006	84
October 2005	88
April 2005	78
October 2004	72
April 2004	70
October 2003	78
April 2003	83
October 2002	81
April 2002	75
October 2001	67
April 2001	67
October 2000	62
April 2000	61

Source: Focus database

6.16 The figures show a healthy level of “in principle” demand from 29 retailers currently. In an economic environment where retailers have been extremely cautious in their property strategies, 29 is a respectable figure. It is, however, a sharp decline from the pre-recession era when number of requirements was in the 70s and 80s.

6.17 Analysis of the range of retailers seeking space in Camberley reveals a substantial number of High Street operators such as Holland & Barrett, Starbucks, Subway, Ann Summers, Café Nero, Joy and Peacocks. This is a positive sign as it demonstrates that, despite the loss of some key fashion retailers in the last few years, many high profile brands still see the town as a viable trading opportunity. Aside from these, larger format retailers such as TK Maxx and TJ Hughes are also interested in space and must be prime candidates for filling the vacant space at the Atrium. **Appendix G** shows the full list of published requirements as of May 2010.

Shopping Rents

6.18 Rental data for letting deals has become difficult to obtain since the onset of the recession as landlords have become reluctant to publicise the increasingly favourable terms they have been forced to offer. There is no doubt, however, that Zone A rates have fallen considerably since their peak of £120 per sq ft in 2008 (as confirmed by Focus). Furthermore, leases are now shorter, with considerable rent free periods and capital contributions towards shop fit. Deals relating to turnover are also more common and we are aware of at least one letting (to Shoe Zone at 56 High Street) where this was the case.

6.19 In our view, the rent paid “in terms of Zone A” is no longer a particularly accurate measure of a town’s performance. Shorter leases with rent often related to turnover makes the overall picture much more complicated and we question the utility of this measure in such a complicated market.

Vacancies

6.20 **Appendix E** shows the location of vacant retail property in Camberley, at the time of our survey in April 2010. The plan shows that there are currently 52 vacant units, representing 21% of the total stock, considerably higher than the national average of 12%. The proportion of vacant floor space is also higher than the national average, as shown at Table 19, above.

6.21 Most centres usually have a degree of vacancy and indeed this can be positive as it allows for expansion and renewal of businesses which otherwise might be constrained. However, the level of vacancy in Camberley goes well beyond the natural turnover of businesses. It is unfortunate that the Atrium development happened to open in the middle of a recession but this does not explain why deals have not been agreed with the likes of TK Maxx and TJ Hughes who have published requirements for Camberley and would appear to be suitable tenants for the large format space available. It is likely that the developer needs a certain rental level in order to hit the targeted returns for the scheme and that this level is higher than the interested retailers are prepared to pay. This impasse then results in units remaining vacant as the landlord awaits an improvement in the market and the retailer awaits improved terms.

6.22 There are other explanations for other vacancies in Camberley. The Allders store has remained vacant since that retailer's demise some five years ago, mainly due to the inadequacies of the building itself. The unit does not lend itself to sub-division into High Street shop units and there are only a small number of occupiers who would require such a large, multi-level unit. Some of these (BhS, House of Fraser and Primark for example) are already present in the town and it is difficult to see this unit being let in its entirety without redevelopment.

6.23 There are currently seven units vacant on London Road but this is indicative of the poor trading location London Road provides. Pedestrian flow in this location is weak and the busy road does not create a pleasant shopping environment.

6.24 Beyond these there are scattered vacancies on High Street and in The Mall, some arising due to company failure.

6.25 There are therefore several different reasons for the high vacancy rate in Camberley. Whilst this should be a cause for concern, it is important to note that whilst the centre could function better, there is no fundamental flaw. It remains a viable shopping location and movement on one or two issues – redevelopment of Allders say, or a changed lettings policy at the Atrium – would change the picture dramatically.

Commercial Yields

6.26 A further objective comparison of retail performance is provided by an assessment of investment yields. In brief terms, yield is a measure of property value. It is a ratio of rental income to capital value and is expressed in terms of the open market rent of a property as a percentage of the capital value. In this way, the higher the yield, the lower the rental income is valued and vice versa. A higher yield is an indication of concern by investors that rental income might grow less rapidly and be less secure than a property with a lower yield. Set out below is a table of yields taken from the Property Market Report prepared by the Valuation Office and dated July 2008.

Table 22: Shopping Centre Yields 2001-08

Town	1/4/01	1/10/01	1/4/02	1/10/02	1/4/03	1/1/04	1/7/04	1/1/05	1/7/05	1/1/06	1/7/06	1/1/07	1/7/07	1/1/08	1/7/08
Alldershot	8	8	8	8	8	8	8	7	7	7	7	7	7	7	7
Basingstoke	7	7	6.5	6.5	6.5	6.5	6.5	5.5	5.5	5.5	5	5	5	5	5
Bracknell	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	7.25	7.25	6	6	6	6	6
Camberley	6.5	6.5	6.5	6.25	6.25	6.25	6.25	6.25	6.25	6.25	6.25	6.25	6	6	6
Farnborough	8	8	8	8	8	8	8	7.5	7.5	7.5	7	7	7	7	7
Guildford	5	5	4.75	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.25	4.25	4.25
Woking	6.5	6.5	6.5	6.25	6.25	6.25	6.25	6.25	6.25	6.25	6.25	6.25	6	6	6
Wokingham	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.25	7.75	6.75	6.75	5.5	5.5	5.5	5.5

Source: Valuation Office Property Market Report July 2008

6.27 After 2008, yields began to rise across the country as a result of the recession and thus became as much a reflection of the wider economy as of local circumstances. Furthermore, with less property changing hands there is much less data to analyse, indeed, the Valuation Office has not published yield data since July 2008.

6.28 In Camberley there are very few recent deals to analyse. In the town centre the House of Fraser store was sold to Prupim for a net initial yield of 8.75% but a department store cannot be representative of the town generally due to the limited number of potential occupiers.

6.29 In view of all these factors, yield data should be treated with caution. The conclusions which can be drawn from it are that Camberley had a relatively low yield which was falling until the recession. This suggests that investors in more stable times consider the town to be a good opportunity.

The Length of Time Key Sites Have Remained Undeveloped

6.30 The key site in Camberley was the Atrium site which was completed in 2008. Beyond this there are no undeveloped sites and it follows that, again, investors have had a positive view of Camberley.

Pedestrian Flows

6.31 The last survey of pedestrian flows in Camberley pre-dates the opening of the Atrium (PMRS Survey 2006 – included in our Retail Study of 2007) and is therefore now too dated to be useful. However, our own observations suggest that the area of the shopping centre in the vicinity of Sainsbury's remains the strongest point of footfall during the week. Park Street, with its pedestrianised environment and major draw in the Atrium, is busier in the evenings but at other times is less than vibrant. No doubt the continuing vacancy of much of the Atrium retail space is responsible for this. However, such is the environmental quality of this area, we are confident of its long term health once further units are let.

6.32 Of greater concern is the High Street which has been made even more peripheral by the arrival of the Atrium. The extremities of High Street now appear firmly secondary with a number of vacancies and non-retail uses. A further problem is that after the shopping centre closes in the evening, the High Street becomes badly dislocated from the main leisure draw in the town, i.e. the Atrium. The pubs and restaurants at the southern end of High Street are likely to suffer as a result of this restriction on pedestrian movement.

Accessibility

6.33 The town centre is well served by local buses, particularly since the new bus station was completed on Charles Street. The railway station is also close to the town centre, though it is not particularly well related thanks to the intervening road. With two multi-storey car parks, the town is also well provisioned in terms of vehicle parking.

Town Centre Environmental Quality

6.34 Camberley's environmental quality is generally good, though with wide variations. Park Street and the Atrium provide a shopping and leisure environment of a high standard. The shopping centre is now beginning to show its age but remains a pleasant shopping environment. High Street has benefitted from past traffic measures including one-way flow and traffic calming, though the northern end of this street is now suffering from long term vacancy and a consequent lack of investment and care. Similarly, London Road is not an area which has benefitted from major investment and the ongoing maintenance which results from this. The poor quality building stock, combined with a busy main road, create Camberley's poorest area of environmental quality.

Conclusion

6.35 Camberley is a vital, viable shopping destination which benefits from the presence of key retailers in Sainsbury's, House of Fraser, Primark and BhS, together with a range of other High Street names. The completion of the Atrium has added a major leisure offer including a multi-screen cinema and bowling complex which has created a new leisure hub around which restaurants and bars have clustered.

6.36 Despite these strengths, Camberley has not escaped the recession unscathed. Causes for concern include the number of fashion retailers that have either folded or abandoned the town. Fashion retailing underpins any truly successful large town centre and a recovery in this sector would greatly aid the town's vitality and viability. Also of concern are the continuing vacancies at the Atrium, on Park Street and in the shopping centre, in spite of known retailer demand.

6.37 The Atrium has brought a shift in focus, particularly in the leisure sector, and we have concerns about the effect of this upon High Street. It would not be surprising if the leisure offer at the southern end of this street were to relocate closer to the Atrium, and it is not clear what might replace them. The High Street is not helped by the closure of the shopping centre to pedestrians in the evenings, which effectively cuts the town centre in two. If High Street is not to suffer long term decline, retailers and leisure operators must not be forced into a choice between a vibrant side of the town and a deserted one.

Bagshot

6.38 Data on the smaller centres is not surprisingly harder to obtain than for Camberley and it is therefore not possible to assess the town against all of the PPS4 criteria. Our assessment therefore uses what data is available but adopts a more qualitative approach.

6.39 Our survey undertaken in April 2010 revealed the following composition of the town centre, which is shown at **Appendix H**:-

Table 23: Composition of Bagshot town centre

	Number of Outlets	%	%GB
Convenience	4	7.55	9.53
Comparison	20	37.74	42.80
Service	25	47.17	34.09
Vacant	4	7.55	12.35
Total	53		

Source: Chase & Partners Survey April 2010 and Experian Goad

6.40 The table reveals a well balanced town centre with a good proportion of comparison goods retailers for a small town. The table does reveal a higher than average service offer, but for centres of this size, this is not unusual. Encouragingly, there are only four vacant units in Bagshot, well below the national average and as noted previously, a degree of vacancy can help local businesses to expand. This has recently been seen on Bagshot High Street where the Colour House Hairdressers have expanded by combining their existing unit with the vacant No. 49.

6.41 The key anchor store for Bagshot is clearly the Somerfield supermarket. This provides the only major food offer and is critical for bringing shoppers into the town frequently and regularly. Beyond this, however, there are few other uses which might encourage people to use the centre. Experian Goad identify a list of major retailers which act as "key attractors". As well as foodstores, this list includes retailers such as WH Smith, Clarks, Boots, Next, Superdrug and Waterstones. Not one of the retailers on Experian Goad's list are present in Bagshot. Aside from Somerfield, the strongest attractors are the Post Office and Lloyds Pharmacy, but beyond this there are few other uses which generate significant footfall and vitality.

6.42 Examination of the list of comparison retailers supports this view. Table 24 below shows the full comparison goods offer in Bagshot.

Table 24: Comparison Goods Retailers in Bagshot

Retailer	Use	Address
Digicams Electronics	Electrical goods	71 High Street
Ascot Hats	Ladieswear	65B High Street
RSPCA	Charity shop	65A High Street
Blazes	Fireplaces	55 High Street
Thomas Hospice	Charity shop	33 High Street
Dance Depot	Clothing	21 High Street
The Gift Shop	Gifts	11 High Street
Alma Interiors	Kitchen furniture	24 High Street
The American Country Shop	Gifts	24A High Street
Woking Hospice	Charity shop	28 High Street
Bagshot Carpets	Carpets and flooring	1C The Square
Angolds Carpets	Carpets and flooring	4 Guildford Road
Lloyds Pharmacy	Pharmacy	36 High Street
Hewden Tool & Machine Hire	DIY goods	London Road
Bagshot Tyre & Exhaust Specialists	Cars, motorcycles & Accessories	10 Guildford Road
Bagshot Garage	Cars, motorcycles & Accessories	London Road

6.43 The list is dominated by low intensity uses which do not generate significant footfall. Carpet retailers, charity shops, garages and DIY stores are not uses upon which vibrant town centres are built. Although mainstream fashion brands would not locate in a town as small as Bagshot, there are examples of towns where independent fashion operators generate considerable interest, footfall and character. Bagshot is lacking in this regard.

6.44 Fashion retailing, however, is not the only way to create a vibrant smaller town centre. Many small town centres now rely upon a mix of convenience goods retailing and services such as banks, building societies and cafés to generate the footfall which is so important to creating a vital and viable town centre. In this regard, Bagshot is notably lacking a bank or building society since the closure of

Nationwide at The Square and this is a considerable gap in its retail and service offer. The town is also lacking a significant café offer, with the Wentworth Patisserie at 45 High Street the only one open for business. Although there are plenty of restaurants, these are mostly used in the evening, and do little to enhance the town's vitality during the day. From experience elsewhere, we are aware that coffee shops and cafés – independents and multiples – can be extremely successful throughout the day in towns such as Bagshot and often become one of the main drivers footfall. Bagshot's deficiency in this regard is another serious weakness.

6.45 The lack of footfall generators is leading to a slow deterioration in the town's role. Currently Bagshot is identified as a District Centre which is defined by PPS4 as follows:-

> *"District Centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services such as banks, building societies and restaurants, as well as local public facilities such as a library."* (PPS4, Annex B).

6.46 As we have seen, Bagshot is already lacking some of these uses considered critical to the function of a district centre. In its favour, Bagshot does have some of these uses including a supermarket, library and numerous restaurants within close proximity, creating a concentration of uses which allows for mutual support. Other uses such as estate agents and the pharmacy are also valuable, as is the Somerfield car park, particularly as it allows two hours free car parking. Nevertheless, if any more of these critical uses were to close, Bagshot's status as a district centre would have to come into question.

6.47 There is clearly a lack of vibrancy in Bagshot and this appears to be causing a retreat from retail and services as the town's primary function. Already the town centre has been infiltrated by offices and dwellings at ground floor level and unless retailers and services start to see the town as a viable trading opportunity, this trend is likely to continue. Although the town is unlikely to attract mainstream comparison goods retailers, we would expect the likes of Caffé Nero and Costa Coffee to be interested and these, or similar operators (either brands or independent) would contribute greatly to the town's vitality. It is of great concern that there are no signs of such operators taking space in the town and this must call its viability into question.

6.48 In our view, Bagshot town centre is still just about worthy of retaining its district centre status but we have serious concerns as to whether this will still be the case when this study is next reviewed. The town centre is not as vital and viable as it could be, given the excellent physical layout of the centre and the general affluence of the area.

Frimley

6.49 Frimley's retail and service offer consists of the following uses according to our survey in April 2010:

Table 25: Composition of Frimley town centre

Use	Number of Outlets	%	%GB
Convenience	4	7.02	9.53
Comparison	21	36.84	42.80
Service	29	50.88	34.09
Vacant	3	5.26	12.35
Total	57		

Source: Chase & Partners Survey April 2010 and Experian Goad

6.50 Frimley is designated as a District Centre in the Surrey Heath Local Plan and its composition supports that designation. The centre essentially exists to provide convenience goods shopping and a range of services and the current uses do precisely that.

6.51 Anchoring the centre is a Waitrose foodstore, accessed by pedestrians off the High Street or via Hale Road and the car park by motorists. This store has an approximately 17,000 sq ft sales area making it a full supermarket where customers can undertake a full weekly shop rather than a "basket shop" convenience store. In this way, the Waitrose store brings shoppers into the centre frequently and regularly, allowing other retailers and services to benefit from their presence.

6.52 Frimley's range of services is comprehensive, as **Appendix I** and the table below demonstrate:

Table 26: Service Uses in Frimley

Operator	Use	Address
Alliance + Leicester	Bank	19 High Street
Barclays	Bank	17 High Street
HSBC	Bank	14 High Street
Lloyds TSB	Bank	39 High Street
Natwest	Bank	15 High Street
V Salon	Beauty salon	25 High Street
Coral	Betting office	43-45 High Street
Tote Sport	Betting office	33 High Street
Essential Address	Business services	5 High Street
Café Premiere	Café	96 High Street
Aims	Dry cleaner	50 High Street
Bridges	Estate agent	90 High Street
Carsons	Estate agent	6 High Street
Christopher Sargeant	Estate agent	70 High Street
Vickery & Co	Estate agent	66 High Street
Michael Usher	Financial advisor	88 High Street
Harrisons	Hairdressers	1 & 7 High Street
Mane Street	Hairdressers	Station Road
P.S.	Hairdressers	62 High Street
Bumbles Too / Jacqueline Steel	Hairdressers/Beauty salon	27 High Street
Noel Dazely & Co	Insurance office	92 High Street
Insight	Optician	21 High Street
Railway Arms	Public House	78 High Street
White Hart	Public house	High Street
Frimley Tandoori	Restaurant	47 High Street
La Piazza	Restaurant	2 High Street
The Ancient Raj	Restaurant	9-10 High Street
Villa Bianca	Restaurant	60 High Street
Sun Seekers	Solarium	3 High Street
Bradleys	Solicitors	76 High Street
Campbell Courtney & Cooney	Solicitors	15-16 High Street
FKC	Take away	29 High Street
Gurkha Express	Take away	21 High Street
Kim's Plaice	Take away	68 High Street
Yum Yum	Take away	82 High Street
Travel Time	Travel agent	52 High Street
Ford Mears & Partners	Undertakers	26 High Street

Source: Chase & Partners Survey April 2010

6.53 The survey shows five High Street banks and a choice of estate agents, restaurants, hairdressers, beauty salons, solicitors and public houses. There is also a Post Office at 94 High Street within the gift card shop. In addition to its commercial offer, Frimley offers a doctor's surgery at Station Road, though the town lacks a dental practice and library facilities. Nevertheless, the offer in Frimley is clearly consistent with that of a district centre.

6.54 The level of vacancy in Frimley is extremely low – only three units were unoccupied at the time of our survey (**Appendix I**). As noted previously this can allow existing businesses to expand or new ones to locate in the town and is not necessarily a negative. This level of vacancy in a district centre so soon after a recession is a very strong indicator of retail health.

6.55 In terms of the centre's capacity for growth we consider this to be very limited. The centre is hemmed in on all sides by residential areas which are very unlikely to yield significant development sites. Whilst it might be possible to redevelop the parade north of Cedar Lane along with the car park to the rear, it is difficult to see what might provide the additional value which would justify the expense. In our view, Frimley is unlikely to expand further and appears to have settled at an appropriate level.

6.56 Pedestrian flow data is not available but our own observations confirm that the centre is well used and popular with local residents. The Waitrose foodstore appears to be performing well, judging by the activity in the store and the use of the car park. The availability of free car parking is generally a major contributory factor in successful smaller town centres as this gives the town a competitive advantage over larger centres where car parking is usually charged.

6.57 Overall Frimley currently fulfils its role as a district centre comprehensively. If there is a weakness in the centre it is the environmental quality which is poor compared to other centres. Parts of the town are dominated by traffic, particularly at the northern end near Waitrose where the road is three lanes wide. Also, the physical appearance of much of the building stock is uninspiring and in places tired. There is little which can be done about this in the short term but over the long term Surrey Heath Borough Council should seek a higher quality of architecture as blocks come forward for redevelopment.

6.58 Looking ahead, the other potential weakness of Frimley is its reliance upon a single main anchor store as a generator of footfall. As we pointed out in our last Retail Study for Surrey Heath, the loss of Waitrose would undermine the centre's well being and the resultant diminution of footfall would pose a threat to the centre's future. Local planning policy should therefore give all possible support to this store.

Lightwater

6.59 Lightwater is a small town centre composed of the following uses:

Table 27: Composition of Lightwater town centre

Use	Number of Outlets	%	%GB
Convenience	2	11.76	9.53
Comparison	4	23.53	42.80
Service	11	64.71	34.09
Vacant	1	5.88	12.35
Total	17		

Source: Chase & Partners survey April 2010 and Experian Goad

6.60 **Appendix J** shows the location of the various uses. Looking at the individual uses, our survey in April 2010 revealed the following retail and service offer:

Table 28: Retail and Service Offer in Lightwater

Retailer	Use	Address
Budgens	Supermarket	2 The Square
George Arthur Butchers	Butchers	70 Guildford Road
Boots	Pharmacy	43-49 Guildford Road
David Martin Jewellers	Jewellers	69 Guildford Road
W. Donald Pharmacy	Pharmacy	48-50 Guildford Road
Unique	Car accessories	56 Guildford Road
Vickery	Estate agents	37 Guildford Road
Carsons	Estate agents	39 Guildford Road
Lightwater Opticians	Opticians	41 Guildford Road
Barclays	Bank	7 The Square
Coral	Betting office	6 The Square
Pure	Hairdressers	5 The Square
Mandy K Barbers	Barbers	3 The Square
Clothes Care	Dry cleaners	65 Guildford Road
Golden Jade	Take away	67 Guildford Road
Oysters fish & chips	Take away	81 Guildford Road
M J Lees (Insurance)	Insurance office	83 Guildford Road

Source: Chase & Partners Survey April 2010

6.61 Examination of these uses reveals that Lightwater comfortably fits the PPS4 definition of a local centre:

> *"Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub post office and a pharmacy. Other facilities could include a hot food takeaway and launderette."*

6.62 Although not in the main part of the centre, there is a Post Office on Guildford Road which serves the same catchment. Within the centre there is a supermarket, two pharmacies, a newsagent, dry cleaners and several hot food takeaways. All serve to provide for the immediate shopping and service needs for the local area. Furthermore, the centre is compact and easy to navigate on foot, creating a pleasant shopping environment. Car parking is free and appears sufficient to meet the needs of those who visit the centre by car.

6.63 Overall, the centre appears to be functioning very well. There is one vacancy at The Square but none in the rest of the centre. The key store is Budgens which performs an anchor role bringing shoppers to the centre frequently and regularly. Without this store there is no doubt that the centre would struggle but the store appears to be trading well and Budgens are unlikely to vacate given that this type of location is a good fit for their business model. Nevertheless, this store should be given all the protection within the development plan that the Planning Acts allow.

6.64 The centre could be improved through relocation of the existing Post Office at Guildford Road to the main part of the town centre, thus concentrating the key uses on one location. In this way, Lightwater would be able to enhance its vitality and viability.

Frimley Green

6.65 Frimley Green fulfils a similar role to Lightwater in that it provides its local catchment with essential services and a limited convenience goods offer. Although its uses are thinly spread, the town functions as a local centre.

6.66 **Appendix K** shows the distribution of uses in Frimley Green. The key use is the One Stop convenience store although the centre also provides several valuable services such as hair and beauty salons, a bakery, estate agents and takeaways. There is a further small convenience store (Mace) within the petrol filling station, which itself is a valuable use.

6.67 There is little vacancy in Frimley Green as most properties, if they are not in retail or service use, are used for residential purposes. There is no single concentration of uses which could be considered to be the “heart” of the town centre and this leads to a lack of vibrancy. However, this is more than compensated for by the rural village character and in our view should not be a justification for treating the retail and service uses available in the town any differently from a more obvious commercial centre, such as Lightwater for example.

6.68 That said, the centre could benefit from additional commercial uses to augment the offer already available. It would be beneficial if LDF policies supported the change of use of existing residential properties within the centre to retail or services uses. Similarly, if any suitably designed commercial redevelopment proposals were to come forward, they should find support from LDF polices.

6.69 It would also be advantageous for the town's important convenience stores to be protected from competition elsewhere in Frimley Green. Retail or service uses should be directed to a defined part of the town – identified by our plan at **Appendix K**.

7. Settlement Hierarchy

7.1 PPS4 provides the following definitions for town, district and local centres;

"Town centres will usually be the second level of centres after city centres and, in many cases, they will be the principal centre or centres in a Local Authority's area."

"District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library."

"Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub post office and a pharmacy. Other facilities could include a hot food takeaway and launderette. In rural areas, large villages may perform the role of a local centre."

7.2 Camberley clearly falls within the definition of a town centre and is the only settlement in Surrey Heath which could be considered as such. Given the primacy of Camberley, we recommend that the LDF refers to the town as the "Principal Town Centre".

7.3 The other centres fall into either the district or local centre categories. The current local plan describes Bagshot and Frimley as district centres and our analysis of the centres supports the continuation of this in the LDF. Both centres provide a supermarket, a range of non-retail services and public facilities, thereby meeting the PPS4 definition of a district centre.

7.4 Lightwater and Frimley Green provide a retail and service offer of a more local nature and in our view can properly be described as local centres. The local nature of the centres' retail offer is best demonstrated by the size of the foodstores. Frimley Green and Lightwater are both served by small stores (operated by One Stop and Budgens respectively) whereas Bagshot and Frimley are served by larger stores (operated by Somerfield/Co Op and Waitrose). These larger stores reflect the larger catchments of the district centres.

7.5 Chase & Partners have previously advised on the possibility of a new designated centre at Deepcut. Such a centre would serve the existing catchment (currently only served by a handful of shopping parades and precincts) as well as new housing areas. There would be the potential for a medium sized foodstore (of circa 2,323 sq m, 25,000 sq ft net) and a range of other uses such as banks, estate agents, a health centre, library and other community facilities. Potentially, such a centre could be designated as a district centre, though this would be very much dependent upon the size and type of retail and services actually delivered.

7.6 We therefore recommend the following settlement hierarchy for the LDF:

- Principal town centre: Camberley
- District centres: Frimley, Bagshot
- Local centres: Frimley Green, Lightwater

8. Policy Response

Camberley

8.1 The assessment of vitality and viability has shown that Camberley is a healthy, vital and viable town centre. Although there are issues which should be addressed, we believe that Camberley can do so from a position of strength. This section sets out Camberley's strengths and weaknesses, its opportunities for improvement and our recommendations for how policy can achieve these.

Strengths and Weaknesses

8.2 Camberley clearly benefits from a relatively wealthy catchment area. As a result, it is an attractive location for retailers and investors with the recently completed Atrium development a clear example of this. Despite a recent weakening in the important fashion offer, the town's retail core is strong and maintains shopper interest in spite of stiff competition from elsewhere. The key anchors for the town (Sainsbury's, House of Fraser and Primark) have remained in place despite the recession and with new retail space available on Park Street, the town is well placed to benefit from any improvement in consumer confidence. Given the wealthy catchment area, this is likely to manifest itself in Camberley before most towns in the country.

8.3 The town centre itself is compact, allowing all uses to be within easy walking distance of each other. There are therefore no secondary areas "out on a limb" as is common elsewhere. The quality of the physical environment varies throughout the centre but in the main it is a very pleasant shopping area for pedestrians. The town centre has good communications by road and rail and is well provided for in terms of car parking.

8.4 As stated, however, there are variations in the quality of the shopping environment and the quality of the retail offer. London Road in particular is not an attractive area, which has implications for the town's profile as this is the part of the town which is presented to the motorists on the A30. From this aspect, Camberley town centre is almost invisible with little evidence on the main road that a major town centre lies just behind the parade of shops.

8.5 Other areas of the town centre are also in need of investment. The former Allders store in particular is a large vacant space in a prominent position and is harmful to the vitality and environmental quality in that part of the town.

8.6 Although the High Street is still a good quality shopping environment, it is questionable whether this will remain the case in the long term. The "centre of gravity" in Camberley is clearly shifting toward Park Street and the Atrium and when the new retail units there are let, the strength of this area will increase again. This is clearly a positive development for Camberley as a whole, but it will have implications for the High Street which should be considered.

8.7 Already, retailing on the High Street has given way to A2, A3 and A4 uses, making this akin to a secondary shopping area. Exacerbating this is the lack of connectivity to the more vibrant western part of the town centre in the hours after the shopping centre closes. There is a danger that retailers and services will see this area as cut off from the main footfall generators and will look to relocate. Similarly, as the Atrium establishes itself as the main leisure destination, it is possible the A4 operators will also relocate to cluster around it.

8.8 Town centres' environmental quality is an increasingly important factor in their overall health, particularly in areas of strong competition. The household survey results show that the stores at The Meadows, Farnborough and Guildford compete strongly for Camberley's locally generated expenditure and the relative quality of the shopping environments plays a part in shopper's decisions. Of increasing concern, however, is the role played by online retailing which is now a well-used and trusted medium. Online retailing is unparalleled in its ease for the consumer and presents none of the hassles of shopping in a store, such as traffic, parking and queuing. Town centres are therefore not only competing with each other, they are competing with a growing number of online retailing firms that do not share their physical limitations in terms of access and space. In many cases, the trusted brand names available in town centres are also available online, Marks & Spencer and John Lewis for example. Young people in particular are comfortable with online shopping and as this demographic ages and increases its disposable income, the importance of online retailing will grow.

8.9 Town centres such as Camberley must therefore consider if the overall shopping experience they offer stands up to this new form of competition. If a town centre does not offer a pleasant shopping environment, the internet appears favourable by comparison. If, on the other hand, a town centre offers opportunities to shoppers which are not available online, then the town centre has a competitive advantage. Such opportunities might be leisure activities such as meeting friends for coffee or lunch, cinema-going or visiting a library. People are less likely to undertake these optional activities, however, if the environmental quality of the town centre is less than desired.

8.10 The influence of internet shopping can be clearly seen in the expenditure model for comparison goods (**Appendix D**). The table below summarises expenditure for Zone 4 (Camberley) for all goods categories:

Table 29: Zone 4 Expenditure via Special Forms of Trade (including Internet)

Category	%	£m
Clothing & Footwear	4.3	£3,347,802
Furniture & Floor Coverings	7.2	£2,329,492
Household Textiles & Soft Furnishings	6.7	£629,550
Domestic Electricals	17.0	£2,278,756
Audio Visual	20.0	£8,462,344
China, Glass, Hardware	1.4	£88,460
DIY	0.0	£0
Books, Jewellery, Luxury Goods	13.2	£7,655,081

8.11 The results show that internet retailing is stronger in some categories than in others, but where it is strong, it is significant. Online clothes retailing is still weak compared to books and luxury goods, however we expect this to change as shoppers become more comfortable with the concept of returning items after they have purchased them – as many of the well known brands permit.

Opportunities

8.12 The expenditure model demonstrates that, even with relatively modest growth rates, there is a considerable need for further floorspace if Camberley is to maintain its position in the wider retail hierarchy. Even a small increase in its market share gives rise to a need for a very significant expansion. Fortunately, Camberley has the capacity to accommodate this considerable growth.

8.13 The existing shopping centre does not utilise the available land efficiently and even a rationalisation of the existing space could significantly increase the retail floorspace available. The greater potential, however, is for redevelopment of the shopping centre and the area to the north up to London Road. This could allow for considerable further retail space including, potentially, new anchor stores such as a department or variety store. We are aware that such schemes have been considered in the past and we do not doubt that they will be again. Subject to an appropriate design and satisfactory resolution of other important matters (highways etc), such redevelopment should be supported by Surrey Heath Borough Council as this is one of the few locations where the identified need could be met in a town centre location.

8.14 That said, there are other parts of the town centre which may present development opportunities. Knoll Road is currently home to a cluster of offices, a library, theatre and car park, as well as the offices of Surrey Heath Borough Council. None of these uses would be impossible to relocate if a retail scheme were to come forward. In particular, the site encompassing the multi storey car park, the theatre and library is low intensity and might present a development opportunity. This might also assist in supporting the role of the High Street by increasing footfall in the eastern half of the town centre.

8.15 Camberley is therefore in the rare position of having a considerable need for an expansion of its retail offer and identifiable sites within the town centre on which provide it.

Recommendations

8.16 In the short to medium term, we recommend that the current development control policies regarding protection of A1 floorspace be maintained. The core retail area should be protected from changes of use where those changes of use would lead to a drop in footfall and shopper interest. We do, however, recommend flexibility in the wording of these policies. As stated above, leisure uses can be an important part of the overall town centre offer and policies should be flexible enough to permit uses which make a positive contribution to vitality even if they do not fall within use class A1. An example is coffee shops which now form an integral part of many high streets, encouraging shopping trips and increasing dwell time. There is little to be gained from protecting a low intensity A1 use (a charity shop for example) from a change of use to a more vibrant café or coffee shop.

8.17 Given our stated concerns regarding the connectivity of the High Street area to the Atrium and Park Street in the evening, we recommend supporting measures to rectify this situation. Obviously the ideal would be late opening of the shopping centre but in the absence of this ideal solution, improved pedestrian access along Pembroke Broadway – including better lighting – would be an advantage.

8.18 Further to this point, the role of the High Street should be supported. This is the traditional heart of the town centre and its marginalisation would harm the town's profile. Retail uses have largely departed but the street remains strong in the A2, A3 and A4 sectors and these uses should be protected from A5 or non-A class uses.

8.19 In the long term, Camberley's great potential for redevelopment should be harnessed. The Atrium development has already shown what can be achieved and when the retail units on Park Street are fully let we anticipate this becoming a highly attractive, vibrant part of the town centre. The shopping centre and the area north of this up to London Road is ripe for redevelopment and Surrey Heath

Borough Council should support proposals which might bring new retailers to Camberley. The production of a planning brief for this site would encourage developers and give Surrey Heath Borough Council greater control over its future form.

8.20 Similarly the Knoll Road area should be examined for its redevelopment potential, including relocation of existing uses. This would most likely be in the form of a hybrid town centre/retail warehouse park or a foodstore.

Bagshot

8.21 As noted earlier in this report we are concerned about Bagshot's ability to retain its district centre status and it could be that redesignation will be appropriate at some point in the future. For the moment, however, we recommend maintaining its status.

8.22 With regard to development control policies we recommend flexibility and realism, for the same reasons as outlined above with regard to Camberley. The traditional approach of defending A1 floorspace is not fully consistent with the aim of encouraging vital and viable town centres. This is particularly the case in smaller centres where food and drink uses such as cafés and coffee shops are often amongst the strongest drivers of footfall.

8.23 That said, the key use in Bagshot is clearly the Somerfield/Co-op supermarket and this store should be afforded all the protection that the planning Acts allow. Any out of town scheme which might bring the viability of this store into question should be resisted. Furthermore, given the critical importance of this store, we recommend that Surrey Heath Borough Council is supportive of any suitable proposals for its extension or refurbishment.

Frimley

8.24 Frimley town centre clearly fits the definition of a district centre and we therefore recommend maintaining this destination in the LDF. As with Bagshot, the key use is the anchoring foodstore (Waitrose) which should be given all support possible by planning policy, including for its extension or refurbishment. Any out of town proposals that might harm this store's viability should be resisted.

8.25 Beyond protecting what Frimley has, there is little development potential to promote. Surrey Heath Borough Council should be supportive of any redevelopment proposals which might improve the appearance of the often uninspiring architecture, but in the short term efforts should focus upon ensuring that the town centre is as pleasant a place to shop as possible. Surrey Heath Borough Council should therefore monitor the effectiveness of existing traffic management measures and have a strategy for maintaining and enhancing the public realm.

Lightwater

8.26 Lightwater clearly falls within the PPS4 definition of a local centre and we therefore recommend that the LDF identifies it as such. The existing concentration of uses is adequate for fulfilling the town's local role but Surrey Heath Borough Council should be supportive of proposals which enhance the retail and service offer. In particular, it would be advantageous for the Post Office, currently located away from the village centre, to be relocated more centrally. Small centres only have a limited number of footfall generators and it is good planning for these to be clustered together.

Frimley Green

8.27 This village centre has all the attributes of a local centre, albeit more spread out than in Lightwater. The retail and service offer clearly serves a valuable local function and we therefore recommend that this is recognised in the LDF. Frimley Green should be designated a local centre, defined according to **Appendix K** and the key foodstore should be given the protection of planning policy. Additionally LDF policies should make clear that Surrey Heath Borough Council would be supportive of suitable new development which enhances the local shopping and service role.

9. Summary and Conclusions

9.1 All of the centres examined in this study are vital and viable to varying degrees and all fulfil their role within the retail hierarchy. Change is occurring in some of the centres and this needs to be carefully managed, but overall the centres are in a relatively strong position.

Camberley

9.2 Camberley has recently seen the addition of a major new retail and leisure scheme (The Atrium) which is shifting the town's centre of gravity toward Park Street and away from the High Street. Although most of the retail units on Park Street remain unlet, we are confident that demand for these will materialise as the economy recovers and Park Street will become a vibrant, highly attractive retailing area. The existing retail offer has not fully escaped the recession, with the important fashion offer diminishing since the last Retail Study was undertaken in 2006. Nevertheless, key anchor stores such as Sainsbury's, House of Fraser and Primark remain, along with a host of other strong brands and Camberley town centre remains vital and viable. The town centre has considerable potential for growth – should sufficient occupier demand be identified. The existing shopping centre makes inefficient use of the available land and redevelopment of this site – taking in the land to the north up to London Road – would allow for a significant expansion of the retail offer, including new anchors such as a department store or variety store.

9.3 In addition to this site, there is the potential for further development at Knoll Road, provided the existing uses there can be relocated and traffic issues can be resolved. Such development in this location could potentially assist in preserving the vitality of High Street.

9.4 Although Camberley is both vital and viable it is experiencing significant change, the implications of which must be managed. The future of High Street depends upon preventing the important uses there relocating to the new heart of the town centre at Park Street. The current dislocation of the two sides of the town centre which occurs after the shopping centre closes in the evening must be addressed, either by keeping access through the shopping centre open or improving other links.

District and Local Centres

9.5 Frimley clearly meets the PPS4 definition of a district centre. The town centre is anchored by a Waitrose foodstore and provides a range of other services. Vacancies are rare and the town is fulfilling its role in the local retail hierarchy.

There is very limited potential for growth and the town centre appears to have reached its level.

9.6 The major weakness in the town centre is its reliance upon a single foodstore as a generator of footfall. The loss of this store would undermine the centre's well being and pose a threat to its future. Surrey Heath Borough Council should therefore prioritise the protection and enhancement of this store in future policy.

9.7 Bagshot appears to be suffering from a lack of vibrancy which in our view is due to the low intensity uses now occupying space in the town centre. There are few generators of significant footfall aside from the Somerfield/Co-op store and like Frimley, the town centre's future well-being is inextricably linked to this store. Despite the good environmental quality the town centre is not as vital nor viable as it could be and Surrey Heath Borough Council should address this in future policy. Although mainstream comparison retailers are unlikely to seek space in Bagshot, others such as the coffee chains might and this could, potentially, create interest from which independent retailers could benefit. We therefore recommend a pragmatic and realistic approach to development control decisions in Bagshot where policy does not dogmatically defend Use Class A1 floorspace at the expense of potentially more beneficial A2 or A3 uses.

9.8 Lightwater is a clear local centre, focused on a small foodstore with a number of services clustered around it. The centre has few vacancies and appears to be functioning very well. The only anomaly is the location of the Post Office outside the town centre and the relocation of this to the town centre would be of mutual benefit. The centre fulfils a valuable role in the local community and it should be afforded the protection planning policy offers designated local centres.

9.9 Frimley Green, similarly to Lightwater, fulfils a valuable role in its local community and is deserving of local centre designation and the policy protection that comes with it. Although the uses are spread out, they do include the convenience retail and service uses PPS4 requires of local centres. Some limited expansion of this retail and service offer should be encouraged to stimulate the town's vitality and existing uses should be defended against change of use or out of town competition.

Quantitative Need for Further Floorspace

9.10 As part of this study, Chase & Partners have undertaken an assessment of future floorspace needs for Camberley over the plan period. This expenditure modelling is based upon the results of a household survey of shopping patterns in Surrey Heath and the wider area, together with population and expenditure data supplied by Pitney Bowes MapInfo. The exercise examines quantitative need assuming constant market share, and 10% and 20% increases in market share. The floorspace requirements are summarised below:

Table 30: Floorspace Requirement for Camberley 2010-26 (assuming constant market share)

	2010-2015		2016-2020		2021-2026		Total	
	Net	Gross	Net	Gross	Net	Gross	Net	Gross
Sqm	4,538	6,483	8,373	11,961	14,218	20,311	27,129	38,756
Sq ft	48,847	69,781	90,126	128,752	153,041	218,626	292,014	417,166

Table 31: Floorspace Requirement for Camberley 2010-26 (assuming 10% increase in market share)

	2010-2015		2016-2020		2021-2026		Total	
	Net	Gross	Net	Gross	Net	Gross	Net	Gross
Sqm	8,163	11,661	9,365	13,379	15,640	22,343	33,168	47,383
Sq ft	87,866	125,523	100,804	144,006	168,348	240,497	357,017	499,362

Table 32: Floorspace Requirement for Camberley 2010-26 (assuming 20% increase in market share)

	2010-2015		2016-2020		2021-2026		Total	
	Net	Gross	Net	Gross	Net	Gross	Net	Gross
Sqm	11,788	16,840	10,356	14,794	17,062	24,374	39,207	56,010
Sq ft	126,885	181,264	111,471	159,241	183,654	262,359	422,021	602,887

9.11 Camberley is therefore in the rare position of possessing both a considerable need for further floorspace and sites with the potential to accommodate it (or a large part of it) in the town centre.

Recommendations

9.12 In terms of Surrey Heath Borough Council’s future policy, we recommend the following:

Camberley

- Designation as the “Primary Town Centre”;
- Identification of potential development sites at Knoll Road and the existing shopping centre (taking in land to the north up to London Road) and production of planning briefs for these sites;

- Action to prevent the dislocation of High Street from The Atrium and Park Street;
- Protection of existing uses on High Street but realism in the defence of A1 floorspace, with priority given to uses which generate interest and activity;
- Make the provision of a high quality shopping environment a policy objective in the interests of competing with other centres and with online retailing;
- Protection of the core retail area from a change of use away from A1 – with flexibility if the proposed use would generate significant interest and footfall.

Bagshot

- Retain district centre designation;
- Be realistic in development control policies, recognising that A1 floorspace is not always the best generator of footfall and vitality;
- Support and protect the anchoring foodstore, encouraging its expansion and resist any proposal not in the town centre which might bring its viability into question.

Frimley

- Retain district centre designation;
- Encourage long term redevelopment of existing blocks with a view to improving the town centre's appearance;
- Prioritise improvement of the shopping environment including traffic calming measures and cosmetic improvements;
- Support and protect the anchoring foodstore, encourage its expansion and resist any proposal not in the town centre which might bring its viability into question;
- Define the town centre and direct retail and service development to this area.

Lightwater

- Designate as local centre;
- Apply policies which protect the town's existing role, particularly key services and the anchoring foodstore from out of town competition;
- Encourage relocation of the Post Office to the town centre;

- Support any suitable new proposals which are consistent with a local centre role;
- Define the town centre and direct retail and service development to this area.

Frimley Green

- Designate as local centre;
- Apply policies which protect the town's existing role particularly key services and the anchoring foodstore from out of town competition;
- Support any suitable new proposals which are consistent with a local centre's role.

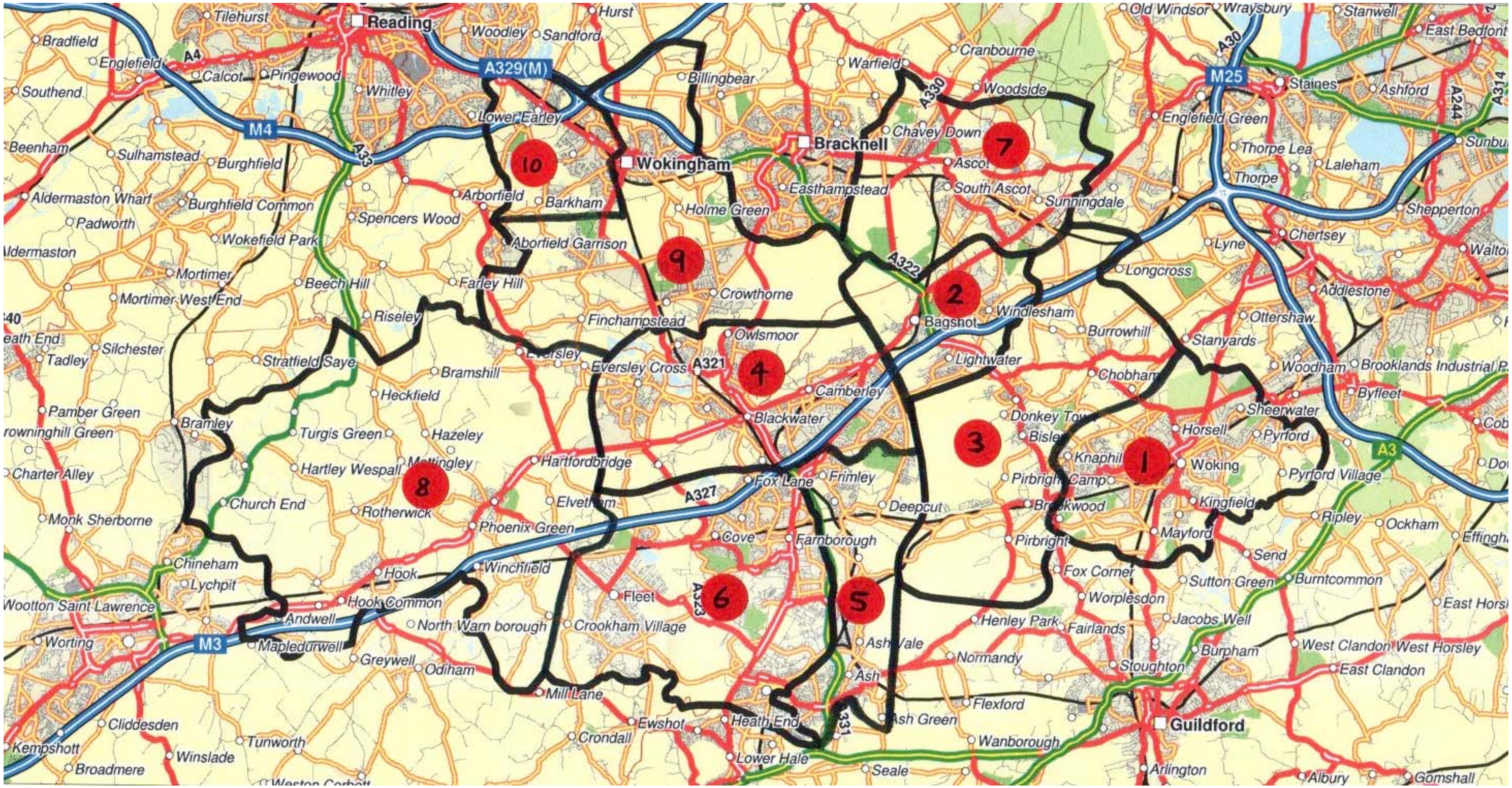
CHASE & PARTNERS

June 2010

Appendix A

Plan of Study Area

Study Area



Appendix B

Surrey Heath AnySite Report

AnySite Report

Camberley

Prepared for:
Chase & Partners

19 May 2010

PREFACE

This report is produced by PB MapInfo's AnySite® software which provides detailed, comprehensive and up to date information on the demographic structure, lifestyle, consumer expenditure and retail business turnover potential of any area. AnySite® may be licensed with the data PowerPacks used in this report, for use on any personal computer. All the data used in this report together with other Census of Population data, consumer expenditure, digital maps, boundaries and a wide range of other data sets are available for use with AnySite®.

2001 Census: The census data contained in this report was derived from the 2001 Census, which is publicly available from the Office for National Statistics (ONS), the General Register Office for Scotland (GROS) and the Northern Ireland Statistics and Research Agency (NISRA). The data are subject to Crown Copyright. Crown copyright material is reproduced with the permission of the Controller of HMSO and the Queen's Printer for Scotland.

2001 Census counts are subject to small cell adjustment, where small counts are adjusted by the Census offices in order to prevent inadvertent disclosure of information about identifiable individuals. As a result of small cell adjustment, caution should be taken in interpreting small cell counts, particularly where many such counts have been added together as for user-defined study areas. Topics were independently adjusted, which means that counts of the same population in two different tables may not necessarily be the same. Tables for higher geographical levels have been adjusted independently, and therefore will not necessarily be the sum of the lower geographical component units.

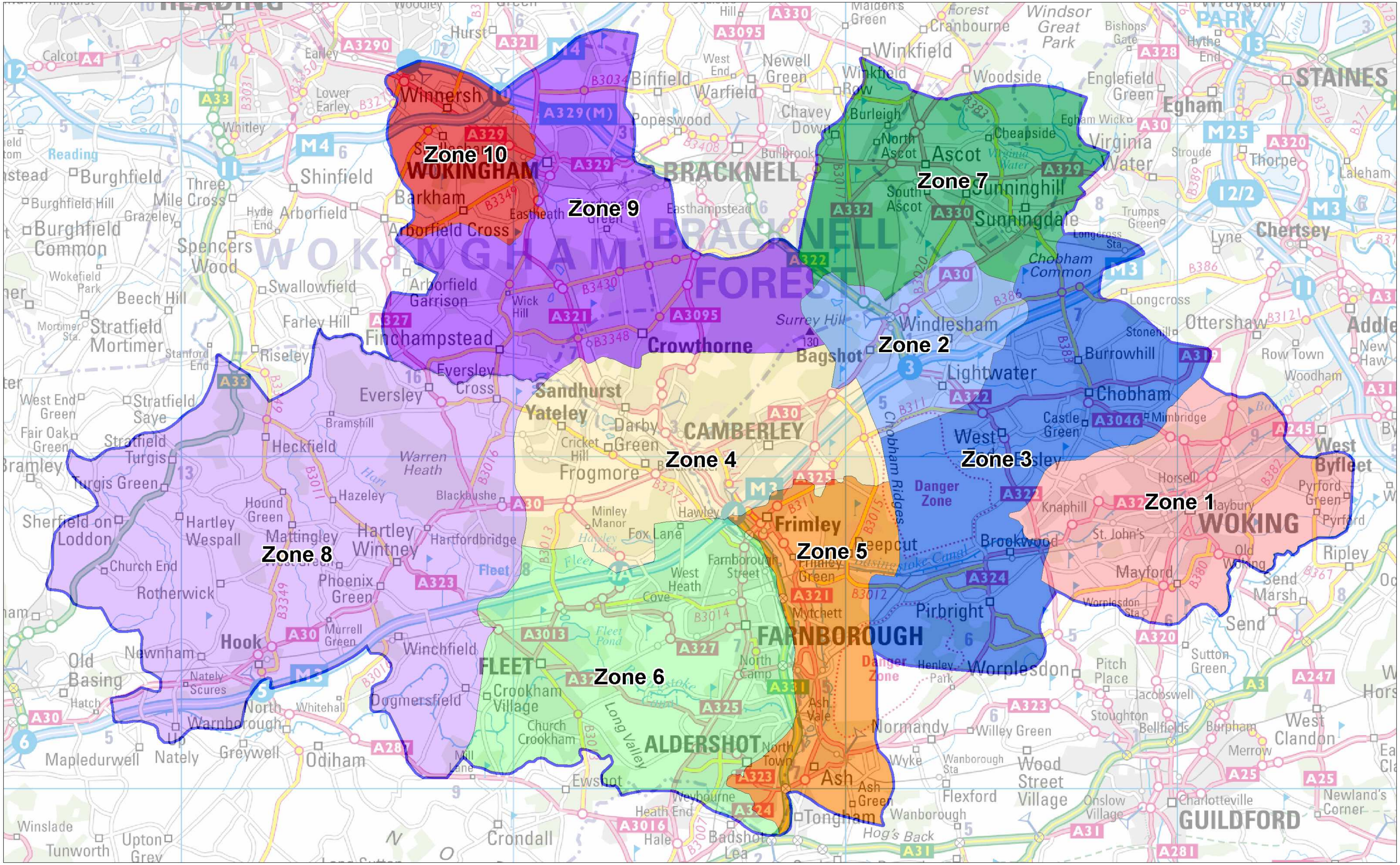
Demographic data for non-census years have been derived from the official mid-year estimates of population by the local authority, the latest population projections and other indicators of population change, by PB MapInfo.

Expenditure: Consumer retail expenditure estimates are prepared using methods developed and extensively tested since 1980. They take account of the socio-economic characteristics of the local resident population, the changing economic climate both locally and nationally, and the official estimates of consumer expenditure at a national level. They are completely compatible with the MapInfo UK goods based retail expenditure estimates and price indices published annually in the MapInfo Information Brief series. For those who have also purchased the Retail Business Turnover Potential reports, additional estimates are given showing the retail business turnover potential of the area derived from the consumer retail expenditure by goods type for the same area.

Mapping: Maps included in this report are produced by PB MapInfo's AnySite® software using PB MapInfo's StreetPro® digital map derived from Ordnance Survey and TeleAtlas mapping, GBPro Mapping derived from Bartholomew mapping, or Cartique mapping derived from AND Data. Ordnance Survey data is © Crown Copyright. The Bartholomew cartographic data is © Collins Bartholomew Ltd. Cartique is © AND Data Ireland Ltd. Neither the Ordnance Survey, Bartholomew or AND Data make any guarantee or warranty with regards to the accuracy of the data supplied and accept no liability for loss or damage incurred as a result of any reliance on the data. Postcode boundaries, where shown, are produced using PostMap © Collins Bartholomew Ltd and © The Post Office. These and many other digital data sets may be obtained from PB MapInfo for use with AnySite®.

AnySite Report

Study name	:	Camberley
Prepared for	:	Chase & Partners
Comparison Area	:	Great Britain
Date prepared	:	19 May 2010
Area name(s)	:	**Camberley: Zones 1 - 10**
Reports included	:	Title Page Preface Contents Primary Population Primary Households Population Projections Census Breakdown Projections Breakdown Expenditure Summary Expenditure Total Expenditure Per Household Expenditure Per Person RBTP Total RBTP Per Household RBTP Per Person

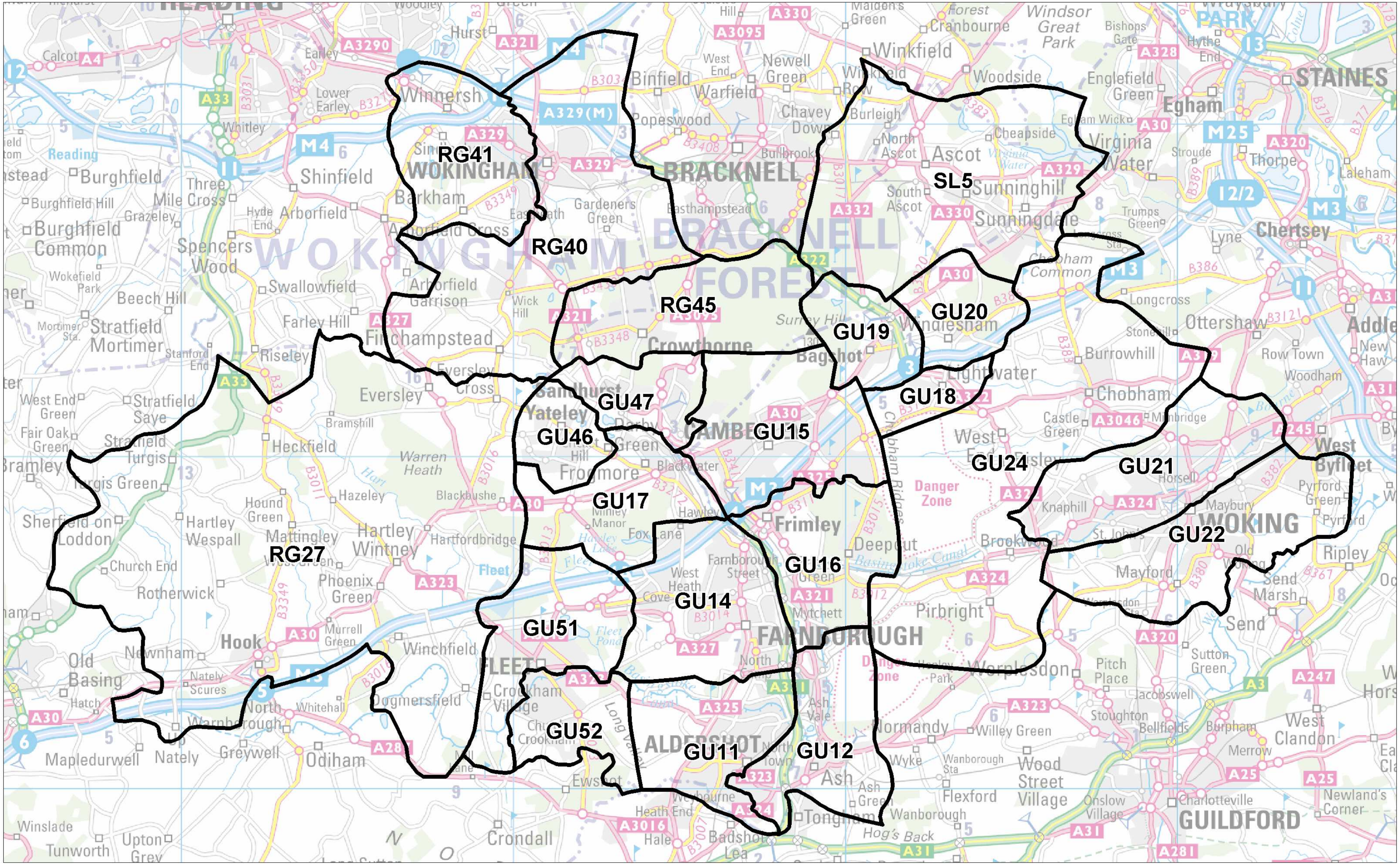


Camberley: Zones 1 - 10

Pitney Bowes
Business Insight

19/05/2010

Minton Place, Victoria Street, Windsor, Berkshire, SL4 1EG
Tel: 01753 848200
Web: www.mapinfo.co.uk



Camberley: Postal Districts

Pitney Bowes
Business Insight

19/05/2010

Minton Place, Victoria Street, Windsor, Berkshire, SL4 1EG
Tel: 01753 848200
Web: www.mapinfo.co.uk

Basic Demographics

This covers a varied range of Census variables – total population, population by age and sex, households, Social Grade etc sourced at Output Area level. Population projections 2007 to 2019 are also provided. The population and projections are consistent with recent estimates and projections published by the Office of National Statistics and affiliated agencies.

Pitney Bowes Business Insight
Primary Population

Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index	Index
2007: Population Updates					
Usually Resident Population	471,609	100.00	100.00	100	
Private Households	188,590	100.00	100.00	100	
Population Age 0-15 Years	93,451	19.82%	18.90%	105	
Females age 0-15 Years	44,185	18.69%	18.08%	103	
Males age 0-15 Years	49,271	20.95%	19.75%	106	
Population age 16 to Retirement	301,579	63.95%	62.12%	103	
Females age 16-59 Years	143,405	60.65%	58.31%	104	
Males age 16-64 Years	158,182	67.26%	66.07%	102	
Population Ret. Age+	76,574	16.24%	18.99%	86	
Females age 60+ Years	48,868	20.67%	23.62%	88	
Males age 65+ Years	27,731	11.79%	14.18%	83	
2001: Total Population (England, Wales and NI)					
All People (EWNI)	458,213	100.00	100.00	100	
Resident in households (EWNI)	446,302	97.40	98.20	99	
Res in Comm Est (incl sleep rgh) (EWNI)	11,911	2.60	1.80	145	
People sleeping rough (EWNI)	3	100.00	100.00	100	
2001: Population Summary					
Usually Resident Population-UK	458,400	100.00	100.00	100	
Private Households-UK	184,215	100.00	100.00	100	
Age 0-15 years-UK	96,484	21.05%	20.07%	105	
Males age 0-15 years-UK	49,757	51.57%	51.22%	101	
Females age 0-15 years-UK	46,727	48.43%	48.78%	99	
Age 16-retirement-UK	293,149	63.95%	61.46%	104	
Males age 16-64 years-UK	153,897	52.50%	51.49%	102	
Females age 16-59 years-UK	139,252	47.50%	48.51%	98	
Age retirement plus-UK	68,767	15.00%	18.47%	81	
Males age 65+ years-UK	24,889	36.19%	36.20%	100	
Females age 60+ years-UK	43,878	63.81%	63.80%	100	
2001: Sex					
All People by Sex-UK	458,217	100.00	100.00	100	
Males-UK	228,487	49.86%	48.61%	103	
Females-UK	229,730	50.14%	51.39%	98	
2001: Age by 10-year bands					
All People by Age-UK	457,886	100.00	100.00	100	

19/05/2010

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index	Index
Age 0-4 years-UK	28,873	6.31%	5.90%	107	
Age 5-14 years-UK	61,352	13.40%	12.89%	104	
Age 15-24 years-UK	53,136	11.60%	12.21%	95	
Age 25-34 years-UK	68,421	14.94%	14.22%	105	
Age 35-44 years-UK	75,595	16.51%	14.94%	111	
Age 45-54 years-UK	65,169	14.23%	13.27%	107	
Age 55-64 years-UK	47,188	10.31%	10.61%	97	
Age 65-74 years-UK	31,624	6.91%	8.43%	82	
Age 75+ years-UK	26,528	5.79%	7.54%	77	
2001: Hhold & Family Marital Status					
All People by Marital Status-UK	458,233	100.00	100.00	100	
Single (never married)-UK	195,705	42.71%	44.17%	97	
Married (first marriage)-UK	176,376	38.49%	34.87%	110	
Re-married-UK	28,743	6.27%	5.75%	109	
Separated-UK	7,643	1.67%	1.98%	84	
Divorced-UK	26,408	5.76%	6.49%	89	
Widowed-UK	23,358	5.10%	6.74%	76	
2001: Ethnic Group UK					
All People by Ethnic Group-UK	458,178	100.00	100.00	100	
White-UK	435,744	95.10%	91.90%	103	
Mixed-UK	4,839	1.06%	1.18%	90	
Indian-UK	4,034	0.88%	1.84%	48	
Pakistani-UK	4,536	0.99%	1.31%	76	
Bangladeshi-UK	662	0.14%	0.50%	29	
Black-UK	2,349	0.51%	2.01%	26	
Caribbean-UK	1,088	46.32%	49.29%	94	
African-UK	1,007	42.87%	42.24%	101	
Other Black-UK	254	10.81%	8.47%	128	
Chinese-UK	2,028	0.44%	0.43%	104	
Other Ethnic Group-UK	3,986	0.87%	0.83%	104	
2001: Economic Activity					
All People Aged 16 to retirement					
All People Age 16-Ret Econ Activity-UK	293,312	100.00	100.00	100	
Economically active-UK	243,955	83.17%	76.00%	109	
Employee-UK	200,638	82.24%	78.91%	104	
Self-employed-UK	29,137	11.94%	11.84%	101	
Unemployed-UK	5,646	2.31%	5.22%	44	
Full-time student-UK	8,534	3.50%	4.03%	87	
Economically inactive-UK	49,357	16.83%	24.00%	70	
Retired-UK	6,177	12.51%	9.17%	136	
Student (economically inactive)-UK	9,568	19.39%	22.77%	85	
Other economically inactive-UK	33,612	68.10%	68.05%	100	

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

2001: Hours worked per week
All people aged 16 to retirement age in employment

Description	Value	Area %	Comparison Area %	Index	Index
All People 16-Retire by Hours/week-UK	238,086	100.00	100.00	100	
Part-time workers-UK	50,165	21.07%	23.56%	89	
1 to 15 hours-UK	18,443	7.75%	7.62%	102	
16 to 30 hours-UK	31,722	13.32%	15.94%	84	
Full-time workers-UK	187,921	78.93%	76.44%	103	
31 to 37 hours-UK	35,664	14.98%	18.57%	81	
38 to 48 hours-UK	105,848	44.46%	41.63%	107	
49 hours & over-UK	46,409	19.49%	16.24%	120	

2001: Time Since Last Worked
All people aged 16 to 74 (England, Wales,Scotland)

Description	Value	Area %	Comparison Area %	Index	Index
All People Age 16-74 Last Worked-GB	335,286	100.00	100.00	100	
In Employment-GB	245,053	73.09%	62.63%	117	
Not in Employment-GB	90,233	26.91%	37.37%	72	
Last worked in 2001-GB	9,642	10.69%	8.22%	130	
Last worked in 2000-GB	11,512	12.76%	12.29%	104	
Last worked in 1999-GB	6,924	7.67%	7.15%	107	
Last worked in 1998-GB	5,617	6.22%	5.63%	111	
Last worked in 1997-GB	4,602	5.10%	4.52%	113	
Last worked in 1996-GB	4,230	4.69%	4.40%	107	
Last worked in 1991 to 1995-GB	16,911	18.74%	18.01%	104	
Last worked before 1991-GB	20,570	22.80%	25.52%	89	
Never worked-GB	10,225	11.33%	14.25%	80	

2001: Occupation
All people aged 16 to retirement age in employment

Description	Value	Area %	Comparison Area %	Index	Index
All People 16-Retire/Occ-UK	237,161	100.00	100.00	100	
1. Managers & Senior Officials-UK	50,214	21.17%	14.91%	142	
2. Professional Occupations-UK	33,076	13.95%	11.18%	125	
3. Assoc Professional & Technical-UK	39,832	16.80%	13.92%	121	
4. Administrative & Secretarial-UK	33,852	14.27%	13.17%	108	
5. Skilled Trades Occupations-UK	21,796	9.19%	11.76%	78	
6. Personal Service-UK	14,085	5.94%	6.88%	86	
7. Sales & Customer Service-UK	15,347	6.47%	7.73%	84	
8. Process Plant/Machine Operatives-UK	10,614	4.48%	8.69%	51	
9. Elementary Occupations-UK	18,345	7.74%	11.76%	66	

2001: Industry
All people aged 16 to retirement age in employment

Description	Value	Area %	Comparison Area %	Index	Index
All People 16-Retire by Industry-UK	237,741	100.00	100.00	100	
AB. Agri/hunting/forestry/fishing-UK	2,216	0.93%	1.53%	61	
CE. Mining, electric/gas/water-UK	2,335	0.98%	1.11%	88	
D. Manufacturing-UK	25,654	10.79%	14.94%	72	
F. Construction-UK	14,067	5.92%	6.91%	86	
G. Wholesale/retail trade/repairs-UK	37,034	15.58%	16.56%	94	

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index
H. Hotels & restaurants-UK	8,491	3.57%	4.82%	74
I. Transport/storage/communications-UK	21,300	8.96%	7.07%	127
J. Financial intermediation-UK	11,439	4.81%	4.81%	100
K. Real estate/rent/business activity-UK	50,220	21.12%	12.79%	165
L. Public admin/defence/soc security-UK	19,075	8.02%	5.88%	136
M. Education-UK	16,159	6.80%	7.66%	89
N. Health & social work-UK	18,319	7.71%	10.78%	71
OPQ. Other industries-UK	11,432	4.81%	5.14%	94
2001: General Health				
All People by Health-UK	458,217	100.00	100.00	100
Good health-UK	348,269	76.01%	68.50%	111
Fairly good health-UK	85,187	18.59%	22.20%	84
Not good health-UK	24,761	5.40%	9.30%	58
2001: Limiting long-term illness				
All People Limiting Long-term Illness-UK	458,217	100.00	100.00	100
With limiting long-term illness-UK	55,074	12.02%	18.41%	65
Without limiting long-term illness-UK	403,143	87.98%	81.59%	108
2001: Provision of unpaid care				
All People by Care-UK	458,110	100.00	100.00	100
Provides no care-UK	420,179	91.72%	90.02%	102
Provides 1 to 19 hours care/week-UK	29,343	6.41%	6.76%	95
Provides 20 to 49 hours care/week-UK	2,967	0.65%	1.11%	58

Pitney Bowes Business Insight
Primary Household
Prepared by: AnySite

Pitney Bowes
Business Insight

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index	Index
2001: Hhold Summary					
Private Households-UK	184,215	100.00	100.00	100	
2001: Social Grade (MRS Approximated)					
All People Aged 16-64 in Households-UK	296,051	100.00	100.00	100	
AB High/intermed mgr/admin/prof-UK	115,822	39.12%	24.89%	157	
C1 Supervis/clerical/jr mgr/admin/prof-UK	93,782	31.68%	29.56%	107	
C2 Skilled manual-UK	42,520	14.36%	18.29%	79	
D Semi-skilled/unskilled manual-UK	35,966	12.15%	20.51%	59	
E State benefit/unempl/lowest grade-UK	7,961	2.69%	6.75%	40	
2001: Cars or Vans					
All Households by Vehicles-UK	178,965	100.00	100.00	100	
No car or van-UK	21,782	12.17%	27.47%	44	
1 car or van-UK	68,453	38.25%	43.75%	87	
2 cars or vans-UK	68,107	38.06%	23.08%	165	
3 cars or vans-UK	15,421	8.62%	4.37%	197	
4+ cars or vans-UK	5,202	2.91%	1.33%	218	
Total cars or vans-UK	273,683	100.00	100.00	100	
2001: Classification of deprivation (England & Wales)					
All Households	179,041	100.00	100.00	100	
Household not deprived any dimension-EW	80,640	45.04%	30.66%	147	
Household deprived in 1 dimension-EW	61,302	34.24%	34.23%	100	
Household deprived in 2 dimensions-EW	30,326	16.94%	25.10%	67	
Household deprived in 3 dimensions-EW	6,276	3.51%	8.91%	39	
Household deprived in 4 dimensions-EW	497	0.28%	1.10%	25	
2001: Tenure (England & Wales)					
All Households-EW	179,092	100.00	100.00	100	
Owned-EW	141,262	78.88%	68.86%	115	
Owns outright-EW	52,228	36.97%	42.78%	86	
Owns w/ a mortgage or loan-EW	87,963	62.27%	56.29%	111	
Shared ownership-EW	1,071	0.76%	0.94%	81	
Social rented-EW	18,983	10.60%	19.19%	55	
Rented from Council (Local Authority)-EW	6,534	34.42%	69.00%	50	
Other social rented-EW	12,449	65.58%	31.00%	212	

Area:	Camberley: Zones 1 - 10
Comparison Area:	Great Britain

Description	Value	Area %	Comparison Area %	Index	Index
Private rented-EW	16,378	9.15%	9.89%	93	
Private landlord/letting agency-EW	12,403	75.73%	88.20%	86	
Employer of a household member-EW	1,874	11.44%	2.60%	441	
Friend of household member-EW	787	4.81%	6.24%	77	
Other private rented-EW	1,314	8.02%	2.96%	271	
Living rent free-EW	2,469	1.38%	2.06%	67	
Scotland					
All households-S	0	100.00	100.00	100	
Owned-S	0	0.00%	62.59%	0	
Owns outright-S	0	0.00%	37.43%	0	
Owns w/ a mortgage or loan-S	0	0.00%	61.66%	0	
Shared ownership-S	0	0.00%	0.91%	0	
Social rented-S	0	0.00%	27.15%	0	
Rented from Council-S	0	0.00%	79.46%	0	
Other social rented-S	0	0.00%	20.54%	0	
Private rented furnished-S	0	0.00%	3.61%	0	
Private rent furnished-landlord-S	0	0.00%	86.14%	0	
Private rent furn-employer-S	0	0.00%	1.31%	0	
Private rent furn-friend-S	0	0.00%	9.15%	0	
Other private rented furnished-S	0	0.00%	3.41%	0	
Private rented unfurnished-S	0	0.00%	3.10%	0	
Private rent unfurn-landlord-S	0	0.00%	81.38%	0	
Private rent unfurn-employer-S	0	0.00%	5.43%	0	
Private rent unfurnished friend-S	0	0.00%	7.91%	0	
Other private rented unfurnished-S	0	0.00%	5.27%	0	
Living rent free-S	0	0.00%	3.55%	0	
2001: Accommodation Type					
All households type-UK	184,215	100.00	100.00	100	
In an unshared dwelling-UK	183,761	99.75%	99.67%	100	
In a shared dwelling-UK	454	0.25%	0.33%	75	
House or bungalow-UK	154,916	84.30%	79.21%	106	
Detached-UK	71,679	46.27%	28.57%	162	
Semi-detached-UK	48,871	31.55%	39.09%	81	
Terraced (including end-terrace)-UK	34,366	22.18%	32.34%	69	
Flat, maisonette or apartment-UK	27,405	14.91%	20.39%	73	
In a purpose-built block of flats-UK	21,710	79.22%	75.38%	105	
Part a converted/shared house-UK	3,758	13.71%	19.20%	71	
In a commercial building-UK	1,937	7.07%	5.43%	130	
Caravan/other mobile/temp structure-UK	1,440	0.78%	0.40%	196	
2001: Housing Stock					
All household spaces-UK	184,206	100.00	100.00	100	
Occupied household space-UK	179,081	97.22%	96.00%	101	
Unoccupied household space-UK	5,125	2.78%	4.00%	69	
Second residence/holiday accom-UK	549	10.71%	18.09%	59	
Vacant household space-UK	4,576	89.29%	81.91%	109	

Prepared For: Chase & Partners
Project: Camberley

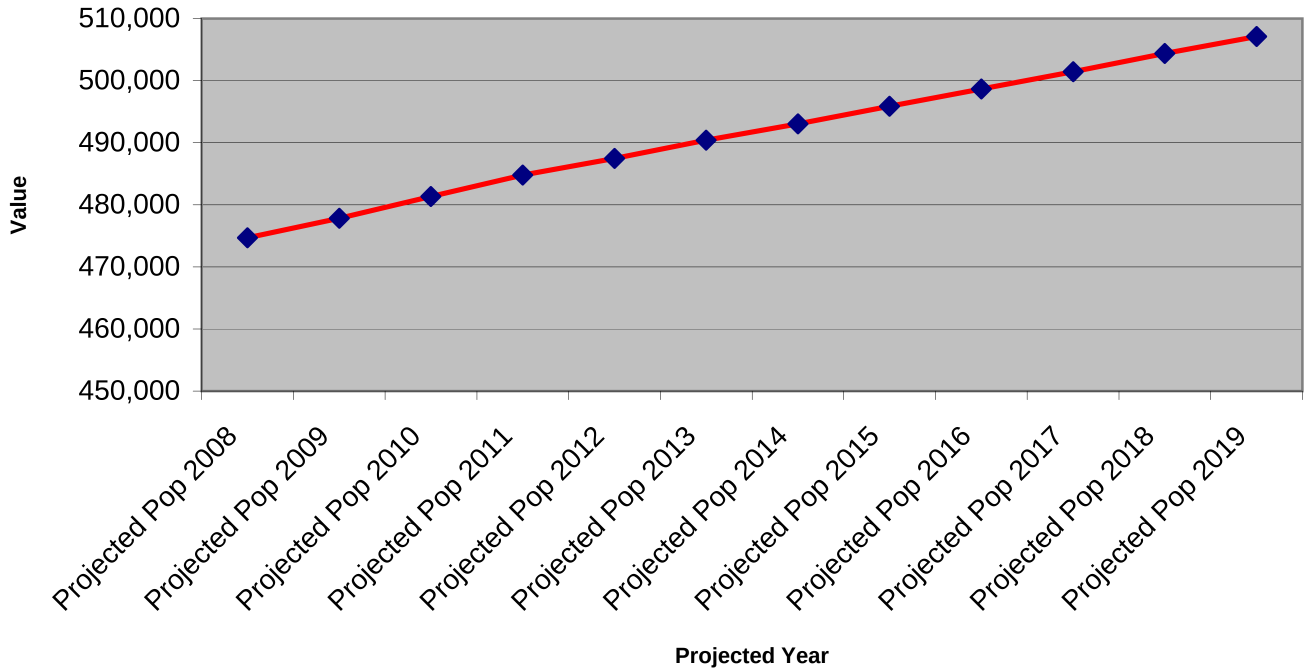
Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison	Index
Projected Pop 2008	474,692	100.00	100.00	100
Projected Pop Age 0-15 2008	94,524	19.91%	18.80%	106
Projected Pop Age 16-Retirement 2008	303,952	64.03%	61.99%	103
Projected Pop Retirement plus 2008	76,236	16.06%	19.21%	84
Projected Pop 2009	477,813	100.00	100.00	100
Projected Pop Age 0-15 2009	94,654	19.81%	18.74%	106
Projected Pop Age 16-Retirement 2009	305,295	63.89%	61.85%	103
Projected Pop Retirement plus 2009	77,907	16.30%	19.41%	84
Projected Pop 2010	481,340	100.00	100.00	100
Projected Pop Age 0-15 2010	95,042	19.75%	18.69%	106
Projected Pop Age 16-Retirement 2010	306,779	63.73%	61.72%	103
Projected Pop Retirement plus 2010	79,487	16.51%	19.59%	84
Projected Pop 2011	484,810	100.00	100.00	100
Projected Pop Age 0-15 2011	95,372	19.67%	18.58%	106
Projected Pop Age 16-Retirement 2011	308,375	63.61%	61.56%	103
Projected Pop Retirement plus 2011	81,066	16.72%	19.85%	84
Projected Pop 2012	487,494	100.00	100.00	100
Projected Pop Age 0-15 2012	95,892	19.67%	18.54%	106
Projected Pop Age 16-Retirement 2012	309,472	63.48%	61.31%	104
Projected Pop Retirement plus 2012	82,111	16.84%	20.15%	84
Projected Pop 2013	490,425	100.00	100.00	100
Projected Pop Age 0-15 2013	95,793	19.53%	18.54%	105
Projected Pop Age 16-Retirement 2013	310,493	63.31%	61.04%	104
Projected Pop Retirement plus 2013	84,148	17.16%	20.43%	84
Projected Pop 2014	493,058	100.00	100.00	100
Projected Pop Age 0-15 2014	96,238	19.52%	18.55%	105
Projected Pop Age 16-Retirement 2014	311,017	63.08%	60.80%	104
Projected Pop Retirement plus 2014	85,823	17.41%	20.65%	84
Projected Pop 2015	495,884	100.00	100.00	100
Projected Pop Age 0-15 2015	96,804	19.52%	18.59%	105
Projected Pop Age 16-Retirement 2015	311,634	62.84%	60.55%	104
Projected Pop Retirement plus 2015	87,457	17.64%	20.85%	85

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison	Index
Projected Pop 2016	498,656	100.00	100.00	100
Projected Pop Age 0-15 2016	97,491	19.55%	18.66%	105
Projected Pop Age 16-Retirement 2016	312,120	62.59%	60.29%	104
Projected Pop Retirement plus 2016	89,033	17.85%	21.05%	85
Projected Pop 2017	501,438	100.00	100.00	100
Projected Pop Age 0-15 2017	98,201	19.58%	18.73%	105
Projected Pop Age 16-Retirement 2017	312,575	62.34%	60.02%	104
Projected Pop Retirement plus 2017	90,652	18.08%	21.25%	85
Projected Pop 2018	504,384	100.00	100.00	100
Projected Pop Age 0-15 2018	98,878	19.60%	18.78%	104
Projected Pop Age 16-Retirement 2018	313,155	62.09%	59.75%	104
Projected Pop Retirement plus 2018	92,343	18.31%	21.47%	85
Projected Pop 2019	507,117	100.00	100.00	100
Projected Pop Age 0-15 2019	99,673	19.65%	18.80%	105
Projected Pop Age 16-Retirement 2019	313,752	61.87%	59.50%	104
Projected Pop Retirement plus 2019	93,696	18.48%	21.69%	85

Population Projections (2007 - 2018)



19/05/2010

Basic Demographics Breakdown

This covers a smaller range Census variables and Population Projections 2007 to 2019 for a specified geography within the customers defined catchment for example, Postcode Sector, Ward, Output Area.

Pitney Bowes Business Insight
Census Breakdown
Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10

Area Name	2001 Pop	2001 Hhold	2001 '0' Cars	2001 Social Class AB	2007 Pop
Zone 1 - GU21	46,023	19,239	2,999	10,966	46,818
Zone 1 - GU22	29,578	12,478	1,775	7,911	30,164
Zone 2 - GU18	6,683	2,785	175	2,007	6,676
Zone 2 - GU19	5,363	2,374	280	1,407	5,523
Zone 2 - GU20	4,428	1,801	104	1,409	4,248
Zone 3 - GU24	17,309	6,446	490	4,048	18,047
Zone 4 - GU15	32,414	13,148	1,599	8,432	34,295
Zone 4 - GU17	10,711	3,940	311	2,224	11,032
Zone 4 - GU46	15,374	5,893	429	4,161	14,978
Zone 4 - GU47	19,319	7,608	669	5,031	19,185
Zone 5 - GU12	31,298	12,897	1,972	5,535	30,942
Zone 5 - GU16	21,363	8,521	851	5,408	22,398
Zone 6 - GU11	21,517	8,148	1,467	3,126	22,012
Zone 6 - GU14	55,047	22,303	3,355	11,291	52,958
Zone 6 - GU51	18,061	7,510	752	5,539	21,557
Zone 6 - GU52	15,498	6,343	472	4,632	16,238
Zone 7 - SL5	22,341	8,990	887	6,232	24,594
Zone 8 - RG27	18,040	7,454	731	5,261	19,743
Zone 9 - RG40	27,345	11,031	1,255	8,649	28,334
Zone 9 - RG45	13,545	5,124	502	4,025	14,173
Zone 10 - RG41	27,143	10,182	707	8,528	27,694
Total	**458,400**	**184,215**	**21,782**	**115,822**	**471,609**

Pitney Bowes Business Insight
Population Projections Breakdown
Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10

Area Name	Pop 08	Pop 09	Pop 10	Pop 11	Pop 12	Pop 13
Zone 1 - GU21	46,997	47,164	47,560	47,932	48,292	48,708
Zone 1 - GU22	30,311	30,461	30,692	30,907	31,113	31,341
Zone 2 - GU18	6,670	6,664	6,673	6,680	6,693	6,708
Zone 2 - GU19	5,523	5,520	5,526	5,533	5,541	5,553
Zone 2 - GU20	4,272	4,297	4,304	4,313	4,324	4,337
Zone 3 - GU24	18,131	18,218	18,294	18,358	18,432	18,514
Zone 4 - GU15	34,622	34,953	35,191	35,430	35,678	36,032
Zone 4 - GU17	11,046	11,054	11,114	11,178	11,228	11,285
Zone 4 - GU46	14,958	14,945	15,014	15,088	15,143	15,199
Zone 4 - GU47	19,115	19,047	19,078	19,102	19,116	19,108
Zone 5 - GU12	31,168	31,389	31,551	31,705	31,785	31,870
Zone 5 - GU16	22,450	22,509	22,638	22,769	22,911	23,015
Zone 6 - GU11	22,230	22,451	22,632	22,822	22,885	22,988
Zone 6 - GU14	53,156	53,369	53,658	53,936	53,972	53,969
Zone 6 - GU51	22,045	22,530	22,816	23,103	23,365	23,742
Zone 6 - GU52	16,250	16,261	16,353	16,435	16,512	16,593
Zone 7 - SL5	24,998	25,418	25,869	26,337	26,698	27,002
Zone 8 - RG27	20,090	20,445	20,806	21,163	21,509	21,811
Zone 9 - RG40	28,604	28,876	29,054	29,230	29,334	29,481
Zone 9 - RG45	14,165	14,151	14,212	14,263	14,299	14,344
Zone 10 - RG41	27,891	28,091	28,305	28,526	28,664	28,825
Total	**474,692**	**477,813**	**481,340**	**484,810**	**487,494**	**490,425**

Pitney Bowes Business Insight
Population Projections Breakdown
Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10

Area Name	Pop 14	Pop 15	Pop 16	Pop 17	Pop 18	Pop 19
Zone 1 - GU21	49,070	49,476	49,833	50,234	50,643	51,017
Zone 1 - GU22	31,534	31,763	31,953	32,182	32,401	32,603
Zone 2 - GU18	6,717	6,724	6,741	6,750	6,764	6,776
Zone 2 - GU19	5,560	5,567	5,576	5,583	5,591	5,599
Zone 2 - GU20	4,343	4,352	4,366	4,372	4,386	4,393
Zone 3 - GU24	18,583	18,657	18,744	18,815	18,905	18,979
Zone 4 - GU15	36,342	36,659	37,011	37,323	37,678	38,000
Zone 4 - GU17	11,332	11,379	11,426	11,473	11,524	11,579
Zone 4 - GU46	15,241	15,281	15,321	15,361	15,406	15,450
Zone 4 - GU47	19,112	19,122	19,138	19,151	19,177	19,171
Zone 5 - GU12	31,949	32,032	32,109	32,185	32,280	32,365
Zone 5 - GU16	23,082	23,159	23,256	23,327	23,426	23,506
Zone 6 - GU11	23,085	23,208	23,301	23,419	23,539	23,632
Zone 6 - GU14	53,974	54,024	54,013	54,064	54,115	54,106
Zone 6 - GU51	24,100	24,450	24,796	25,144	25,498	25,862
Zone 6 - GU52	16,654	16,722	16,787	16,850	16,915	16,984
Zone 7 - SL5	27,291	27,591	27,896	28,197	28,494	28,800
Zone 8 - RG27	22,087	22,364	22,640	22,914	23,192	23,476
Zone 9 - RG40	29,623	29,768	29,927	30,068	30,209	30,362
Zone 9 - RG45	14,390	14,441	14,497	14,543	14,598	14,642
Zone 10 - RG41	28,989	29,145	29,325	29,483	29,643	29,815
Total	**493,058**	**495,884**	**498,656**	**501,438**	**504,384**	**507,117**

Consumer Retail Expenditure Summary

The consumer spending estimates are currently produced for 2007, 2008, 2009, 2014 and 2019, reflecting the availability of datasets used to construct the estimates, and for consistency with the demographic information provided by Pitney Bowes Business Insight's 2007 Population Updates and Projections. (Expenditure per head estimates and expenditure per household estimates use population and household counts from Pitney Bowes Business Insight's 2007 Population Updates and Projections.) The 2007 local figures are at 2007 prices, the 2008 estimates are at 2008 prices and the 2009 ones at 2009 prices. For 2014 and 2019 the figures are in constant 2008 prices rather than the prices of the year in question.

The forecast expenditure (2014 and 2019) for local areas, take into account Oxford Economics' widely-used forecasts for the UK economy and more detailed components within the economy covering both detailed consumer spending forecasts and the regional economic outlook, in order to estimate the likely implications for local spending estimates. The result is much more targeted to the prospects for a particular locality than simply taking the latest expenditure estimates for the area and increasing them in line with national trend-based projections for the appropriate category of goods. This is partly because our consumer spending forecasts enable us to take account of changes in the underlying forces driving different elements of consumer spending in a much more sophisticated way than simply extrapolating trends. But, equally importantly, our local and regional forecasts allow us to take account of how underlying differences in economic performance in different parts of the country are likely to affect relative spending power in different locations.

It is important to note that all Consumer Retail Expenditure estimates apply strictly to the area for which they were produced, and reflect the socio-economic characteristics of that area. The use of expenditure per household or expenditure per person estimates to assess the consumer retail expenditure in other areas is not recommended. Any estimates obtained in this way are unlikely to reflect correctly the socioeconomic characteristics of the new area.

Pitney Bowes Business Insight

Consumer Retail Expenditure Summary (£ Per Annum)

Prepared by: AnySite

Prepared For: Chase & Partners

Project: Camberley

Area: Camberley: Zones 1 - 10

Description	2007 Per Person	2008 Per Person	2009 Per Person
Food	1,587	1,745	1,786
Alcoholic Drink	304	305	310
Tobacco	149	149	145
Books Newspapers Magazines	165	155	150
Books	79	72	71
Newspapers and Magazines	86	83	79
Clothing and Footwear	931	948	952
Footwear	133	136	136
Clothing	799	812	816
Furniture/Floor/Textiles	523	510	502
Furniture/Floor Coverings	402	397	389
HH Textiles/Soft Furnishings	121	113	113
Audio-visual Equipment	647	639	674
Domestic Appliances	163	165	162
AV/Photo/Optical Goods	465	454	491
Telephone/Fax Equipment	19	20	21
Hardware and DIY Supplies	423	431	429
China Glass and Utensils	78	78	76
Repair/Maintenance Materials	135	136	138
Tools/Equip for Home/Garden	118	121	120
Gardens/Plants/Flowers	92	97	94
Other Goods	1,451	1,503	1,517
Chemists' Goods	550	563	581
Jewellery/Watches/Clocks	132	138	135
Non-durable HH Goods	86	84	83
Bicycles	33	34	34
Recreational Goods	541	571	569
Other Miscellaneous Goods)	110	114	114
Total Goods	6,181	6,386	6,464
Convenience Goods	2,212	2,367	2,402
Comparison Goods	3,969	4,020	4,063
Bulky Goods	566	562	551
DIY Related Goods	406	413	411

Consumer Retail Expenditure

This section provides Consumer Retail Expenditure figures for 2007, 2008, 2009, 2014 and 2019 (depending on the type of report ordered). However unlike the summary, this report includes total, household and per capita levels.

Pitney Bowes Business Insight

2007: Consumer Retail Expenditure Total (£ Per Annum)

Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index	Index
2007 Food	748,645,201	25.68%	26.20%	98	
2007 Alcoholic Drink	143,456,609	4.92%	5.07%	97	
2007 Tobacco	70,234,652	2.41%	3.34%	72	
2007 Books Newspapers Magazines	77,607,863	2.66%	2.74%	97	
2007 Books	37,190,962	1.28%	1.23%	104	
2007 Newspapers and Magazines	40,416,892	1.39%	1.51%	92	
2007 Clothing and Footwear	439,190,838	15.07%	15.86%	95	
2007 Footwear	62,555,191	2.15%	2.35%	91	
2007 Clothing	376,635,664	12.92%	13.51%	96	
2007 Furniture/Floor/Textiles	246,703,859	8.46%	8.22%	103	
2007 Furniture/Floor Coverings	189,696,549	6.51%	6.38%	102	
2007 HH Textiles/Soft Furnishings	57,007,327	1.96%	1.84%	106	
2007 Audio-visual Equipment	305,189,030	10.47%	9.44%	111	
2007 Domestic Appliances	77,033,952	2.64%	2.14%	123	
2007 AV/Photo/Optical Goods	219,273,147	7.52%	6.98%	108	
2007 Telephone/Fax Equipment	8,881,937	0.30%	0.31%	97	
2007 Hardware and DIY Supplies	199,502,126	6.84%	6.39%	107	
2007 China Glass and Utensils	36,615,071	1.26%	1.19%	106	
2007 Repair/Maintenance Materials	63,571,245	2.18%	2.27%	96	
2007 Tools/Equip for Home/Garden	55,882,775	1.92%	1.61%	119	
2007 Gardens/Plants/Flowers	43,433,020	1.49%	1.32%	113	
2007 Other Goods	684,421,025	23.48%	22.74%	103	
2007 Chemists' Goods	259,321,220	8.90%	8.18%	109	
2007 Jewellery/Watches/Clocks	62,164,428	2.13%	1.87%	114	
2007 Non-durable HH Goods	40,405,863	1.39%	1.39%	100	
2007 Bicycles	15,528,576	0.53%	0.38%	141	
2007 Recreational Goods	254,970,572	8.75%	9.21%	95	
2007 Other Miscellaneous Goods	52,030,374	1.78%	1.72%	104	
2007 Total Goods	2,914,951,176	100.00%	100.00%	100	
2007 Convenience Goods	1,043,159,205	35.79%	37.51%	95	
2007 Comparison Goods	1,871,791,964	64.21%	62.49%	103	
2007 Bulky Goods	266,730,488	9.15%	8.52%	107	
2007 DIY Related Goods	191,598,003	6.57%	6.16%	107	

Pitney Bowes Business Insight

2007: Consumer Retail Expenditure Hhold (£ Per Annum)

Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

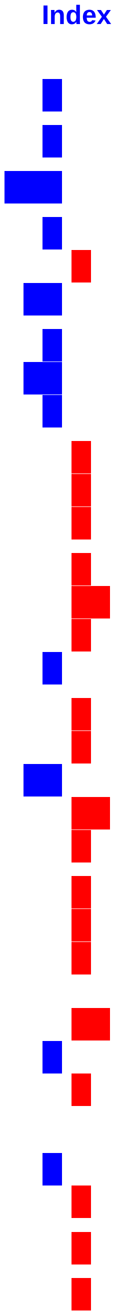
Description	Value	Area %	Comparison Area %	Index	Index
2007 Food	3,970	25.68%	26.17%	98	
2007 Alcoholic Drink	761	4.92%	5.10%	97	
2007 Tobacco	372	2.41%	3.29%	73	
2007 Books Newspapers Magazines	412	2.66%	2.74%	97	
2007 Books	197	1.28%	1.24%	103	
2007 Newspapers and Magazines	214	1.39%	1.50%	92	
2007 Clothing and Footwear	2,329	15.07%	15.77%	96	
2007 Footwear	332	2.15%	2.33%	92	
2007 Clothing	1,997	12.92%	13.44%	96	
2007 Furniture/Floor/Textiles	1,308	8.46%	8.21%	103	
2007 Furniture/Floor Coverings	1,006	6.51%	6.37%	102	
2007 HH Textiles/Soft Furnishings	302	1.96%	1.84%	106	
2007 Audio-visual Equipment	1,618	10.47%	9.50%	110	
2007 Domestic Appliances	408	2.64%	2.16%	123	
2007 AV/Photo/Optical Goods	1,163	7.52%	7.03%	107	
2007 Telephone/Fax Equipment	47	0.30%	0.31%	97	
2007 Hardware and DIY Supplies	1,058	6.84%	6.45%	106	
2007 China Glass and Utensils	194	1.26%	1.19%	106	
2007 Repair/Maintenance Materials	337	2.18%	2.33%	94	
2007 Tools/Equip for Home/Garden	296	1.92%	1.61%	119	
2007 Gardens/Plants/Flowers	230	1.49%	1.32%	113	
2007 Other Goods	3,629	23.48%	22.77%	103	
2007 Chemists' Goods	1,375	8.90%	8.20%	109	
2007 Jewellery/Watches/Clocks	330	2.13%	1.88%	113	
2007 Non-durable HH Goods	214	1.39%	1.39%	100	
2007 Bicycles	82	0.53%	0.38%	140	
2007 Recreational Goods	1,352	8.75%	9.19%	95	
2007 Other Miscellaneous Goods	276	1.78%	1.72%	104	
2007 Total Goods	15,457	100.00%	100.00%	100	
2007 Convenience Goods	5,531	35.79%	37.45%	96	
2007 Comparison Goods	9,925	64.21%	62.55%	103	
2007 Bulky Goods	1,414	9.15%	8.52%	107	
2007 DIY Related Goods	1,016	6.57%	6.22%	106	

Pitney Bowes Business Insight
2007: Consumer Retail Expenditure Person (£ Per Annum)
Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index
2007 Food	1,587	25.68%	26.17%	98
2007 Alcoholic Drink	304	4.92%	5.10%	97
2007 Tobacco	149	2.41%	3.29%	73
2007 Books Newspapers Magazines	165	2.66%	2.74%	97
2007 Books	79	1.28%	1.24%	103
2007 Newspapers and Magazines	86	1.39%	1.50%	92
2007 Clothing and Footwear	931	15.07%	15.77%	96
2007 Footwear	133	2.15%	2.33%	92
2007 Clothing	799	12.92%	13.44%	96
2007 Furniture/Floor/Textiles	523	8.46%	8.21%	103
2007 Furniture/Floor Coverings	402	6.51%	6.37%	102
2007 HH Textiles/Soft Furnishings	121	1.96%	1.84%	106
2007 Audio-visual Equipment	647	10.47%	9.50%	110
2007 Domestic Appliances	163	2.64%	2.16%	123
2007 AV/Photo/Optical Goods	465	7.52%	7.03%	107
2007 Telephone/Fax Equipment	19	0.30%	0.31%	97
2007 Hardware and DIY Supplies	423	6.84%	6.45%	106
2007 China Glass and Utensils	78	1.26%	1.19%	106
2007 Repair/Maintenance Materials	135	2.18%	2.33%	94
2007 Tools/Equip for Home/Garden	118	1.92%	1.61%	119
2007 Gardens/Plants/Flowers	92	1.49%	1.32%	113
2007 Other Goods	1,451	23.48%	22.77%	103
2007 Chemists' Goods	550	8.90%	8.20%	109
2007 Jewellery/Watches/Clocks	132	2.13%	1.88%	113
2007 Non-durable HH Goods	86	1.39%	1.39%	100
2007 Bicycles	33	0.53%	0.38%	140
2007 Recreational Goods	541	8.75%	9.19%	95
2007 Other Miscellaneous Goods	110	1.78%	1.72%	104
2007 Total Goods	6,181	100.00%	100.00%	100
2007 Convenience Goods	2,212	35.79%	37.45%	96
2007 Comparison Goods	3,969	64.21%	62.55%	103
2007 Bulky Goods	566	9.15%	8.52%	107
2007 DIY Related Goods	406	6.57%	6.22%	106



Pitney Bowes Business Insight

2008: Consumer Retail Expenditure Total (£ Per Annum)

Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index	Index
2008 Food	828,498,374	27.33%	27.84%	98	
2008 Alcoholic Drink	144,791,095	4.78%	4.96%	96	
2008 Tobacco	70,915,483	2.34%	3.20%	73	
2008 Books Newspapers Magazines	73,474,667	2.42%	2.49%	97	
2008 Books	34,162,628	1.13%	1.09%	103	
2008 Newspapers and Magazines	39,312,017	1.30%	1.40%	93	
2008 Clothing and Footwear	450,031,372	14.84%	15.50%	96	
2008 Footwear	64,377,933	2.12%	2.30%	92	
2008 Clothing	385,653,453	12.72%	13.19%	96	
2008 Furniture/Floor/Textiles	242,204,766	7.99%	7.75%	103	
2008 Furniture/Floor Coverings	188,427,807	7.99%	7.75%	103	
2008 HH Textiles/Soft Furnishings	53,776,970	1.77%	1.67%	106	
2008 Audio-visual Equipment	303,505,379	10.01%	9.08%	110	
2008 Domestic Appliances	78,123,626	2.58%	2.10%	123	
2008 AV/Photo/Optical Goods	215,708,608	7.12%	6.65%	107	
2008 Telephone/Fax Equipment	9,673,132	0.32%	0.33%	97	
2008 Hardware and DIY Supplies	204,652,704	6.75%	6.36%	106	
2008 China Glass and Utensils	36,793,164	1.21%	1.15%	106	
2008 Repair/Maintenance Materials	64,595,754	2.13%	2.27%	94	
2008 Tools/Equip for Home/Garden	57,223,168	1.89%	1.59%	119	
2008 Gardens/Plants/Flowers	46,040,580	1.52%	1.35%	113	
2008 Other Goods	713,500,936	23.54%	22.83%	103	
2008 Chemists' Goods	267,047,776	8.81%	8.12%	109	
2008 Jewellery/Watches/Clocks	65,374,616	2.16%	1.90%	114	
2008 Non-durable HH Goods	39,931,457	1.32%	1.32%	100	
2008 Bicycles	16,248,982	0.54%	0.38%	140	
2008 Recreational Goods	270,891,946	8.94%	9.39%	95	
2008 Other Miscellaneous Goods	54,006,141	1.78%	1.71%	104	
2008 Total Goods	3,031,574,780	100.00%	100.00%	100	
2008 Convenience Goods	1,123,448,419	37.06%	38.72%	96	
2008 Comparison Goods	1,908,126,352	62.94%	61.28%	103	
2008 Bulky Goods	266,551,443	8.79%	8.19%	107	
2008 DIY Related Goods	196,073,150	6.47%	6.12%	106	

Pitney Bowes Business Insight

2008: Consumer Retail Expenditure Hhold (£ Per Annum)

Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index
2008 Food	4,354	27.33%	27.84%	98
2008 Alcoholic Drink	761	4.78%	4.96%	96
2008 Tobacco	373	2.34%	3.20%	73
2008 Books Newspapers Magazines	386	2.42%	2.49%	97
2008 Books	180	1.13%	1.09%	103
2008 Newspapers and Magazines	207	1.30%	1.40%	93
2008 Clothing and Footwear	2,365	14.84%	15.50%	96
2008 Footwear	338	2.12%	2.30%	92
2008 Clothing	2,027	12.72%	13.19%	96
2008 Furniture/Floor/Textiles	1,273	7.99%	7.75%	103
2008 Furniture/Floor Coverings	990	6.22%	6.08%	102
2008 HH Textiles/Soft Furnishings	283	1.77%	1.67%	106
2008 Audio-visual Equipment	1,595	10.01%	9.08%	110
2008 Domestic Appliances	411	2.58%	2.10%	123
2008 AV/Photo/Optical Goods	1,134	7.12%	6.65%	107
2008 Telephone/Fax Equipment	51	0.32%	0.33%	97
2008 Hardware and DIY Supplies	1,076	6.75%	6.36%	106
2008 China Glass and Utensils	193	1.21%	1.15%	106
2008 Repair/Maintenance Materials	339	2.13%	2.27%	94
2008 Tools/Equip for Home/Garden	301	1.89%	1.59%	119
2008 Gardens/Plants/Flowers	242	1.52%	1.35%	113
2008 Other Goods	3,750	23.54%	22.83%	103
2008 Chemists' Goods	1,403	8.81%	8.12%	109
2008 Jewellery/Watches/Clocks	344	2.16%	1.90%	114
2008 Non-durable HH Goods	210	1.32%	1.32%	100
2008 Bicycles	85	0.54%	0.38%	140
2008 Recreational Goods	1,424	8.94%	9.39%	95
2008 Other Miscellaneous Goods	284	1.78%	1.71%	104
2008 Total Goods	15,932	100.00%	100.00%	100
2008 Convenience Goods	5,904	37.06%	38.72%	96
2008 Comparison Goods	10,028	62.94%	61.28%	103
2008 Bulky Goods	1,401	8.79%	8.19%	107
2008 DIY Related Goods	1,030	6.47%	6.12%	106

Index

Pitney Bowes Business Insight

2008: Consumer Retail Expenditure Person (£ Per Annum)

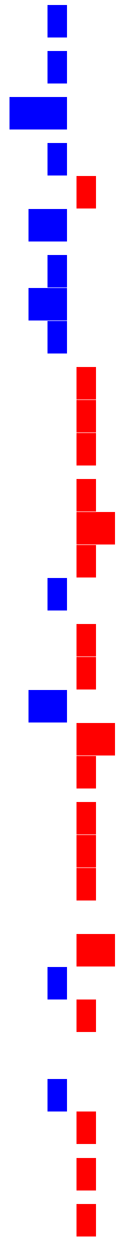
Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index
2008 Food	1,745	27.33%	27.84%	98
2008 Alcoholic Drink	305	4.78%	4.96%	96
2008 Tobacco	149	2.34%	3.20%	73
2008 Books Newspapers Magazines	155	2.42%	2.49%	97
2008 Books	72	1.13%	1.09%	103
2008 Newspapers and Magazines	83	1.30%	1.40%	93
2008 Clothing and Footwear	948	14.84%	15.50%	96
2008 Footwear	136	2.12%	2.30%	92
2008 Clothing	812	12.72%	13.19%	96
2008 Furniture/Floor/Textiles	510	7.99%	7.75%	103
2008 Furniture/Floor Coverings	397	6.22%	6.08%	102
2008 HH Textiles/Soft Furnishings	113	1.77%	1.67%	106
2008 Audio-visual Equipment	639	10.01%	9.08%	110
2008 Domestic Appliances	165	2.58%	2.10%	123
2008 AV/Photo/Optical Goods	454	7.12%	6.65%	107
2008 Telephone/Fax Equipment	20	0.32%	0.33%	97
2008 Hardware and DIY Supplies	431	6.75%	6.36%	106
2008 China Glass and Utensils	78	1.21%	1.15%	106
2008 Repair/Maintenance Materials	136	2.13%	2.27%	94
2008 Tools/Equip for Home/Garden	121	1.89%	1.59%	119
2008 Gardens/Plants/Flowers	97	1.52%	1.35%	113
2008 Other Goods	1,503	23.54%	22.83%	103
2008 Chemists' Goods	563	8.81%	8.12%	109
2008 Jewellery/Watches/Clocks	138	2.16%	1.90%	114
2008 Non-durable HH Goods	84	1.32%	1.32%	100
2008 Bicycles	34	0.54%	0.38%	140
2008 Recreational Goods	571	8.94%	9.39%	95
2008 Other Miscellaneous Goods	114	1.78%	1.71%	104
2008 Total Goods	6,386	100.00%	100.00%	100
2008 Convenience Goods	2,367	37.06%	38.72%	96
2008 Comparison Goods	4,020	62.94%	61.28%	103
2008 Bulky Goods	562	8.79%	8.19%	107
2008 DIY Related Goods	413	6.47%	6.12%	106

Index



Pitney Bowes Business Insight

2009: Consumer Retail Expenditure Total (£ Per Annum)

Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index	Index
2009 Food	853,259,826	27.62%	28.18%	98	
2009 Alcoholic Drink	148,096,596	4.79%	4.98%	96	
2009 Tobacco	69,149,501	2.24%	3.06%	73	
2009 Books Newspapers Magazines	71,587,662	2.32%	2.38%	97	
2009 Books	34,073,714	1.10%	1.07%	103	
2009 Newspapers and Magazines	37,513,949	1.21%	1.31%	93	
2009 Clothing and Footwear	454,908,074	14.73%	15.36%	96	
2009 Footwear	64,813,664	2.10%	2.27%	92	
2009 Clothing	390,094,414	12.63%	13.09%	97	
2009 Furniture/Floor/Textiles	239,816,932	7.76%	7.54%	103	
2009 Furniture/Floor Coverings	185,796,551	6.02%	5.89%	102	
2009 HH Textiles/Soft Furnishings	54,020,402	1.75%	1.65%	106	
2009 Audio-visual Equipment	322,069,831	10.43%	9.48%	110	
2009 Domestic Appliances	77,364,554	2.50%	2.05%	122	
2009 AV/Photo/Optical Goods	234,664,279	7.60%	7.09%	107	
2009 Telephone/Fax Equipment	10,041,013	0.33%	0.34%	97	
2009 Hardware and DIY Supplies	205,042,743	6.64%	6.27%	106	
2009 China Glass and Utensils	36,486,133	1.18%	1.12%	106	
2009 Repair/Maintenance Materials	66,079,048	2.14%	2.29%	94	
2009 Tools/Equip for Home/Garden	57,488,049	1.86%	1.57%	119	
2009 Gardens/Plants/Flowers	44,989,509	1.46%	1.29%	113	
2009 Other Goods	724,852,554	23.47%	22.76%	103	
2009 Chemists' Goods	277,822,720	8.99%	8.29%	108	
2009 Jewellery/Watches/Clocks	64,617,502	2.09%	1.84%	114	
2009 Non-durable HH Goods	39,628,033	1.28%	1.29%	100	
2009 Bicycles	16,473,717	0.53%	0.38%	141	
2009 Recreational Goods	271,790,453	8.80%	9.26%	95	
2009 Other Miscellaneous Goods	54,520,119	1.77%	1.70%	104	
2009 Total Goods	3,088,783,736	100.00%	100.00%	100	
2009 Convenience Goods	1,147,647,877	37.16%	38.83%	96	
2009 Comparison Goods	1,941,135,857	62.84%	61.17%	103	
2009 Bulky Goods	263,161,070	8.52%	7.93%	107	
2009 DIY Related Goods	196,501,098	6.36%	6.03%	105	

Pitney Bowes Business Insight

2009: Consumer Retail Expenditure Hhold (£ Per Annum)

Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index	Index
2009 Food	4,444	27.62%	28.18%	98	
2009 Alcoholic Drink	771	4.79%	4.98%	96	
2009 Tobacco	360	2.24%	3.06%	73	
2009 Books Newspapers Magazines	373	2.32%	2.38%	97	
2009 Books	177	1.10%	1.07%	103	
2009 Newspapers and Magazines	195	1.21%	1.31%	93	
2009 Clothing and Footwear	2,369	14.73%	15.36%	96	
2009 Footwear	338	2.10%	2.27%	92	
2009 Clothing	2,032	12.63%	13.09%	97	
2009 Furniture/Floor/Textiles	1,249	7.76%	7.54%	103	
2009 Furniture/Floor Coverings	968	6.02%	5.89%	102	
2009 HH Textiles/Soft Furnishings	281	1.75%	1.65%	106	
2009 Audio-visual Equipment	1,678	10.43%	9.48%	110	
2009 Domestic Appliances	403	2.50%	2.05%	122	
2009 AV/Photo/Optical Goods	1,222	7.60%	7.09%	107	
2009 Telephone/Fax Equipment	52	0.33%	0.34%	97	
2009 Hardware and DIY Supplies	1,068	6.64%	6.27%	106	
2009 China Glass and Utensils	190	1.18%	1.12%	106	
2009 Repair/Maintenance Materials	344	2.14%	2.29%	94	
2009 Tools/Equip for Home/Garden	299	1.86%	1.57%	119	
2009 Gardens/Plants/Flowers	234	1.46%	1.29%	113	
2009 Other Goods	3,775	23.47%	22.76%	103	
2009 Chemists' Goods	1,447	8.99%	8.29%	108	
2009 Jewellery/Watches/Clocks	337	2.09%	1.84%	114	
2009 Non-durable HH Goods	206	1.28%	1.29%	100	
2009 Bicycles	86	0.53%	0.38%	141	
2009 Recreational Goods	1,416	8.80%	9.26%	95	
2009 Other Miscellaneous Goods	284	1.77%	1.70%	104	
2009 Total Goods	16,088	100.00%	100.00%	100	
2009 Convenience Goods	5,978	37.16%	38.83%	96	
2009 Comparison Goods	10,111	62.84%	61.17%	103	
2009 Bulky Goods	1,371	8.52%	7.93%	107	
2009 DIY Related Goods	1,023	6.36%	6.03%	105	

Pitney Bowes Business Insight

2009: Consumer Retail Expenditure Person (£ Per Annum)

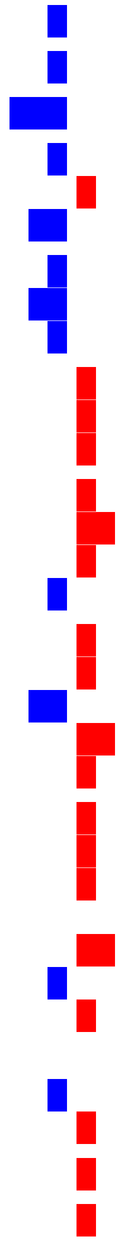
Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index
2009 Food	1,786	27.62%	28.18%	98
2009 Alcoholic Drink	310	4.79%	4.98%	96
2009 Tobacco	145	2.24%	3.06%	73
2009 Books Newspapers Magazines	150	2.32%	2.38%	97
2009 Books	71	1.10%	1.07%	103
2009 Newspapers and Magazines	79	1.21%	1.31%	93
2009 Clothing and Footwear	952	14.73%	15.36%	96
2009 Footwear	136	2.10%	2.27%	92
2009 Clothing	816	12.63%	13.09%	97
2009 Furniture/Floor/Textiles	502	7.76%	7.54%	103
2009 Furniture/Floor Coverings	389	6.02%	5.89%	102
2009 HH Textiles/Soft Furnishings	113	1.75%	1.65%	106
2009 Audio-visual Equipment	674	10.43%	9.48%	110
2009 Domestic Appliances	162	2.50%	2.05%	122
2009 AV/Photo/Optical Goods	491	7.60%	7.09%	107
2009 Telephone/Fax Equipment	21	0.33%	0.34%	97
2009 Hardware and DIY Supplies	429	6.64%	6.27%	106
2009 China Glass and Utensils	76	1.18%	1.12%	106
2009 Repair/Maintenance Materials	138	2.14%	2.29%	94
2009 Tools/Equip for Home/Garden	120	1.86%	1.57%	119
2009 Gardens/Plants/Flowers	94	1.46%	1.29%	113
2009 Other Goods	1,517	23.47%	22.76%	103
2009 Chemists' Goods	581	8.99%	8.29%	108
2009 Jewellery/Watches/Clocks	135	2.09%	1.84%	114
2009 Non-durable HH Goods	83	1.28%	1.29%	100
2009 Bicycles	34	0.53%	0.38%	141
2009 Recreational Goods	569	8.80%	9.26%	95
2009 Other Miscellaneous Goods	114	1.77%	1.70%	104
2009 Total Goods	6,464	100.00%	100.00%	100
2009 Convenience Goods	2,402	37.16%	38.83%	96
2009 Comparison Goods	4,063	62.84%	61.17%	103
2009 Bulky Goods	551	8.52%	7.93%	107
2009 DIY Related Goods	411	6.36%	6.03%	105

Index



Retail Business Turnover Potential Expenditure

Pitney Bowes Business Insight's Retail Business Turnover Potential estimates show the turnover by kind of business that could occur, if the population and households living in the area made their expenditure on each goods type in line with the local Consumer Retail Expenditure estimates. Estimates are provided for the same year as the Consumer Retail Expenditure estimates, and in prices current for the year to which they apply. No account is taken of the existing provision of businesses within the area. However the Retail Business Turnover Potential reports enable estimates to be made of the number of retail outlets that could be supported by the locally generated expenditure. Comparison of these estimates with the actual number of outlets in the area gives a measure of the over or under provision of retail facilities for each business type. This facilitates the identification of any gaps in the market, and gives indications of future floorspace requirements.

In practice, allowance must also be made for expenditure flows into the area by shoppers living outside the area, and expenditure flows out of the area by local residents shopping outside the area. The exact balance between these flows will vary according to the way the area has been defined, and from one area to another. The magnitude and significance of such flows could be assessed by survey or modelling techniques.

As in the case of the local Consumer Retail Expenditure estimates, users must recognise that the figures presented are estimates and require careful interpretation. Again the estimates apply strictly to the area for which they were defined.

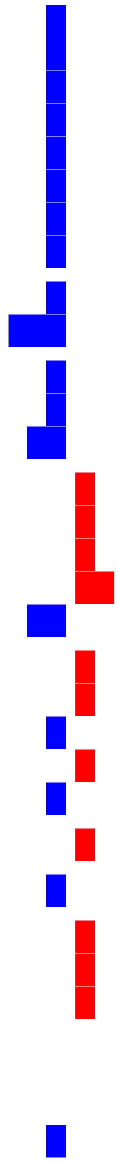
Pitney Bowes Business Insight
2007: RBTP Total (£ Per Annum)
Prepared by: AnySite

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index
2007 Mainly Food/Alcohol/Tobacco	1,256,055,825	43.90%	44.83%	98
2007 Non-Specialist (food/alc/tob)	1,144,385,658	40.00%	40.74%	98
2007 Specialist Food	69,823,990	2.44%	2.49%	98
2007 Specialist Fruit/Vegetables	11,082,550	0.39%	0.39%	98
2007 Specialist Meat/Meat Products	23,523,750	0.82%	0.84%	98
2007 Specialist Fish/Seafood	3,745,941	0.13%	0.13%	98
2007 Specialist Bread/Cake/Confect	16,410,334	0.57%	0.58%	98
2007 Specialist Other Foods/Beverages	15,061,398	0.53%	0.54%	98
2007 Specialist Alcohol	34,655,623	1.21%	1.25%	97
2007 Specialist Tobacco	7,190,535	0.25%	0.34%	73
2007 Specialist Clothing/Shoes/Leather	328,709,020	11.49%	12.00%	96
2007 Specialist Clothing	295,890,791	10.34%	10.75%	96
2007 Specialist Shoes/Leather	32,818,193	1.15%	1.25%	92
2007 Specialist HH Goods	338,242,075	11.82%	11.09%	107
2007 Specialist HH Textiles	10,207,294	0.36%	0.34%	106
2007 Specialist Furniture/Lighting	107,975,210	3.77%	3.69%	102
2007 Specialist Electrical/Radio/TV	130,395,175	4.56%	3.72%	123
2007 Specialist Hardware/Glass/Paints	89,664,418	3.13%	3.34%	94
2007 Specialist Other Goods	558,820,516	19.53%	18.98%	103
2007 Specialist Chemists/Toiletries	145,464,199	5.08%	4.68%	109
2007 Specialist Books/News/Stationery	47,140,888	1.65%	1.70%	97
2007 Specialist Other New	349,267,914	12.21%	12.00%	102
2007 Specialist Second-Hand	16,947,507	0.59%	0.60%	98
2007 Non-Specialist (not food/alc/tob)	236,304,630	8.26%	8.10%	102
2007 Convenience Retail Businesses	1,256,055,825	43.90%	44.83%	98
2007 Comparison Retail Businesses	1,462,076,248	51.10%	50.17%	102
2007 Specialist Comparison	1,225,771,628	42.84%	42.07%	102
2007 Non-Specialist Comparison	236,304,630	8.26%	8.10%	102
2007 Non-Store Businesses	129,613,952	4.53%	4.53%	100
2007 All Retail Businesses	2,847,746,020	99.53%	99.53%	100
2007 Repairers Personal/HH Gds	13,402,099	0.47%	0.47%	99
2007 All Businesses	2,861,148,123	100.00%	100.00%	100

Index



19/05/2010

Pitney Bowes Business Insight
2007: RBTP Hhold (£ Per Annum)
Prepared by: AnySite

Pitney Bowes Business Insight

Prepared For:	Chase & Partners
Project:	Camberley
Area:	Camberley: Zones 1 - 10
Comparison Area:	Great Britain

Description	Value	Area %	Comparison Area %	Index	Index
2007 Mainly Food/Alcohol/Tobacco	6,660	43.90%	44.83%	98	
2007 Non-Specialist (food/alc/tob)	6,068	40.00%	40.74%	98	
2007 Specialist Food	370	2.44%	2.49%	98	
2007 Specialist Fruit/Vegetables	59	0.39%	0.39%	98	
2007 Specialist Meat/Meat Products	125	0.82%	0.84%	98	
2007 Specialist Fish/Seafood	20	0.13%	0.13%	98	
2007 Specialist Bread/Cake/Confect	87	0.57%	0.58%	98	
2007 Specialist Other Foods/Beverages	80	0.53%	0.54%	98	
2007 Specialist Alcohol	184	1.21%	1.25%	97	
2007 Specialist Tobacco	38	0.25%	0.34%	73	
2007 Specialist Clothing/Shoes/Leather	1,743	11.49%	12.00%	96	
2007 Specialist Clothing	1,569	10.34%	10.75%	96	
2007 Specialist Shoes/Leather	174	1.15%	1.25%	92	
2007 Specialist HH Goods	1,794	11.82%	11.09%	107	
2007 Specialist HH Textiles	54	0.36%	0.34%	106	
2007 Specialist Furniture/Lighting	573	3.77%	3.69%	102	
2007 Specialist Electrical/Radio/TV	691	4.56%	3.72%	123	
2007 Specialist Hardware/Glass/Paints	475	3.13%	3.34%	94	
2007 Specialist Other Goods	2,963	19.53%	18.98%	103	
2007 Specialist Chemists/Toiletries	771	5.08%	4.68%	109	
2007 Specialist Books/News/Stationery	250	1.65%	1.70%	97	
2007 Specialist Other New	1,852	12.21%	12.00%	102	
2007 Specialist Second-Hand	90	0.59%	0.60%	98	
2007 Non-Specialist (not food/alc/tob)	1,253	8.26%	8.10%	102	
2007 Convenience Retail Businesses	6,660	43.90%	44.83%	98	
2007 Comparison Retail Businesses	7,753	51.10%	50.17%	102	
2007 Specialist Comparison	6,500	42.84%	42.07%	102	
2007 Non-Specialist Comparison	1,253	8.26%	8.10%	102	
2007 Non-Store Businesses	687	4.53%	4.53%	100	
2007 All Retail Businesses	15,100	99.53%	99.53%	100	
2007 Repairers Personal/HH Gds	71	0.47%	0.47%	99	
2007 All Businesses	15,171	100.00%	100.00%	100	

19/05/2010

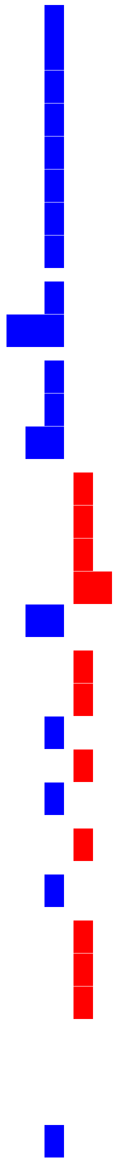
Pitney Bowes Business Insight
2007: RBTP Person (£ Per Annum)
Prepared by: AnySite

Pitney Bowes
Business Insight

Prepared For: Chase & Partners
Project: Camberley

Area: Camberley: Zones 1 - 10
Comparison Area: Great Britain

Description	Value	Area %	Comparison Area %	Index	Index
2007 Mainly Food/Alcohol/Tobacco	2,663	43.90%	44.83%	98	
2007 Non-Specialist (food/alc/tob)	2,427	40.00%	40.74%	98	
2007 Specialist Food	148	2.44%	2.49%	98	
2007 Specialist Fruit/Vegetables	23	0.39%	0.39%	98	
2007 Specialist Meat/Meat Products	50	0.82%	0.84%	98	
2007 Specialist Fish/Seafood	8	0.13%	0.13%	98	
2007 Specialist Bread/Cake/Confect	35	0.57%	0.58%	98	
2007 Specialist Other Foods/Beverages	32	0.53%	0.54%	98	
2007 Specialist Alcohol	73	1.21%	1.25%	97	
2007 Specialist Tobacco	15	0.25%	0.34%	73	
2007 Specialist Clothing/Shoes/Leather	697	11.49%	12.00%	96	
2007 Specialist Clothing	627	10.34%	10.75%	96	
2007 Specialist Shoes/Leather	70	1.15%	1.25%	92	
2007 Specialist HH Goods	717	11.82%	11.09%	107	
2007 Specialist HH Textiles	22	0.36%	0.34%	106	
2007 Specialist Furniture/Lighting	229	3.77%	3.69%	102	
2007 Specialist Electrical/Radio/TV	276	4.56%	3.72%	123	
2007 Specialist Hardware/Glass/Paints	190	3.13%	3.34%	94	
2007 Specialist Other Goods	1,185	19.53%	18.98%	103	
2007 Specialist Chemists/Toiletries	308	5.08%	4.68%	109	
2007 Specialist Books/News/Stationery	100	1.65%	1.70%	97	
2007 Specialist Other New	741	12.21%	12.00%	102	
2007 Specialist Second-Hand	36	0.59%	0.60%	98	
2007 Non-Specialist (not food/alc/tob)	501	8.26%	8.10%	102	
2007 Convenience Retail Businesses	2,663	43.90%	44.83%	98	
2007 Comparison Retail Businesses	3,100	51.10%	50.17%	102	
2007 Specialist Comparison	2,599	42.84%	42.07%	102	
2007 Non-Specialist Comparison	501	8.26%	8.10%	102	
2007 Non-Store Businesses	275	4.53%	4.53%	100	
2007 All Retail Businesses	6,038	99.53%	99.53%	100	
2007 Repairers Personal/HH Gds	28	0.47%	0.47%	99	
2007 All Businesses	6,067	100.00%	100.00%	100	



Appendix C

Quantitative Need Assessment –

Convenience Goods

Quantitative Need Assessment - Convenience Goods

TABLE 1: ASSESSMENT PARAMETERS

Base Year	2010
Design Year	2015
Price Base	2009
Expenditure Base	Goods

TABLE 2 : POPULATION BY SURVEY ZONE

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	78,252	16,503	18,294	80,397	54,189	115,459	25,869	20,806	43,266	28,305	**481,340**
2015	81,239	16,643	18,657	82,441	55,191	118,404	27,591	22,364	44,209	29,145	**495,884**
2020	84,216	16,797	19,055	84,623	56,058	121,153	29,126	23,773	45,197	29,983	**509,981**
2026	87,795	16,974	19,512	87,158	57,179	124,570	31,080	25,553	46,356	30,989	**527,166**

Population for 2020 onwards forecast using average annual increase 2010-2019

TABLE 3 - CATCHMENT POPULATION GROWTH

Year	Number	%
2010-2015	14,544	3.02%
2016-2020	14,097	2.84%
2021-2026	17,185	3.37%

TABLE 4 - EXPENDITURE PER CAPITA (£)

Year	Convenience Goods
2010	£2,424
2015	£2,534
2020	£2,657
2026	£2,821

Source: Mapinfo - Pitney Bowes MapInfo AnySite Report May 2010

Convenience expenditure per capita anticipated to grow in line with spending forecasts for 2009-2016 as shown on page 4 of Pitney Bowes Retail Spending Outlook Revised Version March 2009 and Table 2 of Mapinfo Information Brief 08/02. Growth rate of 1% used for period beyond 2016, in line with long-term trend.

TABLE 5 -TOTAL CONVENIENCE EXPENDITURE (£m)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£189,690,548	£40,004,896	£44,346,456	£194,890,239	£131,359,468	£279,883,977	£62,709,002	£50,435,791	£104,881,041	£68,614,105	**£1,166,815,524**
2015	£205,851,976	£42,171,795	£47,275,081	£208,897,731	£139,848,797	£300,024,586	£69,912,996	£56,668,270	£112,021,443	£73,850,685	**£1,256,523,359**
2020	£223,771,167	£44,632,420	£50,631,257	£224,850,243	£148,951,185	£321,916,317	£77,389,689	£63,166,254	£120,093,057	£79,667,115	**£1,355,068,705**
2026	£247,631,450	£47,876,513	£55,034,156	£245,834,126	£161,277,473	£351,357,573	£87,662,090	£72,072,850	£130,749,290	£87,407,613	**£1,486,903,133**

Source: Tables 3 and 4

TABLE 6 - GROWTH IN TOTAL CONVENIENCE EXPENDITURE

	£(m)	%
2010-2015	89.71	7.69%
2016-2020	98.55	7.84%
2021-2026	131.83	9.73%

Table 7a: MAIN FOOD EXPENDITURE

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£132,783,384	£28,003,427	£31,042,519	£136,423,167	£91,951,628	£195,918,784	£43,896,301	£35,305,054	£73,416,729	£48,029,874	**£816,770,867**
2015	£144,096,383	£29,520,256	£33,092,557	£146,228,411	£97,894,158	£210,017,210	£48,939,097	£39,667,789	£78,415,010	£51,695,480	**£879,566,351**
2020	£156,639,817	£31,242,694	£35,441,880	£157,395,170	£104,265,830	£225,341,422	£54,172,782	£44,216,378	£84,065,140	£55,766,981	**£948,548,093**
2026	£173,342,015	£33,513,559	£38,523,909	£172,083,888	£112,894,231	£245,950,301	£61,363,463	£50,450,995	£91,524,503	£61,185,329	**£1,040,832,193**

Source: Table 5

Table 7b: TOP UP EXPENDITURE

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£56,907,164	£12,001,469	£13,303,937	£58,467,072	£39,407,840	£83,965,193	£18,812,700	£15,130,737	£31,464,312	£20,584,232	**£350,044,657**
2015	£61,755,593	£12,651,538	£14,182,524	£62,669,319	£41,954,639	£90,007,376	£20,973,899	£17,000,481	£33,606,433	£22,155,206	**£376,957,008**
2020	£67,131,350	£13,389,726	£15,189,377	£67,455,073	£44,685,356	£96,574,895	£23,216,907	£18,949,876	£36,027,917	£23,900,135	**£406,520,611**
2026	£74,289,435	£14,362,954	£16,510,247	£73,750,238	£48,383,242	£105,407,272	£26,298,627	£21,621,855	£39,224,787	£26,222,284	**£446,070,940**

Source: Table 5

Table 8a: Main Food Shop Destination (%)

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Tesco - Sandhurst	9.86%	0.00%	12.00%	4.00%	42.86%	12.12%	5.00%	1.00%	8.00%	13.13%	1.01%
Sainsbury's - Woking	7.55%	24.24%	12.00%	33.00%	0.00%	1.01%	0.00%	0.00%	0.00%	1.01%	4.04%
Waitrose - Woking	5.84%	17.17%	3.00%	11.00%	0.00%	0.00%	0.00%	0.00%	0.00%	16.16%	11.11%
Tesco - Aldershot	5.33%	0.00%	0.00%	1.00%	1.02%	32.32%	17.00%	0.00%	2.00%	0.00%	0.00%
Sainsbury's - Knaphill, Woking	4.53%	14.14%	5.00%	22.00%	2.04%	0.00%	0.00%	1.00%	0.00%	0.00%	1.01%
Tesco - Bracknell	4.43%	2.02%	3.00%	0.00%	0.00%	0.00%	0.00%	37.00%	0.00%	2.02%	0.00%
Wm Morrison - Woking	4.12%	22.22%	0.00%	6.00%	1.02%	1.01%	1.00%	0.00%	0.00%	2.02%	8.08%
Asda - Farnborough	3.72%	0.00%	4.00%	0.00%	2.04%	9.09%	21.00%	0.00%	1.00%	0.00%	0.00%
Sainsbury's - Blackwater Valley Road, Camberley	2.92%	2.02%	1.00%	1.00%	11.22%	8.08%	5.00%	0.00%	1.00%	0.00%	0.00%
Sainsbury's - Camberley town centre	2.82%	0.00%	5.00%	0.00%	12.24%	7.07%	2.00%	1.00%	1.00%	0.00%	0.00%
Sainsbury's - Bracknell	2.52%	0.00%	10.00%	0.00%	1.02%	0.00%	0.00%	9.00%	0.00%	4.04%	1.01%
Tesco - Chineham, Basingstoke	2.21%	0.00%	0.00%	0.00%	2.04%	0.00%	0.00%	2.00%	18.00%	0.00%	0.00%
Waitrose - Yateley	2.21%	0.00%	1.00%	0.00%	8.16%	0.00%	0.00%	0.00%	13.00%	0.00%	0.00%
Wm Morrison - Fleet	1.81%	0.00%	0.00%	0.00%	0.00%	0.00%	9.00%	0.00%	9.00%	0.00%	0.00%
Internet	1.81%	2.02%	2.00%	2.00%	2.04%	2.02%	2.00%	3.00%	1.00%	2.02%	0.00%
Waitrose - Fleet	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	9.00%	0.00%	5.00%	0.00%	0.00%
Wm Morrison - Farnborough	1.31%	0.00%	0.00%	0.00%	2.04%	0.00%	11.00%	0.00%	0.00%	0.00%	0.00%
Budgens - Lightwater	1.11%	0.00%	10.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose - Frimley	1.01%	0.00%	0.00%	0.00%	3.06%	6.06%	1.00%	0.00%	0.00%	0.00%	0.00%
Tesco - Addlestone	0.80%	2.02%	0.00%	5.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%
Somerfield - Bagshot	0.70%	0.00%	7.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's - Farnborough	0.60%	1.01%	0.00%	0.00%	0.00%	2.02%	3.00%	0.00%	0.00%	0.00%	0.00%
Budgens - Ascot	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	0.00%	0.00%	0.00%
Marks & Spencer - Sandhurst	0.50%	0.00%	2.00%	0.00%	1.02%	0.00%	0.00%	1.00%	0.00%	1.01%	0.00%
Sainsbury's - Basingstoke	0.50%	1.01%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	3.00%	0.00%	0.00%
Somerfield - Fleet	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%	3.00%	0.00%	2.00%	0.00%	0.00%
Tesco - Windsor	0.40%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	1.00%	1.00%	0.00%	1.01%
Waitrose - Ascot	0.40%	0.00%	1.00%	1.00%	0.00%	0.00%	0.00%	2.00%	0.00%	0.00%	0.00%
Wm Morrison - Bracknell	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%	0.00%	2.02%	0.00%
Budgens - Hook	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.00%	0.00%	0.00%
Lidl - Blackwater	0.30%	0.00%	0.00%	0.00%	2.04%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Metro - Basingstoke	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.00%	0.00%	0.00%
Aldi - Blackwater	0.20%	0.00%	0.00%	0.00%	1.02%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%
Iceland - Aldershot	0.20%	0.00%	0.00%	0.00%	0.00%	2.02%	0.00%	0.00%	0.00%	0.00%	0.00%
Somerfield - Crowthorne	0.20%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%
Waitrose - Bracknell	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	0.00%
Budgens - Ash Vale, Aldershot	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%
Iceland - Farnborough	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer - Fleet	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%
Somerfield - Yateley	0.10%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wm Morrison - Basingstoke	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Wokingham	5.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	32.32%	22.22%
Waitrose, Sunningdale	4.43%	0.00%	13.00%	3.00%	0.00%	0.00%	0.00%	28.00%	0.00%	0.00%	0.00%
Tesco, Hook	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	23.00%	0.00%	0.00%
Waitrose, Wokingham	2.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	1.00%	6.06%	13.13%
Sainsbury's, Winnersh, Wokingham	2.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.04%	16.16%
Tesco (Brookwood), Knaphill, Woking	1.91%	2.02%	1.00%	2.00%	0.00%	0.00%	0.00%	0.00%	1.00%	6.06%	7.07%
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	1.21%	0.00%	1.00%	0.00%	0.00%	9.09%	2.00%	0.00%	0.00%	0.00%	0.00%
Wm Morrison, Wokingham	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.07%
Sainsbury's (Watchmoore Park), Camberley	0.50%	0.00%	0.00%	0.00%	1.02%	1.01%	1.00%	1.00%	0.00%	1.01%	0.00%
Various	0.50%	0.00%	0.00%	1.00%	0.00%	2.02%	0.00%	0.00%	0.00%	2.02%	0.00%
Asda, Lower Earley	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	3.03%
Tesco Express, Beaumaris Parade, Balmoral Drive, Camberley	0.40%	0.00%	3.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Burpham	0.30%	3.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Brooklands	0.30%	1.01%	0.00%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Knaphill	0.20%	1.01%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Reading Road South, Fleet	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	1.00%	0.00%	0.00%
Tesco, Egham	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%	0.00%	0.00%	0.00%
Tesco, Guildford	0.20%	0.00%	1.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, London Road, Blackwater	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	1.00%	0.00%	0.00%
Waitrose, West Byfleet	0.20%	2.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Honey End Lane, Reading	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%
Asda, Winnersh, Wokingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%
Budgens, London Road, Windlesham	0.10%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Reading	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%
Local stores, Horley, Farnborough	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Aldershot	0.10%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Ascot	0.10%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Chobham	0.10%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Woking	0.10%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Londis, Inkerman Parade, Victoria Road, Knaphill, Woking	0.10%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, Guildford	0.10%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, Brookwood	0.10%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Organically Speaking, High Street, Hartley Wintney	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%
Sainsbury's, Staines	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%
Sainsbury's, Portsmouth Road, Cobham	0.10%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Reading Road, Yateley	0.10%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Napier Road, Reading	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%
Tesco, Hawking	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%
Tesco, Seltham	0.10%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Sunningdale	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%
Waitrose, Station Approach, West Byfleet	0.10%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose, Twyford	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Research & Marketing Household Survey Nov 2006

Table 8b: Main Food Shop Expenditure (Main Food Shop Destinations % x Main Food Expenditure £m) 2010

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Tesco - Sandhurst	**£97,399,873**	£0	£3,360,411	£1,241,701	£58,467,072	£11,145,652	£9,795,939	£438,963	£2,824,404	£9,640,581	£485,150
Sainsbury's - Woking	**£49,405,342**	£32,189,911	£3,360,411	£10,244,031	£0	£928,804	£0	£0	£0	£741,583	£1,940,601
Waitrose - Woking	**£44,257,950**	£22,801,187	£840,103	£3,414,677	£0	£0	£0	£0	£0	£11,865,330	£5,336,653
Tesco - Aldershot	**£65,436,531**	£0	£0	£310,425	£1,392,073	£29,721,738	£33,306,193	£0	£706,101	£0	£0
Sainsbury's - Knaphill, Woking	**£30,715,233**	£18,777,448	£1,400,171	£6,829,354	£2,784,146	£0	£0	£438,963	£0	£0	£485,150
Tesco - Bracknell	**£21,247,393**	£2,682,493	£840,103	£0	£0	£0	£0	£16,241,631	£0	£1,483,166	£0
Wm Morrison - Woking	**£41,014,403**	£29,507,419	£0	£1,862,551	£1,392,073	£928,804	£1,959,188	£0	£0	£1,483,166	£3,881,202
Asda - Farnborough	**£53,759,517**	£0	£1,120,137	£0	£2,784,146	£8,359,239	£41,142,945	£0	£353,051	£0	£0
Sainsbury's - Blackwater Valley Road, Camberley	**£36,165,181**	£2,682,493	£280,034	£310,425	£15,312,804	£7,430,435	£9,795,939	£0	£353,051	£0	£0
Sainsbury's - Camberley town centre	**£29,317,068**	£0	£1,400,171	£0	£16,704,878	£6,501,630	£3,918,376	£438,963	£353,051	£0	£0
Sainsbury's - Bracknell	**£11,594,566**	£0	£2,800,343	£0	£1,392,073	£0	£0	£3,950,667	£0	£2,966,332	£485,150
Tesco - Chineham, Basingstoke	**£10,016,982**	£0	£0	£0	£2,784,146	£0	£0	£877,926	£6,354,910	£0	£0
Waitrose - Yateley	**£16,006,276**	£0	£280,034	£0	£11,136,585	£0	£0	£0	£4,589,657	£0	£0
Wm Morrison - Fleet	**£20,810,145**	£0	£0	£0	£0	£0	£17,632,691	£0	£3,177,455	£0	£0
Internet	**£15,576,648**	£2,682,493	£560,069	£620,850	£2,784,146	£1,857,609	£3,918,376	£1,316,889	£353,051	£1,483,166	£0
Waitrose - Fleet	**£19,397,943**	£0	£0	£0	£0	£0	£17,632,691	£0	£1,765,253	£0	£0
Wm Morrison - Farnborough	**£24,335,213**	£0	£0	£0	£2,784,146	£0	£21,551,066	£0	£0	£0	£0
Budgens - Lightwater	**£3,110,768**	£0	£2,800,343	£310,425	£0	£0	£0	£0	£0	£0	£0
Waitrose - Frimley	**£11,708,233**	£0	£0	£0	£4,176,219	£5,572,826	£1,959,188	£0	£0	£0	£0
Tesco - Addlestone	**£5,163,423**	£2,682,493	£0	£1,552,126	£0	£928,804	£0	£0	£0	£0	£0
Somerfield - Bagshot	**£1,960,240**	£0	£1,960,240	£0	£0	£0	£0	£0	£0	£0	£0
Sainsbury's - Farnborough	**£9,076,418**	£1,341,246	£0	£0	£0	£1,857,609	£5,877,564	£0	£0	£0	£0
Budgens - Ascot	**£2,194,815**	£0	£0	£0	£0	£0	£0	£2,194,815	£0	£0	£0
Marks & Spencer - Sandhurst	**£3,132,688**	£0	£560,069	£0	£1,392,073	£0	£0	£438,963	£0	£741,583	£0
Sainsbury's - Basingstoke	**£4,359,586**	£1,341,246	£0	£0	£0	£0	£1,959,188	£0	£1,059,152	£0	£0
Somerfield - Fleet	**£6,583,665**	£0	£0	£0	£0	£0	£5,877,564	£0	£706,101	£0	£0
Tesco - Windsor	**£1,557,198**	£0	£280,034	£0	£0	£0	£0	£438,963	£353,051	£0	£485,150
Waitrose - Ascot	**£1,468,385**	£0	£280,034	£310,425	£0	£0	£0	£877,926	£0	£0	£0
Wm Morrison - Bracknell	**£2,361,092**	£0	£0	£0	£0	£0	£0	£877,926	£0	£1,483,166	£0
Budgens - Hook	**£1,059,152**	£0	£0	£0	£0	£0	£0	£0	£1,059,152	£0	£0
Lidl - Blackwater	**£3,712,951**	£0	£0	£0	£2,784,146	£928,804	£0	£0	£0	£0	£0
Tesco Metro - Basingstoke	**£1,059,152**	£0	£0	£0	£0	£0	£0	£0	£1,059,152	£0	£0
Aldi - Blackwater	**£3,351,261**	£0	£0	£0	£1,392,073	£0	£1,959,188	£0	£0	£0	£0
Iceland - Aldershot	**£1,857,609**	£0	£0	£0	£0	£1,857,609	£0	£0	£0	£0	£0
Somerfield - Crowthorne	**£2,133,656**	£0	£0	£0	£1,392,073	£0	£0	£0	£0	£741,583	£0
Waitrose - Bracknell	**£1,483,166**	£0	£0	£0	£0	£0	£0	£0	£0	£1,483,166	£0
Budgens - Ash Vale, Aldershot	**£741,583**	£0	£0	£0	£0	£0	£0	£0	£0	£741,583	£0
Iceland - Farnborough	**£1,959,188**	£0	£0	£0	£0	£0	£1,959,188	£0	£0	£0	£0
Marks & Spencer - Fleet	**£1,959,188**	£0	£0	£0	£0	£0	£1,959,188	£0	£0	£0	£0
Somerfield - Yateley	**£1,392,073**	£0	£0	£0	£1,392,073	£0	£0	£0	£0	£0	£0
Wm Morrison - Basingstoke	**£1,959,188**	£0	£0	£0	£0	£0	£1,959,188	£0	£0	£0	£0
Tesco, Wokingham	**£34,403,965**	£0	£0	£0	£0	£0	£0	£0	£0	£23,730,660	£10,673,305
Waitrose, Sunningdale	**£16,862,685**	£0	£3,640,446	£931,276	£0	£0	£0	£12,290,964	£0	£0	£0
Tesco, Hook	**£8,120,162**	£0	£0	£0	£0	£0	£0	£0	£8,120,162	£0	£0
Waitrose, Wokingham	**£11,548,465**	£0	£0	£0	£0	£0	£0	£438,963	£353,051	£4,449,499	£6,306,953
Sainsbury's, Winnersh, Wokingham	**£10,728,736**	£0	£0	£0	£0	£0	£0	£0	£0	£2,966,332	£7,762,404
Tesco (Brookwood), Knaphill, Woking	**£11,781,978**	£2,682,493	£280,034	£620,850	£0	£0	£0	£0	£353,051	£4,449,499	£3,396,052
Sainsbury's, Water Lane, Farnham Trading Estate, Farnham	**£12,557,649**	£0	£280,034	£0	£0	£8,359,239	£3,918,376	£0	£0	£0	£0
Wm Morrison, Wokingham	**£3,396,052**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£3,396,052
Sainsbury's (Watchmoore Park), Camberley	**£5,460,611**	£0	£0	£0	£1,392,073	£928,804	£1,959,188	£438,963	£0	£741,583	£0
Various	**£3,651,200**	£0	£0	£310,425	£0	£1,857,609	£0	£0	£0	£1,483,166	£0
Asda, Lower Earley	**£1,894,414**	£0	£0	£0	£0	£0	£0	£438,963	£0	£0	£1,455,451
Tesco Express, Beaumaris Parade, Balmoral Drive, Camberley	**£1,768,907**	£0	£840,103	£0	£0	£928,804	£0	£0	£0	£0	£0
Sainsbury's, Burpham	**£4,023,739**	£4,023,739	£0	£0	£0	£0	£0	£0	£0	£0	£0
Tesco, Brooklands	**£1,962,097**	£1,341,246	£0	£620,850	£0	£0	£0	£0	£0	£0	£0
Co-op, Knaphill	**£1,651,671**	£1,341,246	£0	£310,425	£0	£0	£0	£0	£0	£0	£0
Tesco Express, Reading Road South, Fleet	**£2,312,238**	£0	£0	£0	£0	£0	£1,959,188	£0	£353,051	£0	£0
Tesco, Egham	**£877,926**	£0	£0	£0	£0	£0	£0	£877,926	£0	£0	£0
Tesco, Guildford	**£590,459**	£0	£280,034	£310,425	£0	£0	£0	£0	£0	£0	£0
Tesco, London Road, Blackwater	**£2,312,238**	£0	£0	£0	£0	£0	£1,959,188	£0	£353,051	£0	£0
Waitrose, West Byfleet	**£2,682,493**	£2,682,493	£0	£0	£0	£0	£0	£0	£0	£0	£0
Asda, Honey End Lane, Reading	**£485,150**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£485,150
Asda, Winnersh, Wokingham	**£485,150**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£485,150
Budgens, London Road, Windlesham	**£280,034**	£0	£280,034	£0	£0	£0	£0	£0	£0	£0	£0
Costco, Reading	**£741,583**	£0	£0	£0	£0	£0	£0	£0	£0	£741,583	£0
Local stores, Horley, Farnborough	**£1,959,188**	£0	£0	£0	£0	£0	£1,959,188	£0	£0	£0	£0
Local stores, Aldershot	**£928,804**	£0	£0	£0	£0	£928,804	£0	£0	£0	£0	£0
Local stores, Ascot	**£280,034**	£0	£280,034	£0	£0	£0	£0	£0	£0	£0	£0
Local stores, Chobham	**£310,425**	£0	£0	£310,425	£0	£0	£0	£0	£0	£0	£0
Local stores, Woking	**£310,425**	£0	£0	£310,425	£0	£0	£0	£0	£0	£0	£0
Londis, Inkerman Parade, Victoria Road, Knaphill, Woking	**£1,341,246**	£1,341,246	£0	£0	£0	£0	£0	£0	£0	£0	£0
Marks & Spencer, Guildford	**£928,804**	£0	£0	£0	£0	£928,804	£0	£0	£0	£0	£0
Marks & Spencer, Brookwood	**£310,425**	£0	£0	£310,425	£0	£0	£0	£0	£0	£0	£0
Organically Speaking, High Street, Hartley Wintney	**£353,051**	£0	£0	£0	£0	£0	£0	£0	£353,051	£0	£0
Sainsbury's, Staines	**£438,963**	£0	£0	£0	£0	£0	£0	£438,963	£0	£0	£0
Sainsbury's, Portsmouth Road, Cobham	**£1,341,246**	£1,341,246	£0	£0	£0	£0	£0	£0	£0	£0	£0
Tesco Express, Reading Road, Yateley	**£1,392,073**	£0	£0	£0	£1,392,073	£0	£0	£0	£0	£0	£0
Tesco Extra, Napier Road, Reading	**£485,150**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£485,150
Tesco, Hawking	**£353,051**	£0	£0	£0	£0	£0	£0	£0	£353,051	£0	£0
Tesco, Seltham	**£1,392,073**	£0	£0	£0	£1,392,073	£0	£0	£0	£0	£0	£0
Tesco, Sunningdale	**£438,963**	£0	£0	£0	£0	£0	£0	£438,963	£0	£0	£0
Waitrose, Station Approach, West Byfleet	**£1,341,246**	£1,341,246	£0	£0	£0	£0	£0	£0	£0	£0	£0
Waitrose, Twyford	**£485,150**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£485,150
TOTAL	**£816,770,867**	**£132,783,384**	**£28,003,427**	**£31,042,519**	**£136,423,167**	**£91,951,628**	**£195,918,784**	**£43,896,301**	**£35,305,054**	**£73,416,729**	**£48,029,874**

Table 9a: Top Up Food Shop Destination (%)

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Sainsbury's - Woking	5.15%	21.43%	2.08%	18.75%	2.30%	0.00%	1.19%	0.00%	0.00%	1.18%	5.62%
Budgens - Lightwater	4.22%	0.00%	35.42%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%
Wm Morrison - Woking	4.22%	13.10%	1.04%	3.75%	0.00%	0.00%	1.19%	0.00%	0.00%	2.35%	20.22%
Waitrose - Woking	4.10%	11.90%	0.00%	8.75%	0.00%	0.00%	0.00%	1.16%	0.00%	11.76%	7.87%
Sainsbury's - Camberley town centre	2.81%	2.38%	3.13%	0.00%	16.09%	5.95%	0.00%	0.00%	0.00%	0.00%	0.00%
Budgens - Ascot	2.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	26.74%	0.00%	0.00%	0.00%
Asda - Farnborough	2.58%	0.00%	0.00%	0.00%	2.30%	3.57%	19.05%	0.00%	1.27%	0.00%	0.00%
Tesco - Sandhurst	2.46%	1.19%	1.04%	1.25%	11.49%	2.38%	0.00%	0.00%	2.53%	4.71%	0.00%
Somerfield - Bagshot	2.22%	1.19%	18.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco - Aldershot	2.22%	0.00%	0.00%	0.00%	0.00%	15.48%	5.95%	0.00%	1.27%	0.00%	0.00%
Sainsbury's - Knaphill, Woking	2.11%	4.76%	1.04%	16.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose - Frimley	1.99%	0.00%	2.08%	0.00%	4.60%	10.71%	1.19%	1.16%	0.00%	0.00%	0.00%
Waitrose - Yateley	1.99%	0.00%	0.00%	0.00%	11.49%	0.00%	0.00%	0.00%	8.86%	0.00%	0.00%
Somerfield - Crowthorne	1.64%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	15.29%	0.00%
Tesco - Bracknell	1.64%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	13.95%	0.00%	1.18%	0.00%
Waitrose - Fleet	1.52%	1.19%	0.00%	0.00%	0.00%	0.00%	10.71%	0.00%	3.80%	0.00%	0.00%
Wm Morrison - Farnborough	1.17%	0.00%	0.00%	1.25%	0.00%	1.19%	8.33%	0.00%	0.00%	1.18%	0.00%
Wm Morrison - Fleet	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	5.95%	0.00%	5.06%	0.00%	0.00%
Sainsbury's - Bracknell	0.94%	0.00%	3.13%	0.00%	1.15%	0.00%	0.00%	1.16%	0.00%	2.35%	1.12%
Marks & Spencer - Woking	0.82%	1.19%	0.00%	2.50%	1.15%	0.00%	0.00%	0.00%	0.00%	2.35%	1.12%
Sainsbury's - Farnborough	0.82%	0.00%	0.00%	0.00%	0.00%	1.19%	4.76%	1.16%	0.00%	0.00%	1.12%
Aldi - Blackwater	0.70%	0.00%	0.00%	0.00%	5.75%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
Budgens - Ash Vale, Aldershot	0.70%	0.00%	0.00%	0.00%	0.00%	7.14%	0.00%	0.00%	0.00%	0.00%	0.00%
Somerfield - Yateley	0.59%	0.00%	0.00%	0.00%	5.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Somerfield - Fleet	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	2.53%	0.00%	0.00%
Tesco - Chineham, Basingstoke	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	3.80%	0.00%	0.00%
Waitrose - Ascot	0.47%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	1.18%	0.00%
Budgens - Hook	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.80%	0.00%	0.00%
Marks & Spencer - Sandhurst	0.35%	0.00%	0.00%	0.00%	2.30%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%
Sainsbury's - Blackwater Valley Road, Camberley	0.35%	0.00%	0.00%	0.00%	2.30%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Tesco - Windsor	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	2.53%	0.00%	0.00%
Waitrose - Bracknell	0.35%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	1.18%	0.00%
Wm Morrison - Bracknell	0.35%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	1.12%
Marks & Spencer - Bracknell	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.35%	0.00%
Marks & Spencer - Fleet	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	1.27%	0.00%	0.00%
Tesco Metro - Basingstoke	0.23%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	1.27%	0.00%	0.00%
Internet	0.23%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	1.18%	0.00%
Iceland - Aldershot	0.12%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland - Farnborough	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Iceland - Fleet	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Somerfield - Basingstoke	0.12%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco - Addlestone	0.12%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose, Sunningdale	3.16%	0.00%	3.13%	1.25%	1.15%	0.00%	0.00%	25.58%	0.00%	0.00%	0.00%
Tesco, Hook	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	27.85%	0.00%	0.00%
Waitrose, Wokingham	1.99%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	1.27%	4.71%	12.36%
Local stores, Hartley Wintney	1.29%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.66%	0.00%	0.00%
Local stores, Knaphill, Woking	1.29%	8.33%	1.04%	3.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Wokingham	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	8.24%	3.37%
Local stores, Woking	1.17%	5.95%	0.00%	5.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%
Sainsbury's, Heather Ridge Arcade, Camberley	1.17%	0.00%	1.04%	0.00%	8.05%	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, High Street, Knaphill	1.05%	7.14%	0.00%	3.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, King Street Lane, Winnersh	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	8.99%
Local stores, Camberley	0.94%	0.00%	3.13%	1.25%	3.45%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Finchampstead Road, Wokingham	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.71%	4.49%
Tesco, Knaphill, Wokingham	0.94%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.88%	2.25%
Local stores, Windlesham	0.82%	0.00%	7.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Balmoral Drive, Frimley	0.82%	0.00%	0.00%	1.25%	0.00%	7.14%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Farnborough	0.70%	0.00%	0.00%	0.00%	0.00%	1.19%	5.95%	0.00%	0.00%	0.00%	0.00%
Local stores, Sherfield-on-Loddon	0.70%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	6.33%	0.00%	0.00%
Various	0.70%	1.19%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	2.35%	1.12%
Co-op, High Street, Horsell, Woking	0.59%	4.76%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Sandhurst	0.59%	0.00%	0.00%	0.00%	4.60%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
Goods delivered	0.59%	1.19%	0.00%	1.25%	0.00%	1.19%	1.19%	0.00%	0.00%	0.00%	1.12%
Local stores, Aldershot	0.59%	0.00%	0.00%	0.00%	0.00%	1.19%	4.76%	0.00%	0.00%	0.00%	0.00%
Local stores, Bagshot	0.59%	0.00%	3.13%	0.00%	2.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Wokingham	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	4.49%
Sainsbury's, Winnersh, Wokingham	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	4.49%
Tesco Express, Reading Road South, Fleet	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	0.00%	1.27%	0.00%	0.00%
Tesco, Wokingham	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.35%	3.37%
Wm Morrison, Wokingham	0.59%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.49%
Co-op, Ash	0.47%	0.00%	0.00%	0.00%	0.00%	4.76%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Fernhill Road, Cove, Farnborough	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	3.57%	1.16%	0.00%	0.00%	0.00%
Local stores, Ascot	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.65%	0.00%	0.00%	0.00%
Local stores, Ash	0.47%	0.00%	0.00%	0.00%	0.00%	4.76%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Stores, Chobham	0.47%	0.00%	0.00%	5.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Lightwater	0.47%	0.00%	3.13%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Sandhurst	0.47%	0.00%	0.00%	0.00%	2.30%	0.00%	0.00%	1.16%	0.00%	1.18%	0.00%
Marks & Spencers, Peach Street, Wokingham	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.35%	2.25%
Co-op, North Lane, Aldershot	0.35%	0.00%	0.00%	0.00%	0.00%	3.57%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Wokingham	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.53%	0.00%
Local stores, Frimley	0.35%	0.00%	0.00%	0.00%	0.00%	3.57%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Bracknell	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.49%	0.00%	0.00%	0.00%
Local stores, Fleet	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	3.57%	0.00%	0.00%	0.00%	0.00%
Local stores, Hook	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.80%	0.00%	0.00%
Local stores, Sunningdale	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.49%	0.00%	0.00%	0.00%
Londis, North Ascot	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	2.33%	0.00%	0.00%	0.00%
Tenaker Farm Shop, Scotts Grove Road, Chobham, Woking	0.35%	0.00%	0.00%	2.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%
Tesco Express, Greenwood Road, Crowthorne	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.53%	0.00%
Tesco, Blackwater	0.35%	0.00%	0.00%	0.00%	2.30%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
Alldays, North Lane, Aldershot	0.23%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Lower Earley	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.25%
Chobham	0.23%	0.00%	0.00%	2.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, North Camp, Farnborough	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%
Local stores, Chobham	0.23%	0.00%	0.00%	2.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Finchampstead	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.35%	0.00%
Local stores, West End, Wallfield	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	1.16%	0.00%	0.00%	0.00%
Pinewood Stores, Pinewood Park, Cove	0.23%	0.00%	0.00%	0.00%	0.00%	1.19%	1.19%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Farnham	0.23%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Badger Farm Road, Winchester	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	1.16%	0.00%	0.00%	0.00%
Somerfield, High Street, Aldershot	0.23%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Old Dean Estate, Camberley	0.23%	0.00%	0.00%	0.00%	2.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Bovey Tracey, Devon	0.23%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Camberley	0.23%	0.00%	1.04%	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Reading Road, Yately	0.23%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
The Shop, Reading Road, Sherfield-on-Loddon, Hook	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.53%	0.00%	0.00%
Budgens, London Road, Windlesham	0.12%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bylo, Aldershot	0.12%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%
Circle C, Macdonald Road, Lightwater	0.12%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Elizabeth Parade, Yatley	0.12%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Fleet Road, Fleet	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Local stores, California Cross	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
Local stores, Horley, Farnborough	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Local stores, Reading	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
Local Stores, Brookwood	0.12%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Cove	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Local stores, Crowthorne	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
Local stores, Guildford	0.12%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Halsall, Woking	0.12%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Lightwood	0.12%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, Pirbright	0.12%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local stores, St Johns, Woking	0.12%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Londis, Victoria Road, Knaphill, Woking	0.12%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, Broad Street, Reading	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%
Marks & Spencer, Brookwood	0.12%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, Camberley	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%
Marks & Spencer, Weybridge	0.12%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wm Morrison, Rectory Road, Reading	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%

One Stop Stores, High Street, Hartney, Whitney	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
Organically Speaking, High Street, Hartley Wintney	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
Sainsbury's, Frimley	0.12%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Heatherside	0.12%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, New Zealand Avenue, Walton upon Thames	0.12%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, High Street, Guildford	0.12%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Kingsfield	0.12%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Brookwood	0.12%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Suttons, Windlesham	0.12%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Yately	0.12%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, West Byfleet	0.12%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Crawthorne	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
The Farm Shop, Hardwick Lane, Lyne, Chertsey	0.12%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose, Farnham	0.12%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose, West Byfleet	0.12%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Weybridge	0.12%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wm Morrison, Basingstoke Road, Reading	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%
Woking market	0.12%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wokingham market	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: Research & Marketing Household Survey Nov 2006

Table 9b: Top Up Food Shop Expenditure (Top Up Food Shop Destinations % x Top Up Food Expenditure £m) 2010

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Sainsbury's - Woking	£18,809,153	£12,194,392	£250,031	£2,494,488	£1,344,071	£0	£999,586	£0	£0	£370,168	£1,156,418
Budgens - Lightwater	£4,648,103	£0	£4,250,520	£166,299	£0	£0	£0	£0	£0	£0	£231,284
Wm Morrison - Woking	£13,979,067	£7,452,129	£125,015	£498,898	£0	£0	£999,586	£0	£0	£740,337	£4,163,103
Waitrose - Woking	£13,478,178	£6,774,662	£0	£1,164,094	£0	£0	£0	£218,752	£0	£3,701,684	£1,618,985
Sainsbury's - Camberley town centre	£13,484,177	£1,354,932	£375,046	£0	£9,408,494	£2,345,705	£0	£0	£0	£0	£0
Budgens - Ascot	£5,031,304	£0	£0	£0	£0	£0	£0	£5,031,304	£0	£0	£0
Asda - Farnborough	£18,936,392	£0	£0	£0	£1,344,071	£1,407,423	£15,993,370	£0	£191,528	£0	£0
Tesco - Sandhurst	£10,491,146	£677,466	£125,015	£166,299	£6,720,353	£938,282	£0	£0	£383,057	£1,480,674	£0
Somerfield - Bagshot	£2,927,742	£677,466	£2,250,275	£0	£0	£0	£0	£0	£0	£0	£0
Tesco - Aldershot	£11,288,289	£0	£0	£0	£0	£6,098,832	£4,997,928	£0	£191,528	£0	£0
Sainsbury's - Knaphill, Woking	£4,996,770	£2,709,865	£125,015	£2,161,890	£0	£0	£0	£0	£0	£0	£0
Waitrose - Frimley	£8,378,778	£0	£250,031	£0	£2,688,141	£4,222,269	£999,586	£218,752	£0	£0	£0
Waitrose - Yateley	£8,061,051	£0	£0	£0	£6,720,353	£0	£0	£0	£1,340,698	£0	£0
Somerfield - Crowthorne	£5,484,224	£0	£0	£0	£672,035	£0	£0	£0	£0	£4,812,189	£0
Tesco - Bracknell	£3,667,232	£0	£0	£0	£672,035	£0	£0	£2,625,028	£0	£370,168	£0
Waitrose - Fleet	£10,248,322	£677,466	£0	£0	£0	£0	£8,996,271	£0	£574,585	£0	£0
Wm Morrison - Farnborough	£8,002,708	£0	£0	£166,299	£0	£469,141	£6,997,099	£0	£0	£370,168	£0
Wm Morrison - Fleet	£5,764,041	£0	£0	£0	£0	£0	£4,997,928	£0	£766,113	£0	£0
Sainsbury's - Bracknell	£2,237,454	£0	£375,046	£0	£672,035	£0	£0	£218,752	£0	£740,337	£231,284
Marks & Spencer - Woking	£2,653,720	£677,466	£0	£332,598	£672,035	£0	£0	£0	£0	£740,337	£231,284
Sainsbury's - Farnborough	£4,917,519	£0	£0	£0	£0	£469,141	£3,998,343	£218,752	£0	£0	£231,284
Aldi - Blackwater	£3,730,345	£0	£0	£0	£3,360,177	£0	£0	£0	£0	£370,168	£0
Budgens - Ash Vale, Aldershot	£2,814,846	£0	£0	£0	£0	£2,814,846	£0	£0	£0	£0	£0
Somerfield - Yateley	£3,360,177	£0	£0	£0	£3,360,177	£0	£0	£0	£0	£0	£0
Somerfield - Fleet	£2,382,228	£0	£0	£0	£0	£0	£1,999,171	£0	£383,057	£0	£0
Tesco - Chineham, Basingstoke	£793,337	£0	£0	£0	£0	£0	£0	£218,752	£574,585	£0	£0
Waitrose - Ascot	£932,688	£0	£125,015	£0	£0	£0	£0	£437,505	£0	£370,168	£0
Budgens - Hook	£574,585	£0	£0	£0	£0	£0	£0	£0	£574,585	£0	£0
Marks & Spencer - Sandhurst	£1,562,823	£0	£0	£0	£1,344,071	£0	£0	£218,752	£0	£0	£0
Sainsbury's - Blackwater Valley Road, Camberley	£2,343,656	£0	£0	£0	£1,344,071	£0	£999,586	£0	£0	£0	£0
Tesco - Windsor	£601,809	£0	£0	£0	£0	£0	£0	£218,752	£383,057	£0	£0
Waitrose - Bracknell	£713,936	£0	£125,015	£0	£0	£0	£0	£218,752	£0	£370,168	£0
Wm Morrison - Bracknell	£575,051	£0	£125,015	£0	£0	£0	£0	£218,752	£0	£0	£231,284
Marks & Spencer - Bracknell	£740,337	£0	£0	£0	£0	£0	£0	£0	£0	£740,337	£0
Marks & Spencer - Fleet	£1,191,114	£0	£0	£0	£0	£0	£999,586	£0	£191,528	£0	£0
Tesco Metro - Basingstoke	£660,669	£0	£0	£0	£0	£469,141	£0	£0	£191,528	£0	£0
Internet	£839,309	£0	£0	£0	£0	£469,141	£0	£0	£0	£370,168	£0
Iceland - Aldershot	£469,141	£0	£0	£0	£0	£469,141	£0	£0	£0	£0	£0
Iceland - Farnborough	£999,586	£0	£0	£0	£0	£0	£999,586	£0	£0	£0	£0
Iceland - Fleet	£999,586	£0	£0	£0	£0	£0	£999,586	£0	£0	£0	£0
Somerfield - Basingstoke	£469,141	£0	£0	£0	£0	£469,141	£0	£0	£0	£0	£0
Tesco - Addlestone	£166,299	£0	£0	£166,299	£0	£0	£0	£0	£0	£0	£0
Waitrose, Sunningdale	£6,025,932	£0	£375,046	£166,299	£672,035	£0	£0	£4,812,551	£0	£0	£0
Tesco, Hook	£4,213,623	£0	£0	£0	£0	£0	£0	£0	£4,213,623	£0	£0
Waitrose, Wokingham	£4,382,620	£0	£0	£166,299	£0	£0	£0	£0	£191,528	£1,480,674	£2,544,119
Local stores, Hartley Wintney	£2,592,749	£677,466	£0	£0	£0	£0	£0	£0	£1,915,283	£0	£0
Local stores, Knaphill, Woking	£5,366,177	£4,742,264	£125,015	£498,898	£0	£0	£0	£0	£0	£0	£0
Local stores, Wokingham	£3,476,557	£0	£0	£0	£0	£0	£0	£0	£191,528	£2,591,179	£693,851
Local stores, Woking	£4,271,280	£3,387,331	£0	£665,197	£0	£0	£0	£218,752	£0	£0	£0
Sainsbury's, Heather Ridge Arcade, Camberley	£5,767,544	£0	£125,015	£0	£4,704,247	£938,282	£0	£0	£0	£0	£0
Co-op, High Street, Knaphill	£4,563,695	£4,064,797	£0	£498,898	£0	£0	£0	£0	£0	£0	£0
Sainsbury's, King Street Lane, Winnersh	£2,220,436	£0	£0	£0	£0	£0	£0	£0	£0	£370,168	£1,850,268
Local stores, Camberley	£3,026,592	£0	£375,046	£166,299	£2,016,106	£469,141	£0	£0	£0	£0	£0
Tesco, Finchampstead Road, Wokingham	£2,405,808	£0	£0	£0	£0	£0	£0	£0	£0	£1,480,674	£925,134
Tesco, Knaphill, Wokingham	£2,990,875	£677,466	£0	£0	£0	£0	£0	£0	£0	£1,850,842	£462,567
Local stores, Windlesham	£875,107	£0	£875,107	£0	£0	£0	£0	£0	£0	£0	£0
Tesco Express, Balmoral Drive, Frimley	£2,981,145	£0	£0	£166,299	£0	£2,814,846	£0	£0	£0	£0	£0
Local stores, Farnborough	£5,467,069	£0	£0	£0	£0	£469,141	£4,997,928	£0	£0	£0	£0
Local stores, Sherfield-on-Loddon	£1,123,941	£0	£0	£166,299	£0	£0	£0	£0	£957,642	£0	£0
Various	£2,587,368	£677,466	£0	£0	£0	£938,282	£0	£0	£0	£740,337	£231,284
Co-op, High Street, Horsell, Woking	£2,834,880	£2,709,865	£125,015	£0	£0	£0	£0	£0	£0	£0	£0
Co-op, Sandhurst	£3,058,310	£0	£0	£0	£2,688,141	£0	£0	£0	£0	£370,168	£0
Goods delivered	£2,543,776	£677,466	£0	£166,299	£0	£469,141	£999,586	£0	£0	£0	£231,284
Local stores, Aldershot	£4,467,483	£0	£0	£0	£0	£469,141	£3,998,343	£0	£0	£0	£0
Local stores, Bagshot	£1,719,117	£0	£375,046	£0	£1,344,071	£0	£0	£0	£0	£0	£0
Morrisons, Wokingham	£1,295,302	£0	£0	£0	£0	£0	£0	£0	£0	£370,168	£925,134
Sainsbury's, Winnersh, Wokingham	£1,295,302	£0	£0	£0	£0	£0	£0	£0	£0	£370,168	£925,134
Tesco Express, Reading Road South, Fleet	£4,189,871	£0	£0	£0	£0	£0	£3,998,343	£0	£191,528	£0	£0
Tesco, Wokingham	£1,434,187	£0	£0	£0	£0	£0	£0	£0	£0	£740,337	£693,851
Wm Morrison, Wokingham	£1,091,433	£0	£0	£166,299	£0	£0	£0	£0	£0	£0	£925,134
Co-op, Ash	£1,876,564	£0	£0	£0	£0	£1,876,564	£0	£0	£0	£0	£0
Co-op, Fernhill Road, Cove, Farnborough	£3,217,509	£0	£0	£0	£0	£0	£2,998,757	£218,752	£0	£0	£0
Local stores, Ascot	£875,009	£0	£0	£0	£0	£0	£0	£875,009	£0	£0	£0
Local stores, Ash	£1,876,564	£0	£0	£0	£0	£1,876,564	£0	£0	£0	£0	£0
Local Stores, Chobham	£665,197	£0	£0	£665,197	£0	£0	£0	£0	£0	£0	£0
Local stores, Lightwater	£541,345	£0	£375,046	£166,299	£0	£0	£0	£0	£0	£0	£0
Local stores, Sandhurst	£1,932,991	£0	£0	£0	£1,344,071	£0	£0	£218,752	£0	£370,168	£0
Marks & Spencers, Peach Street, Wokingham	£1,202,904	£0	£0	£0	£0	£0	£0	£0	£0	£740,337	£462,567
Co-op, North Lane, Aldershot	£1,407,423	£0	£0	£0	£0	£1,407,423	£0	£0	£0	£0	£0
Co-op, Wokingham	£1,110,505	£0	£0	£0	£0	£0	£0	£0	£0	£1,110,505	£0
Local stores, Frimley	£1,407,423	£0	£0	£0	£0	£1,407,423	£0	£0	£0	£0	£0
Local stores, Bracknell	£656,257	£0	£0	£0	£0	£0	£0	£656,257	£0	£0	£0
Local stores, Fleet	£2,998,757	£0	£0	£0	£0	£0	£2,998,757	£0	£0	£0	£0
Local stores, Hook	£574,585	£0	£0	£0	£0	£0	£0	£0	£574,585	£0	£0
Local stores, Sunningdale	£656,257	£0	£0	£0	£0	£0	£0	£656,257	£0	£0	£0
Londis, North Ascot	£1,437,090	£0	£0	£0	£0	£0	£999,586	£437,505	£0	£0	£0
Tenaker Farm Shop, Scotts Grove Road, Chobham, Woking	£563,882	£0	£0	£332,598	£0	£0	£0	£0	£0	£0	£231,284
Tesco Express, Greenwood Road, Crowthorne	£1,110,505	£0	£0	£0	£0	£0	£0	£0	£0	£1,110,505	£0
Tesco, Blackwater	£1,535,599	£0	£0	£0	£1,344,071	£0	£0	£0	£191,528	£0	£0
Alldays, North Lane, Aldershot	£938,282	£0	£0	£0	£0	£938,282	£0	£0	£0	£0	£0
Asda, Lower Earley	£462,567	£0	£0	£0	£0	£0	£0	£0	£0	£0	£462,567
Chobham	£332,598	£0	£0	£332,598	£0	£0	£0	£0	£0	£0	£0
Co-op, North Camp, Farnborough	£1,999,171	£0	£0	£0	£0	£0	£1,999,171	£0	£0	£0	£0
Local stores, Chobham	£332,598	£0	£0	£332,598	£0	£0	£0	£0	£0	£0	£0
Local stores, Finchampstead	£740,337	£0	£0	£0	£0	£0	£0	£0	£0	£740,337	£0
Local stores, West End, Wallfield	£1,218,338	£0	£0	£0	£0	£0	£999,586	£218,752	£0	£0	£0
Pinewood Stores, Pinewood Park, Cove	£1,468,727	£0	£0	£0	£0	£469,141	£999,586	£0	£0	£0	£0
Sainsbury's, Farnham	£938,282	£0	£0	£0	£0	£938,282	£0	£0	£0	£0	£0
Sainsbury's, Badger Farm Road, Winchester	£1,218,338	£0	£0	£0	£0	£0	£999,586	£218,752	£0	£0	£0
Somerfield, High Street, Aldershot	£938,282	£0	£0	£0	£0	£938,282	£0	£0	£0	£0	£0
Spar, Old Dean Estate, Camberley	£1,344,071	£0	£0	£0	£1,344,071	£0	£0	£0	£0	£0	£0
Tesco Express, Bovey Tracey, Devon	£938,282	£0	£0	£0	£0	£938,282	£0	£0	£0	£0	£0
Tesco, Camberley	£797,051	£0	£125,015	£0	£672,035	£0	£0	£0	£0	£0	£0

Tesco Express, Reading Road, Yately	**£863,564**	£0	£0	£0	£672,035	£0	£0	£0	£191,528	£0	£0
The Shop, Reading Road, Sherfield-on-Loddon, Hook	**£383,057**	£0	£0	£0	£0	£0	£0	£0	£383,057	£0	£0
Budgens, London Road, Windlesham	**£125,015**	£0	£125,015	£0	£0	£0	£0	£0	£0	£0	£0
Bylo, Aldershot	**£469,141**	£0	£0	£0	£0	£469,141	£0	£0	£0	£0	£0
Circle C, Macdonald Road, Lightwater	**£125,015**	£0	£125,015	£0	£0	£0	£0	£0	£0	£0	£0
Co-op, Elizabeth Parade, Yatley	**£672,035**	£0	£0	£0	£672,035	£0	£0	£0	£0	£0	£0
Co-op, Fleet Road, Fleet	**£999,586**	£0	£0	£0	£0	£0	£999,586	£0	£0	£0	£0
Local stores, California Cross	**£370,168**	£0	£0	£0	£0	£0	£0	£0	£0	£370,168	£0
Local stores, Horley, Farnborough	**£999,586**	£0	£0	£0	£0	£0	£999,586	£0	£0	£0	£0
Local stores, Reading	**£370,168**	£0	£0	£0	£0	£0	£0	£0	£0	£370,168	£0
Local Stores, Brookwood	**£166,299**	£0	£0	£166,299	£0	£0	£0	£0	£0	£0	£0
Local stores, Cove	**£999,586**	£0	£0	£0	£0	£0	£999,586	£0	£0	£0	£0
Local stores, Crowthorne	**£370,168**	£0	£0	£0	£0	£0	£0	£0	£0	£370,168	£0
Local stores, Guildford	**£166,299**	£0	£0	£166,299	£0	£0	£0	£0	£0	£0	£0
Local stores, Halsall, Woking	**£677,466**	£677,466	£0	£0	£0	£0	£0	£0	£0	£0	£0
Local stores, Lightwood	**£125,015**	£0	£125,015	£0	£0	£0	£0	£0	£0	£0	£0
Local stores, Pirbright	**£166,299**	£0	£0	£166,299	£0	£0	£0	£0	£0	£0	£0
Local stores, St Johns, Woking	**£677,466**	£677,466	£0	£0	£0	£0	£0	£0	£0	£0	£0
Londis, Victoria Road, Knaphill, Woking	**£677,466**	£677,466	£0	£0	£0	£0	£0	£0	£0	£0	£0
Marks & Spencer, Broad Street, Reading	**£231,284**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£231,284
Marks & Spencer, Brookwood	**£166,299**	£0	£0	£166,299	£0	£0	£0	£0	£0	£0	£0
Marks & Spencer, Camberley	**£218,752**	£0	£0	£0	£0	£0	£0	£218,752	£0	£0	£0
Marks & Spencer, Weybridge	**£677,466**	£677,466	£0	£0	£0	£0	£0	£0	£0	£0	£0
Wm Morrison, Rectory Road, Reading	**£231,284**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£231,284
One Stop Stores, High Street, Hartney, Whitney	**£191,528**	£0	£0	£0	£0	£0	£0	£0	£191,528	£0	£0
Organically Speaking, High Street, Hartley Wintney	**£191,528**	£0	£0	£0	£0	£0	£0	£0	£191,528	£0	£0
Sainsbury's, Frimley	**£469,141**	£0	£0	£0	£0	£469,141	£0	£0	£0	£0	£0
Sainsbury's, Heatherside	**£166,299**	£0	£0	£166,299	£0	£0	£0	£0	£0	£0	£0
Sainsbury's, New Zealand Avenue, Walton upon Thames	**£125,015**	£0	£125,015	£0	£0	£0	£0	£0	£0	£0	£0
Sainsbury's, High Street, Guildford	**£677,466**	£677,466	£0	£0	£0	£0	£0	£0	£0	£0	£0
Sainsbury's, Kingsfield	**£677,466**	£677,466	£0	£0	£0	£0	£0	£0	£0	£0	£0
Spar, Brookwood	**£166,299**	£0	£0	£166,299	£0	£0	£0	£0	£0	£0	£0
Suttons, Windlesham	**£125,015**	£0	£125,015	£0	£0	£0	£0	£0	£0	£0	£0
Tesco Express, Yately	**£672,035**	£0	£0	£0	£672,035	£0	£0	£0	£0	£0	£0
Tesco, West Byfleet	**£677,466**	£677,466	£0	£0	£0	£0	£0	£0	£0	£0	£0
Tesco, Crawthorne	**£370,168**	£0	£0	£0	£0	£0	£0	£0	£0	£370,168	£0
The Farm Shop, Hardwick Lane, Lyne, Chertsey	**£166,299**	£0	£0	£166,299	£0	£0	£0	£0	£0	£0	£0
Waitrose, Farnham	**£469,141**	£0	£0	£0	£0	£469,141	£0	£0	£0	£0	£0
Waitrose, West Byfleet	**£677,466**	£677,466	£0	£0	£0	£0	£0	£0	£0	£0	£0
Weybridge	**£166,299**	£0	£0	£166,299	£0	£0	£0	£0	£0	£0	£0
Wm Morrison, Basingstoke Road, Reading	**£231,284**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£231,284
Woking market	**£677,466**	£677,466	£0	£0	£0	£0	£0	£0	£0	£0	£0
Wokingham market	**£231,284**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£231,284
TOTAL	**£350,044,657**	**£56,907,164**	**£12,001,469**	**£13,303,937**	**£58,467,072**	**£39,407,840**	**£83,965,193**	**£18,812,700**	**£15,130,737**	**£31,464,312**	**£20,584,232**

Table 10: Total Convenience Shopping Expenditure 2010 (I.e. Main + Top Up) - Main destinations

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Sainsbury's - Camberley town centre	**£42,801,246**	£1,354,932	£1,775,217	£0	£26,113,372	£8,847,335	£3,918,376	£438,963	£353,051	£0	£0
Sainsbury's - Blackwater Valley Road, Camberley	**£41,625,792**	£2,682,493	£280,034	£310,425	£16,704,878	£8,359,239	£11,755,127	£438,963	£353,051	£741,583	£0
Sainsbury's - Camberley town centre (adjusted)*	**£16,415,884**	£1,354,932	£515,063	£0	£11,078,982	£2,995,868	£391,838	£43,896	£35,305	£0	£0
Sainsbury's - Blackwater Valley Road, Camberley (adjusted)*	**£68,011,154**	£2,682,493	£1,540,188	£310,425	£31,739,268	£14,210,706	£15,281,665	£834,030	£670,796	£741,583	£0
Tesco - Sandhurst	**£107,891,019**	£677,466	£3,485,427	£1,408,000	£65,187,425	£12,083,934	£9,795,939	£438,963	£3,207,461	£11,121,254	£485,150
Waitrose - Frimley	**£20,087,012**	£0	£250,031	£0	£6,864,361	£9,795,095	£2,958,773	£218,752	£0	£0	£0
Waitrose - Yateley	**£24,067,328**	£0	£280,034	£0	£17,856,938	£0	£0	£0	£5,930,355	£0	£0
Aldi - Blackwater	**£7,081,606**	£0	£0	£0	£4,752,250	£0	£1,959,188	£0	£0	£370,168	£0
Somerfield - Yateley	**£4,752,250**	£0	£0	£0	£4,752,250	£0	£0	£0	£0	£0	£0
Sainsbury's, Heather Ridge Arcade, Camberley	**£6,236,685**	£0	£125,015	£0	£4,704,247	£1,407,423	£0	£0	£0	£0	£0
Co-op, Sandhurst	**£3,058,310**	£0	£0	£0	£2,688,141	£0	£0	£0	£0	£370,168	£0
Sainsbury's - Knaphill, Woking	**£35,712,003**	£21,487,313	£1,525,187	£8,991,244	£2,784,146	£0	£0	£438,963	£0	£0	£485,150
Asda - Farnborough	**£72,695,909**	£0	£1,120,137	£0	£4,128,217	£9,766,662	£57,136,315	£0	£544,579	£0	£0
Tesco - Chineham, Basingstoke	**£10,810,319**	£0	£0	£0	£2,784,146	£0	£0	£1,096,678	£6,929,495	£0	£0
Internet	**£16,415,957**	£2,682,493	£560,069	£620,850	£2,784,146	£2,326,750	£3,918,376	£1,316,889	£353,051	£1,853,335	£0
Wm Morrison - Farnborough	**£32,337,920**	£0	£0	£166,299	£2,784,146	£469,141	£28,548,166	£0	£0	£370,168	£0
Lidl - Blackwater	**£3,712,951**	£0	£0	£0	£2,784,146	£928,804	£0	£0	£0	£0	£0

*Turnover for Sainsburys stores at Camberley Town Centre and Blackwater Valley Road adjusted to account for likely coding error. Turnover adjusted to apportion 90% of reported main food shopping spend at Camberley Town Centre to Blackwater Valley Road.

Table 11: Camberley Market Share

Camberley Foodstores	Turnover 2010	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Sainsbury's - Camberley town centre	**£16,415,884**	£1,354,932	£515,063	£0	**£11,078,982**	£2,995,868	£391,838	£43,896	£35,305	£0	£0
Market Share	**1.41%**	0.71%	1.29%	0.00%	**5.68%**	2.28%	0.14%	0.07%	0.07%	0.00%	0.00%

Table 12a: Leakage (Zone 4 Expenditure outside of Camberley Town Centre)

Destination	Zone 4
Total Zone 4 Expenditure	**£194,890,239**
Total Retained by Camberley Town Centre	**£11,078,982**
Total attracted to Camberley town centre from outside Zone 4	**£5,336,902**
Leakage from Zone 4	**£183,811,257**

Table 12b: Leakage from Zone 4 - Main Destinations

Tesco - Sandhurst	**£65,187,425**
Sainsbury's - Blackwater Valley Road, Camberley	**£31,739,268**
Waitrose - Yateley	**£17,856,938**
Waitrose - Frimley	**£6,864,361**
Aldi - Blackwater	**£4,752,250**
Somerfield - Yateley	**£4,752,250**
Sainsbury's, Heather Ridge Arcade, Camberley	**£4,704,247**
Asda - Farnborough	**£4,128,217**
Sainsbury's - Knaphill, Woking	**£2,784,146**
Tesco - Chineham, Basingstoke	**£2,784,146**
Internet	**£2,784,146**
Wm Morrison - Farnborough	**£2,784,146**
Lidl - Blackwater	**£2,784,146**
Co-op, Sandhurst	**£2,688,141**

Table 13: Projected Convenience Floorspace Requirements 2010-2026

Centre	Turnover 2009	2015		2020		2026		Potential Total Floorspace Requirement 2010-2026 (sq m)
		Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2015 (sq m) 9500	Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2020 (sq m) 9500	Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2026 (sq m) 9500	
Camberley	£16,415,884	£1,262,096	133	£1,386,431	146	£1,854,774	195	**474**

Appendix D

Quantitative Need Assessment – Comparison Goods

Surrey Heath Quantitative Need Assessment - Comparison Goods

TABLE 1: ASSESSMENT PARAMETERS

Base Year	2010
Design Year	2015
Price Base	2008
Expenditure Base	Goods

TABLE 2 : POPULATION BY SURVEY ZONE

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	78,252	16,503	18,294	80,397	54,189	115,459	25,869	20,806	43,266	28,305	**481,340**
2015	81,239	16,643	18,657	82,441	55,191	118,404	27,591	22,364	44,209	29,145	**495,884**
2020	84,216	16,797	19,055	84,623	56,058	121,153	29,126	23,773	45,197	29,983	**509,981**
2026	87,795	16,974	19,512	87,158	57,179	124,570	31,080	25,553	46,356	30,989	**527,166**

Population for 2020 onwards forecast using average annual increase 2010-2019

TABLE 3 - CATCHMENT POPULATION GROWTH

Year	Number	%
2010-2015	14,544	3.02%
2016-2020	14,097	2.84%
2021-2026	17,185	3.37%

TABLE 4 - EXPENDITURE PER CAPITA (£)

Year	Clothing & Footwear	Furniture & Floor Coverings	Household Textiles & Furnishings	Domestic Appliances	AV, Phone, Photo, Fax, etc	China, Glass, etc	DIY & Decorating Supplies	Jewelry, Watches, Clocks, etc	Total of Comparison Goods
2009	£952	£389	£113	£162	£512	£76	£352	£704	£4,063
2010	**£979**	**£400**	**£116**	**£167**	**£526**	**£78**	**£362**	**£724**	**£4,176**
2011	£1,006	£411	£119	£171	£541	£80	£372	£744	£4,293
2012	£1,034	£422	£123	£176	£556	£83	£382	£765	£4,413
2013	£1,063	£434	£126	£181	£572	£85	£393	£786	£4,536
2014	£1,092	£446	£130	£186	£588	£87	£404	£808	£4,662
2015	**£1,141**	**£466**	**£135**	**£194**	**£614**	**£91**	**£422**	**£844**	**£4,870**
2016	£1,192	£487	£141	£203	£641	£95	£441	£882	£5,087
2017	£1,245	£509	£148	£212	£670	£99	£460	£921	£5,314
2018	£1,301	£532	£154	£221	£700	£104	£481	£962	£5,551
2019	£1,359	£555	£161	£231	£731	£108	£502	£1,005	£5,799
2020	**£1,413**	**£577**	**£168**	**£240**	**£760**	**£113**	**£522**	**£1,045**	**£6,031**
2021	£1,470	£601	£174	£250	£790	£117	£543	£1,087	£6,272
2022	£1,528	£625	£181	£260	£822	£122	£565	£1,130	£6,523
2023	£1,590	£650	£189	£270	£855	£127	£588	£1,175	£6,784
2024	£1,653	£675	£196	£281	£889	£132	£611	£1,222	£7,055
2025	£1,719	£703	£204	£293	£925	£137	£636	£1,271	£7,338
2026	**£1,788**	**£731**	**£212**	**£304**	**£962**	**£143**	**£661**	**£1,322**	**£7,631**

Source: Pitney Bowes Mapinfo - AnySite Report May 2010

Expenditure per capita anticipated to grow in line with actual annual rates between 2004-2008 as shown in Table 3.2 of Pitney Bowes Retail Expenditure Guide 2009/10 and in line with forecasts in Table 3.3 of Expenditure Guide. Growth beyond 2016 assumed @ 4% pa for comparison goods

TABLE 5 -TOTAL COMPARISON EXPENDITURE (£m)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£326,808,343	£68,922,431	£76,402,288	£335,766,630	£226,312,647	£482,198,084	£108,038,197	£86,893,298	£180,694,292	£118,211,805	**£2,010,248,015**
2015	£395,654,166	£81,055,556	£90,864,237	£401,508,205	£268,793,918	£576,656,974	£134,375,043	£108,918,251	£215,308,842	£141,943,410	**£2,415,078,601**
2020	£507,903,846	£101,304,284	£114,920,124	£510,353,075	£338,081,446	£730,668,467	£175,654,983	£143,371,391	£272,580,809	£180,824,164	**£3,075,662,590**
2026	£669,969,401	£129,530,391	£148,895,467	£665,106,723	£436,337,841	£950,601,482	£237,170,674	£194,993,828	£353,743,532	£236,482,183	**£4,022,831,522**

Source: Tables 2 and 4

TABLE 6 - GROWTH IN TOTAL COMPARISON EXPENDITURE, 2010-2026

Period	£(m)	%
2010-2015	404.83	20.14%
2016-2020	660.58	27.35%
2021-2026	947.17	30.80%

Table 7a: Clothing & Footwear Expenditure

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£76,574,340	£16,149,189	£17,901,791	£78,673,353	£53,027,231	£112,983,651	£25,314,389	£20,359,936	£42,338,412	£27,698,163	**£471,020,455**
2015	£92,705,579	£18,992,097	£21,290,365	£94,077,236	£62,981,002	£135,116,278	£31,485,366	£25,520,594	£50,448,934	£33,258,707	**£565,876,158**
2020	£119,006,759	£23,736,569	£26,926,891	£119,580,637	£79,215,736	£171,202,653	£41,157,653	£33,593,297	£63,868,307	£42,368,842	**£720,657,343**
2026	£156,980,278	£30,350,217	£34,887,641	£155,840,906	£102,238,155	£222,735,075	£55,571,371	£45,688,930	£82,885,514	£55,410,051	**£942,588,139**

Table 7b: Furniture & Floor Coverings Expenditure

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£31,289,305	£6,598,776	£7,314,913	£32,146,990	£21,667,640	£46,166,639	£10,343,800	£8,319,344	£17,300,044	£11,317,842	**£192,465,291**
2015	£37,880,746	£7,760,426	£8,699,529	£38,441,224	£25,734,884	£55,210,328	£12,865,344	£10,428,058	£20,614,113	£13,589,955	**£231,224,606**
2020	£48,627,762	£9,699,081	£11,002,690	£48,862,256	£32,368,615	£69,955,706	£16,817,570	£13,726,673	£26,097,449	£17,312,478	**£294,470,280**
2026	£64,144,252	£12,401,507	£14,255,559	£63,678,689	£41,775,885	£91,012,547	£22,707,209	£18,669,111	£33,868,135	£22,641,292	**£385,154,187**

Table 7c: Household Textiles & Furnishings Expenditure

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£9,089,181	£1,916,868	£2,124,897	£9,338,329	£6,294,199	£13,410,875	£3,004,754	£2,416,673	£5,025,463	£3,287,702	**£55,908,941**
2015	£11,003,918	£2,254,314	£2,527,113	£11,166,731	£7,475,686	£16,037,962	£3,737,234	£3,029,230	£5,988,161	£3,947,725	**£67,168,073**
2020	£14,125,802	£2,817,471	£3,196,154	£14,193,920	£9,402,708	£20,321,323	£4,885,310	£3,987,440	£7,581,007	£5,029,075	**£85,540,210**
2026	£18,633,163	£3,602,494	£4,141,075	£18,497,923	£12,135,411	£26,438,092	£6,596,182	£5,423,161	£9,838,302	£6,577,033	**£111,882,836**

Table 7d: Domestic Electrical Appliances Expenditure

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£13,030,507	£2,748,076	£3,046,313	£13,387,692	£9,023,541	£19,226,210	£4,307,701	£3,464,611	£7,204,646	£4,713,343	**£80,152,641**
2015	£15,775,529	£3,231,848	£3,622,940	£16,008,941	£10,717,355	£22,992,476	£5,357,804	£4,342,790	£8,584,798	£5,659,570	**£96,294,052**
2020	£20,251,150	£4,039,206	£4,582,097	£20,348,806	£13,479,989	£29,133,225	£7,003,718	£5,716,506	£10,868,346	£7,209,824	**£122,632,867**
2026	£26,713,031	£5,164,638	£5,936,762	£26,519,146	£17,397,669	£37,902,397	£9,456,473	£7,774,797	£14,104,468	£9,429,021	**£160,398,402**

Table 7e: Radio, TV, Hi-Fi, Photographic Equipment & Computers Expenditure

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£41,182,838	£8,685,278	£9,627,854	£42,311,719	£28,518,847	£60,764,317	£13,614,461	£10,949,882	£22,770,238	£14,896,491	**£253,321,926**
2015	£49,858,462	£10,214,237	£11,450,280	£50,596,161	£33,872,135	£72,667,578	£16,933,306	£13,725,362	£27,132,200	£17,887,036	**£304,336,757**
2020	£64,003,635	£12,765,886	£14,481,689	£64,312,275	£42,603,421	£92,075,377	£22,135,208	£18,066,983	£34,349,341	£22,786,604	**£387,580,420**
2026	£84,426,368	£16,322,806	£18,763,101	£83,813,596	£54,985,226	£119,790,293	£29,887,124	£24,572,198	£44,577,083	£29,800,364	**£506,938,159**

Table 7f: China, Glass & Hardware Expenditure

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£6,113,078	£1,289,221	£1,429,135	£6,280,646	£4,233,266	£9,019,703	£2,020,897	£1,625,373	£3,379,957	£2,211,198	**£37,602,473**
2015	£7,400,866	£1,516,176	£1,699,651	£7,510,368	£5,027,895	£10,786,594	£2,513,538	£2,037,358	£4,027,436	£2,655,107	**£45,174,987**
2020	£9,500,540	£1,894,936	£2,149,626	£9,546,353	£6,323,945	£13,667,439	£3,285,695	£2,681,818	£5,098,730	£3,382,387	**£57,531,469**
2026	£12,532,039	£2,422,916	£2,785,148	£12,441,081	£8,161,870	£17,781,372	£4,436,370	£3,647,436	£6,616,911	£4,423,491	**£75,248,633**

Table 7g: DIY and Decorating Supplies Expenditure

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£28,313,201	£5,971,129	£6,619,150	£29,089,307	£19,606,707	£41,775,468	£9,359,942	£7,528,044	£15,654,539	£10,241,338	**£174,158,824**
2015	£34,277,693	£7,022,288	£7,872,068	£34,784,861	£23,287,093	£49,958,960	£11,641,648	£9,436,186	£18,653,387	£12,297,337	**£209,231,520**
2020	£44,002,499	£8,776,546	£9,956,161	£44,214,689	£29,289,852	£63,301,821	£15,217,956	£12,421,051	£23,615,172	£15,665,790	**£266,461,539**
2026	£58,043,128	£11,221,929	£12,899,632	£57,621,847	£37,802,343	£82,355,826	£20,547,398	£16,893,386	£30,646,745	£20,487,750	**£348,519,984**

Table 7h: Jewellery, Watches & Clocks Expenditure

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£56,626,402	£11,942,257	£13,238,299	£58,178,614	£39,213,415	£83,550,935	£18,719,885	£15,056,087	£31,309,077	£20,482,675	**£348,317,648**
2015	£68,555,386	£14,044,576	£15,744,136	£69,569,721	£46,574,186	£99,917,920	£23,283,296	£18,872,372	£37,306,775	£24,594,674	**£418,463,041**
2020	£88,004,998	£17,553,093	£19,912,323	£88,429,379	£58,579,704	£126,603,643	£30,435,911	£24,842,102	£47,230,344	£31,331,580	**£532,923,077**
2026	£116,086,256	£22,443,858	£25,799,264	£115,243,695	£75,604,686	£164,711,652	£41,094,796	£33,786,772	£61,293,489	£40,975,500	**£697,039,968**

Table 7i: Sub Total Comparison Goods Expenditure

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
2010	£262,218,852	£55,300,794	£61,302,352	£269,406,649	£181,584,846	£386,897,798	£86,685,829	£69,719,949	£144,982,376	£94,848,753	**£1,612,948,198**
2015	£317,458,179	£65,035,961	£72,906,083	£322,155,242	£215,670,237	£462,688,096	£107,817,534	£87,391,951	£172,755,802	£113,890,110	**£1,937,769,195**
2020	£407,523,145	£81,282,788	£92,207,631	£409,488,315	£271,263,971	£586,261,187	£140,939,022	£115,035,869	£218,708,697	£145,086,580	**£2,467,797,205**
2026	£537,558,515	£103,930,365	£119,468,182	£533,656,883	£350,101,246	£762,727,254	£190,296,923	£156,455,791	£283,830,646	£189,744,503	**£3,227,770,308**

Table 8a: Destinations for Clothing & Footwear

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Camberley town centre	15.82%	0.00%	42.42%	4.17%	43.62%	25.81%	14.29%	7.37%	8.42%	10.42%	2.00%
Woking town centre	13.53%	61.05%	7.07%	52.08%	6.38%	3.23%	1.02%	1.05%	0.00%	1.04%	3.00%
Reading town centre	13.22%	1.05%	2.02%	0.00%	4.26%	2.15%	6.12%	9.47%	7.37%	40.63%	57.00%
Guildford town centre	7.70%	14.74%	11.11%	16.67%	3.19%	13.98%	6.12%	4.21%	3.16%	2.08%	2.00%
Marks & Spencer, Camberley	5.52%	2.11%	4.04%	3.13%	7.45%	5.38%	6.12%	5.26%	9.47%	6.25%	6.00%
Basingstoke town centre	5.31%	0.00%	0.00%	0.00%	2.13%	0.00%	8.16%	0.00%	41.05%	0.00%	2.00%
Windsor town centre	3.23%	0.00%	3.03%	0.00%	1.06%	0.00%	0.00%	26.32%	0.00%	1.04%	1.00%
Aldershot town centre	3.12%	0.00%	0.00%	0.00%	0.00%	23.66%	8.16%	0.00%	0.00%	0.00%	0.00%
Farnborough town centre	2.81%	0.00%	2.02%	0.00%	3.19%	6.45%	13.27%	0.00%	2.11%	1.04%	0.00%
Bracknell town centre	2.39%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	14.74%	1.05%	3.13%	4.00%
Fleet town centre	2.29%	0.00%	0.00%	0.00%	3.19%	0.00%	11.22%	0.00%	8.42%	0.00%	0.00%
Internet	1.46%	1.05%	2.02%	3.13%	0.00%	2.15%	2.04%	2.11%	1.05%	0.00%	1.00%
Lightwater town centre	0.42%	0.00%	4.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Addlestone town centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%
Ascot town centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%
Crowthorne town centre	0.10%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Yateley town centre	0.10%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Allied Carpets, Theale, Reading	0.10%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Comet, Farnborough Gate Retail Park, Farnborough	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%
Matalan, Reading Link Retail Park, Reading	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%
Paul Simon, Reading Gate Retail Park, Reading	0.10%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Brunel Retail Park, Reading	0.10%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rosebys, Hatch Warren Retail Park, Basingstoke	0.10%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catalogue/mail order	3.54%	2.11%	2.02%	5.21%	4.26%	1.08%	4.08%	3.16%	2.11%	7.29%	4.00%
Marks & Spencer (Camberley), The Meadows, Sandhurst	3.33%	0.00%	3.03%	1.04%	7.45%	3.23%	3.06%	2.11%	3.16%	7.29%	3.00%
Various	3.23%	2.11%	2.02%	3.13%	4.26%	4.30%	4.08%	1.05%	3.16%	6.25%	2.00%
Wokingham town centre	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.29%	4.00%
London	0.83%	0.00%	1.01%	0.00%	1.06%	1.08%	1.02%	1.05%	1.05%	2.08%	0.00%
Staines town centre	0.83%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	7.37%	0.00%	0.00%	0.00%
John Lewis, Reading	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	2.08%	3.00%
Kingston upon Thames town centre	0.52%	1.05%	0.00%	1.04%	1.06%	0.00%	0.00%	2.11%	0.00%	0.00%	0.00%
Abroad	0.42%	1.05%	0.00%	0.00%	0.00%	0.00%	1.02%	1.05%	1.05%	0.00%	0.00%
Asda, Farnborough	0.42%	0.00%	0.00%	0.00%	1.06%	1.08%	2.04%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, Weybridge	0.42%	4.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Camberley	0.42%	0.00%	1.01%	0.00%	1.06%	0.00%	1.02%	0.00%	0.00%	0.00%	1.00%
Primark, Peacock Shopping Centre, Woking	0.42%	2.11%	1.01%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%
Farnham town centre	0.31%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%	0.00%	1.05%	0.00%	0.00%
Debenhams, Kingsmead Centre, Farnborough	0.21%	1.05%	0.00%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, Peacocks Centre, Woking	0.21%	2.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, Staines	0.21%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%
Sainsbury's (Brookwood), Knaphill, Woking	0.21%	0.00%	2.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
T J Hughes, Eastbourne	0.21%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%
Tesco, Aldershot	0.21%	0.00%	0.00%	0.00%	0.00%	1.08%	1.02%	0.00%	0.00%	0.00%	0.00%
The Meadows, Sandhurst (Camberley)	0.21%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	1.05%	0.00%	0.00%	0.00%
Bentalls Centre, Kingston upon Thames	0.10%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cancer Research UK, Ascot	0.10%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Charity shops, Bracknell	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%
Clarks Factory Shop, Cheshire Oaks Outlet Village, Ellesmere	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%
Debenhams, Guildford	0.10%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Debenhams, Woking	0.10%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Debra Charity Shop, Knaphill, Woking	0.10%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Farnborough market	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%
Harlequin Centre, Watford	0.10%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
House of Fraser, The Oracle Centre, Reading	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%
John Lewis, High Wycombe	0.10%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Kingston upon Thames	0.10%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Leatherhead	0.10%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, London	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	0.00%
Location, Sunninghill, Ascot	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%
Marks & Spencer, Windsor	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%
Marks & Spencer, Guildford	0.10%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, Lower Earley	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%
Marks & Spencer, Reading	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%
Matalan, Chineham Shopping Centre, Basingstoke	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%
Mole Valley Farmers	0.10%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Newbury town centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%
Next, Camberley	0.10%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, The Hart Centre, Fleet	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%
Next, The Peacock Centre, Woking	0.10%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Plymouth town centre	0.10%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Principles, Clarence Street, Kingston upon Thames	0.10%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Heather Ridge Arcade, Camberley	0.10%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Camberley	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	0.00%
Shoon, Windsor	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%
Slough town centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%
Southall Shopping Centre	0.10%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunningdale	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%
T K Maxx, Farnborough Gate, Farnborough	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%
Tesco, Chineham District Shopping Centre, Basingstoke	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%
Tesco, Woking	0.10%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Friary, Guildford	0.10%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	0.00%	0.00%	0.00%	0.00%
The Point, Skimped Hill Lane, Bracknell	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%
Twickenham town centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%
Windlesham town centre	0.10%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Yeovil town centre	0.10%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Research & Marketing Household Survey (November 2006)

Table 8b: Expenditure on Clothing & Footwear

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Camberley town centre	**£80,281,027**	£0	£6,851,171	£745,908	£34,314,973	£13,684,447	£16,140,522	£1,865,271	£1,714,521	£4,410,251	£553,963
Woking town centre	**£66,639,952**	£46,750,650	£1,141,862	£9,323,850	£5,021,703	£1,710,556	£1,152,894	£266,467	£0	£441,025	£830,945
Reading town centre	**£49,424,175**	£806,046	£326,246	£0	£3,347,802	£1,140,371	£6,917,366	£2,398,205	£1,500,206	£17,199,980	£15,787,953
Guildford town centre	**£36,048,080**	£11,284,640	£1,794,354	£2,983,632	£2,510,852	£7,412,409	£6,917,366	£1,065,869	£642,945	£882,050	£553,963
Marks & Spencer, Camberley	**£26,020,174**	£1,612,091	£652,492	£559,431	£5,858,654	£2,850,926	£6,917,366	£1,332,336	£1,928,836	£2,646,151	£1,661,890
Basingstoke town centre	**£19,809,309**	£0	£0	£0	£1,673,901	£0	£9,223,155	£0	£8,358,290	£0	£553,963
Windsor town centre	**£8,706,008**	£0	£489,369	£0	£836,951	£0	£0	£6,661,681	£0	£441,025	£276,982
Aldershot town centre	**£21,767,231**	£0	£0	£0	£0	£12,544,076	£9,223,155	£0	£0	£0	£0
Farnborough town centre	**£22,115,492**	£0	£326,246	£0	£2,510,852	£3,421,112	£14,987,627	£0	£428,630	£441,025	£0
Bracknell town centre	**£6,538,982**	£0	£163,123	£0	£0	£0	£0	£3,730,542	£214,315	£1,323,075	£1,107,927
Fleet town centre	**£16,907,211**	£0	£0	£0	£2,510,852	£0	£12,681,838	£0	£1,714,521	£0	£0
Internet	**£6,162,114**	£806,046	£326,246	£559,431	£0	£1,140,371	£2,305,789	£532,935	£214,315	£0	£276,982
Lightwater town centre	**£652,492**	£0	£652,492	£0	£0	£0	£0	£0	£0	£0	£0
Addlestone town centre	**£214,315**	£0	£0	£0	£0	£0	£0	£0	£214,315	£0	£0
Ascot town centre	**£266,467**	£0	£0	£0	£0	£0	£0	£266,467	£0	£0	£0
Crowthorne town centre	**£186,477**	£0	£0	£186,477	£0	£0	£0	£0	£0	£0	£0
Yateley town centre	**£836,951**	£0	£0	£0	£836,951	£0	£0	£0	£0	£0	£0
Allied Carpets, Theale, Reading	**£163,123**	£0	£163,123	£0	£0	£0	£0	£0	£0	£0	£0
Comet, Farnborough Gate Retail Park, Farnborough	**£276,982**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£276,982
Matalan, Reading Link Retail Park, Reading	**£214,315**	£0	£0	£0	£0	£0	£0	£0	£214,315	£0	£0
Paul Simon, Reading Gate Retail Park, Reading	**£836,951**	£0	£0	£0	£836,951	£0	£0	£0	£0	£0	£0
PC World, Brunel Retail Park, Reading	**£186,477**	£0	£0	£186,477	£0	£0	£0	£0	£0	£0	£0
Rosebys, Hatch Warren Retail Park, Basingstoke	**£836,951**	£0	£0	£0	£836,951	£0	£0	£0	£0	£0	£0
Catalogue/mail order	**£16,823,422**	£1,612,091	£326,246	£932,385	£3,347,802	£570,185	£4,611,578	£799,402	£428,630	£3,087,176	£1,107,927
Marks & Spencer (Camberley), The Meadows, Sandhurst	**£16,797,740**	£0	£489,369	£186,477	£5,858,654	£1,710,556	£3,458,683	£532,935	£642,945	£3,087,176	£830,945
Various	**£16,847,416**	£1,612,091	£326,246	£559,431	£3,347,802	£2,280,741	£4,611,578	£266,467	£642,945	£2,646,151	£553,963
Wokingham town centre	**£4,195,102**	£0	£0	£0	£0	£0	£0	£0	£0	£3,087,176	£1,107,927
London	**£4,085,986**	£0	£163,123	£0	£836,951	£570,185	£1,152,894	£266,467	£214,315	£882,050	£0
Staines town centre	**£2,028,394**	£0	£163,123	£0	£0	£0	£0	£1,865,271	£0	£0	£0
John Lewis, Reading	**£1,927,310**	£0	£0	£0	£0	£0	£0	£0	£214,315	£882,050	£830,945
Kingston upon Thames town centre	**£2,362,408**	£806,046	£0	£186,477	£836,951	£0	£0	£532,935	£0	£0	£0
Abroad	**£2,439,722**	£806,046	£0	£0	£0	£0	£1,152,894	£266,467	£214,315	£0	£0
Asda, Farnborough	**£3,712,925**	£0	£0	£0	£836,951	£570,185	£2,305,789	£0	£0	£0	£0
Marks & Spencer, Weybridge	**£3,224,183**	£3,224,183	£0	£0	£0	£0	£0	£0	£0	£0	£0
Primark, Camberley	**£2,429,950**	£0	£163,123	£0	£836,951	£0	£1,152,894	£0	£0	£0	£276,982
Primark, Peacock Shopping Centre, Woking	**£2,041,682**	£1,612,091	£163,123	£0	£0	£0	£0	£266,467	£0	£0	£0
Farnham town centre	**£1,354,686**	£0	£0	£0	£0	£1,140,371	£0	£0	£214,315	£0	£0
Debenhams, Kingsmead Centre, Farnborough	**£1,958,940**	£806,046	£0	£0	£0	£0	£1,152,894	£0	£0	£0	£0
Marks & Spencer, Peacocks Centre, Woking	**£1,612,091**	£1,612,091	£0	£0	£0	£0	£0	£0	£0	£0	£0
Marks & Spencer, Staines	**£452,944**	£0	£0	£186,477	£0	£0	£0	£266,467	£0	£0	£0
Sainsbury's (Brookwood), Knaphill, Woking	**£326,246**	£0	£326,246	£0	£0	£0	£0	£0	£0	£0	£0
T J Hughes, Eastbourne	**£1,113,932**	£0	£0	£0	£836,951	£0	£0	£0	£0	£0	£276,982
Tesco, Aldershot	**£1,723,080**	£0	£0	£0	£0	£570,185	£1,152,894	£0	£0	£0	£0
The Meadows, Sandhurst (Camberley)	**£836,653**	£0	£0	£0	£0	£570,185	£0	£266,467	£0	£0	£0
Bentalls Centre, Kingston upon Thames	**£163,123**	£0	£163,123	£0	£0	£0	£0	£0	£0	£0	£0
Cancer Research UK, Ascot	**£163,123**	£0	£163,123	£0	£0	£0	£0	£0	£0	£0	£0
Charity shops, Bracknell	**£266,467**	£0	£0	£0	£0	£0	£0	£266,467	£0	£0	£0
Clarks Factory Shop, Cheshire Oaks Outlet Village, Ellesmere	**£1,152,894**	£0	£0	£0	£0	£0	£1,152,894	£0	£0	£0	£0
Debenhams, Guildford	**£163,123**	£0	£163,123	£0	£0	£0	£0	£0	£0	£0	£0
Debenhams, Woking	**£186,477**	£0	£0	£186,477	£0	£0	£0	£0	£0	£0	£0
Debra Charity Shop, Knaphill, Woking	**£186,477**	£0	£0	£186,477	£0	£0	£0	£0	£0	£0	£0
Farnborough market	**£1,152,894**	£0	£0	£0	£0	£0	£1,152,894	£0	£0	£0	£0
Harlequin Centre, Watford	**£186,477**	£0	£0	£186,477	£0	£0	£0	£0	£0	£0	£0
House of Fraser, The Oracle Centre, Reading	**£276,982**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£276,982
John Lewis, High Wycombe	**£163,123**	£0	£163,123	£0	£0	£0	£0	£0	£0	£0	£0
John Lewis, Kingston upon Thames	**£806,046**	£806,046	£0	£0	£0	£0	£0	£0	£0	£0	£0
John Lewis, Leatherhead	**£186,477**	£0	£0	£186,477	£0	£0	£0	£0	£0	£0	£0
John Lewis, London	**£441,025**	£0	£0	£0	£0	£0	£0	£0	£0	£441,025	£0
Location, Sunninghill, Ascot	**£266,467**	£0	£0	£0	£0	£0	£0	£266,467	£0	£0	£0
Marks & Spencer, Windsor	**£266,467**	£0	£0	£0	£0	£0	£0	£266,467	£0	£0	£0
Marks & Spencer, Guildford	**£806,046**	£806,046	£0	£0	£0	£0	£0	£0	£0	£0	£0
Marks & Spencer, Lower Earley	**£276,982**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£276,982
Marks & Spencer, Reading	**£276,982**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£276,982
Matalan, Chineham Shopping Centre, Basingstoke	**£214,315**	£0	£0	£0	£0	£0	£0	£0	£214,315	£0	£0
Mole Valley Farmers	**£186,477**	£0	£0	£186,477	£0	£0	£0	£0	£0	£0	£0
Newbury town centre	**£1,152,894**	£0	£0	£0	£0	£0	£1,152,894	£0	£0	£0	£0
Next, Camberley	**£836,951**	£0	£0	£0	£836,951	£0	£0	£0	£0	£0	£0
Next, The Hart Centre, Fleet	**£214,315**	£0	£0	£0	£0	£0	£0	£0	£214,315	£0	£0
Next, The Peacock Centre, Woking	**£186,477**	£0	£0	£186,477	£0	£0	£0	£0	£0	£0	£0
Plymouth town centre	**£163,123**	£0	£163,123	£0	£0	£0	£0	£0	£0	£0	£0
Principles, Clarence Street, Kingston upon Thames	**£163,123**	£0	£163,123	£0	£0	£0	£0	£0	£0	£0	£0
Sainsbury's, Heather Ridge Arcade, Camberley	**£570,185**	£0	£0	£0	£0	£570,185	£0	£0	£0	£0	£0
Sainsbury's, Camberley	**£441,025**	£0	£0	£0	£0	£0	£0	£0	£0	£441,025	£0
Shoon, Windsor	**£266,467**	£0	£0	£0	£0	£0	£0	£266,467	£0	£0	£0
Slough town centre	**£266,467**	£0	£0	£0	£0	£0	£0	£266,467	£0	£0	£0
Southall Shopping Centre	**£806,046**	£806,046	£0	£0	£0	£0	£0	£0	£0	£0	£0
Sunningdale	**£266,467**	£0	£0	£0	£0	£0	£0	£266,467	£0	£0	£0
T K Maxx, Farnborough Gate, Farnborough	**£1,152,894**	£0	£0	£0	£0	£0	£1,152,894	£0	£0	£0	£0
Tesco, Chineham District Shopping Centre, Basingstoke	**£214,315**	£0	£0	£0	£0	£0	£0	£0	£214,315	£0	£0
Tesco, Woking	**£806,046**	£806,046	£0	£0	£0	£0	£0	£0	£0	£0	£0
The Friary, Guildford	**£570,185**	£0	£0	£0	£0	£570,185	£0	£0	£0	£0	£0
The Point, Skimped Hill Lane, Bracknell	**£266,467**	£0	£0	£0	£0	£0	£0	£266,467	£0	£0	£0
Twickenham town centre	**£1,152,894**	£0	£0	£0	£0	£0	£1,152,894	£0	£0	£0	£0
Windlesham town centre	**£163,123**	£0	£163,123	£0	£0	£0	£0	£0	£0	£0	£0
Yeovil town centre	**£186,477**	£0	£0	£186,477	£0	£0	£0	£0	£0	£0	£0
Total	**£471,020,455**	**£76,574,340**	**£16,149,189**	**£17,901,791**	**£78,673,353**	**£53,027,231**	**£112,983,651**	**£25,314,389**	**£20,359,936**	**£42,338,412**	**£27,698,163**

Table 8c: Expenditure on Clothing & Footwear

Location	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Camberley town centre	**£74,726,939**	£0	£7,014,294	£745,908	£35,988,874	£13,684,447	£17,293,416	£1,865,271	£1,714,521	£4,851,276	£830,945
	15.9%	0.0%	43.4%	4.2%	45.7%	25.8%	15.3%	7.4%	8.4%	11.5%	3.0%
Blackwater Valley	**£30,724,886**	£1,612,091	£1,141,862	£745,908	£11,717,308	£5,131,668	£10,376,050	£2,131,738	£2,571,781	£5,733,327	£2,492,835
	6.5%	2.1%	7.1%	4.2%	14.9%	9.7%	9.2%	8.4%	12.6%	13.5%	9.0%
Farnborough	**£28,070,596**	£806,046	£326,246	£0	£3,347,802	£3,991,297	£19,599,205	£0	£428,630	£441,025	£276,982
	6.0%	1.1%	2.0%	0.0%	4.3%	7.5%	17.3%	0.0%	2.1%	1.0%	1.0%
Guildford	**£34,442,607**	£12,090,685	£1,957,477	£2,983,632	£2,510,852	£7,982,594	£6,917,366	£1,065,869	£642,945	£882,050	£553,963
	7.3%	15.8%	12.1%	16.7%	3.2%	15.1%	6.1%	4.2%	3.2%	2.1%	2.0%
Kingston	**£2,155,719**	£806,046	£326,246	£186,477	£836,951	£0	£0	£532,935	£0	£0	£0
	0.5%	1.1%	2.0%	1.0%	1.1%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Woking	**£70,180,543**	£50,780,878	£1,631,231	£9,883,281	£5,021,703	£1,710,556	£1,152,894	£532,935	£0	£441,025	£830,945
	14.9%	66.3%	10.1%	55.2%	6.4%	3.2%	1.0%	2.1%	0.0%	1.0%	3.0%
Internet / Mail order / Catalogue	**£16,538,170**	£2,418,137	£652,492	£1,491,816	£3,347,802	£1,710,556	£6,917,366	£1,332,336	£642,945	£3,087,176	£1,384,908
	3.5%	3.2%	4.0%	8.3%	4.3%	3.2%	6.1%	5.3%	3.2%	7.3%	5.0%

Table 9a: Destinations for Furniture and Floor Coverings

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Reading town centre	13.92%	0.00%	1.56%	0.00%	5.80%	3.23%	4.55%	18.84%	21.54%	34.21%	39.08%
Woking town centre	8.61%	34.21%	1.56%	33.33%	2.90%	0.00%	0.00%	0.00%	0.00%	3.95%	8.05%
Farnborough town centre	6.89%	0.00%	9.38%	3.17%	15.94%	19.35%	21.21%	0.00%	4.62%	0.00%	0.00%
Guildford town centre	6.89%	17.11%	14.06%	12.70%	5.80%	12.90%	4.55%	0.00%	3.08%	1.32%	0.00%
Camberley town centre	5.31%	0.00%	18.75%	0.00%	11.59%	9.68%	1.52%	1.45%	7.69%	5.26%	0.00%
Internet	3.87%	2.63%	6.25%	4.76%	5.80%	4.84%	3.03%	1.45%	3.08%	7.89%	0.00%
Basingstoke town centre	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	4.55%	0.00%	23.08%	0.00%	0.00%
Bracknell town centre	2.58%	0.00%	3.13%	0.00%	1.45%	0.00%	0.00%	11.59%	0.00%	3.95%	4.60%
Carpetright, Farnborough Gate Retail Park, Farnborough	1.72%	0.00%	1.56%	0.00%	5.80%	3.23%	6.06%	0.00%	1.54%	0.00%	0.00%
Aldershot town centre	1.15%	0.00%	0.00%	0.00%	0.00%	9.68%	3.03%	0.00%	0.00%	0.00%	0.00%
Windsor town centre	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.14%	0.00%	0.00%	0.00%
B&Q, Solartron Road, Farnborough	1.00%	0.00%	1.56%	0.00%	1.45%	1.61%	4.55%	0.00%	1.54%	0.00%	0.00%
Carpetright, Woking	1.00%	6.58%	0.00%	3.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fleet town centre	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	7.58%	0.00%	1.54%	0.00%	0.00%
Frimley town centre	0.72%	0.00%	1.56%	0.00%	1.45%	3.23%	0.00%	0.00%	0.00%	1.32%	0.00%
Furniture Village, Ladymead Retail Park, Guildford	0.72%	0.00%	0.00%	1.59%	0.00%	3.23%	0.00%	1.45%	1.54%	0.00%	0.00%
Marks & Spencer, Camberley	0.72%	0.00%	0.00%	0.00%	1.45%	1.61%	0.00%	2.90%	1.54%	0.00%	0.00%
Ascot town centre	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.80%	0.00%	0.00%	0.00%
Allied Carpets, Solartron Retail Park, Farnborough	0.57%	0.00%	0.00%	0.00%	2.90%	0.00%	3.03%	0.00%	0.00%	0.00%	0.00%
Carpetright, Reading Gate Retail Park, Reading	0.57%	0.00%	0.00%	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%	1.32%	2.30%
Harveys, Woking	0.57%	3.95%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Woking	0.57%	1.32%	0.00%	3.17%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Vale Furnishings, Ash Vale	0.57%	0.00%	0.00%	1.59%	1.45%	1.61%	1.52%	0.00%	0.00%	0.00%	0.00%
Crowthorne town centre	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.63%	1.15%
Yateley town centre	0.43%	0.00%	0.00%	0.00%	4.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carpet Depot, The Peel Centre Bracknell	0.43%	0.00%	1.56%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	1.15%
Carpetright, Solartron Retail Park, Farnborough	0.43%	0.00%	0.00%	0.00%	1.45%	0.00%	3.03%	0.00%	0.00%	0.00%	0.00%
DFS, Solartron Retail Park Farnborough	0.43%	1.32%	0.00%	0.00%	0.00%	0.00%	1.52%	0.00%	1.54%	0.00%	0.00%
Furniture Village, Forbury Retail Park, Reading	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	2.63%	0.00%
Harveys, Farnborough Gate Retail Park, Farnborough	0.43%	0.00%	0.00%	1.59%	0.00%	0.00%	3.03%	0.00%	0.00%	0.00%	0.00%
Bagshot town centre	0.29%	0.00%	3.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Allied Carpets, Ladymead Retail Park, Guildford	0.29%	1.32%	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carpetright, Brighton Hill Retail Park, Basingstoke	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%
Carpetright, Reading Retail Park, Reading	0.29%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
Land of Leather, Solartron Retail Park, Farnborough	0.29%	0.00%	0.00%	0.00%	2.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Addlestone town centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%
Allied Carpets, Basingstoke	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%
Allied Carpets, Theale, Reading	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
B&Q, Reading Gate Retail Park, Reading	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
Courts, Vastern Court Retail Park, Reading	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
Currys, Reading Retail Park, Reading	0.14%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Focus, The Peel Centre, Bracknell	0.14%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Furnitureland, Reading Link Retail Park, Reading	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	0.00%
Harveys, The Peel Centre, Bracknell	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
Homebase, Reading	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%
MFI, The Peel Centre, Bracknell	0.14%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Brunel Retail Park, Reading	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%
Wickes, Bracknell	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%
Various	5.16%	2.63%	4.69%	9.52%	7.25%	8.06%	4.55%	1.45%	4.62%	5.26%	4.60%
John Lewis, Reading	3.16%	0.00%	0.00%	0.00%	1.45%	3.23%	3.03%	1.45%	4.62%	3.95%	11.49%
John Lewis, High Wycombe	2.01%	0.00%	1.56%	0.00%	0.00%	0.00%	0.00%	7.25%	0.00%	2.63%	6.90%
Ikea, Brent Park, London	1.87%	0.00%	3.13%	4.76%	0.00%	0.00%	3.03%	2.90%	1.54%	3.95%	0.00%
Wokingham town centre	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.26%	4.60%
Catalogue/mail order	1.00%	2.63%	1.56%	0.00%	1.45%	0.00%	1.52%	0.00%	1.54%	1.32%	0.00%
Staines town centre	1.00%	0.00%	1.56%	0.00%	0.00%	0.00%	0.00%	7.25%	0.00%	0.00%	1.15%
Farnborough Gate Retail Park, Farnborough	0.86%	0.00%	0.00%	1.59%	1.45%	0.00%	6.06%	0.00%	0.00%	0.00%	0.00%
Carpetright, Bracknell	0.72%	0.00%	3.13%	0.00%	0.00%	0.00%	0.00%	2.90%	0.00%	1.32%	0.00%
John Lewis, Kingston upon Thames	0.72%	1.32%	1.56%	0.00%	1.45%	0.00%	0.00%	2.90%	0.00%	0.00%	0.00%
Kingston upon Thames town centre	0.72%	1.32%	1.56%	1.59%	1.45%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%
DFS, Slough	0.57%	1.32%	0.00%	0.00%	1.45%	0.00%	1.52%	1.45%	0.00%	0.00%	0.00%
Ikea, Bristol	0.57%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	2.30%
Vale Furnishers, Ashvale	0.57%	1.32%	1.56%	0.00%	1.45%	0.00%	1.52%	0.00%	0.00%	0.00%	0.00%
Border Carpets, Yateley	0.43%	1.32%	0.00%	0.00%	2.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CMS Carpets, Woking	0.43%	2.63%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Woking	0.29%	2.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bagshot Carpets, Bagshot	0.29%	0.00%	3.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bentalls Centre, Kingston upon Thames	0.29%	0.00%	1.56%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carpetright, Woking	0.29%	2.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
House of Fraser, Camberley	0.29%	0.00%	3.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ikea, Croydon	0.29%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%
Slough town centre	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.90%	0.00%	0.00%	0.00%
Sunninghill, Ascot	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.90%	0.00%	0.00%	0.00%
Tesco, Woking	0.29%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%
The Point, Bracknell	0.29%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%
Worldwide Carpets, Aldershot	0.29%	0.00%	0.00%	0.00%	1.45%	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%
Allders, Camberley	0.14%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Allied Carpets, Bath Road Retail Park, Slough	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%
Allied Carpets, Cribbs Causeway, Bristol	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%
Argos, Woodley	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
Ashford Furnishers, Ashford	0.14%	0.00%	0.00%	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%
Beanoak Estate, Wokingham	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
Bentalls, Bracknell	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%
Brookwood town centre	0.14%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carpetright, Slough Estate Retail Park, Bath Road, Slough	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%
Carpetwise, Winnersh, Wokingham	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
Courts, Farnborough (Closed down)	0.14%	0.00%	0.00%	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%
Daniels, Windsor	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%
Solarton Retail Park, Farnborough	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	0.00%
Farncombe, Godalming	0.14%	0.00%	0.00%	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%
Farnham Carpet, Farnham	0.14%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Perks Furnishers, Wokingham	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
Harris & Son, Fleet	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%
Harrods, London	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%
House of Fraser, The Oracle Centre, Reading	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
Ikea, Reading	0.14%	0.00%	0.00%	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Leatherhead	0.14%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ladymead Retail Park, Guildford	0.14%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leatherhead town centre	0.14%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunningdale	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%
Chobham	0.14%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dorset	0.14%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Normandy village	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	0.00%
Oakley, Basingstoke	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%
Next, The Hart Centre, Fleet	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	0.00%
Northcamp town centre	0.14%	0.00%	0.00%	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%
Old Cinema Antique Warehouse, London	0.14%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
P H Carpets & Flooring, Hartley Wintney, Hook	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%
Peter Jones, London	0.14%	0.00%	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Price is Right, Maybury	0.14%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Coltwood Business Centre, Aldershot	0.14%	0.00%	0.00%	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%

Reading Gate Retail Park, Reading	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%
Reading town centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%
Solartron Retail Park, Farnborough	0.14%	0.00%	0.00%	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%
Southampton town centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%
Specialist Wholesalers, Woking	0.14%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Surefit, Fleet	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%
The Atrium, Millbank, Westminster, London	0.14%	0.00%	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Build Centre, Woking	0.14%	0.00%	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Peel Centre, Bracknell	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%
Windlesham town centre	0.14%	0.00%	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Yeovil town centre	0.14%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Research & Marketing Household Survey (November 2006)

Table 9b: Expenditure on Furniture and Floor Coverings

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Reading town centre	**£18,846,331**	£0	£103,106	£0	£1,863,594	£698,956	£2,098,484	£1,948,832	£1,791,859	£5,918,436	£4,423,065
Woking town centre	**£15,770,970**	£10,704,236	£103,106	£2,438,304	£931,797	£0	£0	£0	£0	£682,896	£910,631
Farnborough town centre	**£20,346,367**	£0	£618,635	£232,219	£5,124,882	£4,193,737	£9,792,923	£0	£383,970	£0	£0
Guildford town centre	**£14,450,462**	£5,352,118	£927,953	£928,878	£1,863,594	£2,795,824	£2,098,484	£0	£255,980	£227,632	£0
Camberley town centre	**£9,461,209**	£0	£1,237,270	£0	£3,727,187	£2,096,868	£699,495	£149,910	£639,950	£910,529	£0
Internet	**£7,666,855**	£823,403	£412,423	£348,329	£1,863,594	£1,048,434	£1,398,989	£149,910	£255,980	£1,365,793	£0
Basingstoke town centre	**£4,018,332**	£0	£0	£0	£0	£0	£2,098,484	£0	£1,919,849	£0	£0
Bracknell town centre	**£3,074,648**	£0	£206,212	£0	£465,898	£0	£0	£1,199,281	£0	£682,896	£520,361
Carpetright, Farnborough Gate Retail Park, Farnborough	**£5,591,624**	£0	£103,106	£0	£1,863,594	£698,956	£2,797,978	£0	£127,990	£0	£0
Aldershot town centre	**£3,495,857**	£0	£0	£0	£0	£2,096,868	£1,398,989	£0	£0	£0	£0
Windsor town centre	**£1,049,371**	£0	£0	£0	£0	£0	£0	£1,049,371	£0	£0	£0
B&Q, Solartron Road, Farnborough	**£3,144,956**	£0	£103,106	£0	£465,898	£349,478	£2,098,484	£0	£127,990	£0	£0
Carpetright, Woking	**£2,290,726**	£2,058,507	£0	£232,219	£0	£0	£0	£0	£0	£0	£0
Fleet town centre	**£3,625,463**	£0	£0	£0	£0	£0	£3,497,473	£0	£127,990	£0	£0
Frimley town centre	**£1,495,593**	£0	£103,106	£0	£465,898	£698,956	£0	£0	£0	£227,632	£0
Furniture Village, Ladymead Retail Park, Guildford	**£1,092,966**	£0	£0	£116,110	£0	£698,956	£0	£149,910	£127,990	£0	£0
Marks & Spencer, Camberley	**£1,243,187**	£0	£0	£0	£465,898	£349,478	£0	£299,820	£127,990	£0	£0
Ascot town centre	**£599,641**	£0	£0	£0	£0	£0	£0	£599,641	£0	£0	£0
Allied Carpets, Solartron Retail Park, Farnborough	**£2,330,786**	£0	£0	£0	£931,797	£0	£1,398,989	£0	£0	£0	£0
Carpetright, Reading Gate Retail Park, Reading	**£837,290**	£0	£0	£0	£0	£349,478	£0	£0	£0	£227,632	£260,180
Harveys, Woking	**£1,351,214**	£1,235,104	£0	£116,110	£0	£0	£0	£0	£0	£0	£0
Homebase, Woking	**£1,109,819**	£411,701	£0	£232,219	£465,898	£0	£0	£0	£0	£0	£0
Vale Furnishings, Ash Vale	**£1,630,981**	£0	£0	£116,110	£465,898	£349,478	£699,495	£0	£0	£0	£0
Crowthorne town centre	**£585,354**	£0	£0	£0	£0	£0	£0	£0	£0	£455,264	£130,090
Yateley town centre	**£1,397,695**	£0	£0	£0	£1,397,695	£0	£0	£0	£0	£0	£0
Carpet Depot, The Peel Centre Bracknell	**£383,106**	£0	£103,106	£0	£0	£0	£0	£149,910	£0	£0	£130,090
Carpetright, Solartron Retail Park, Farnborough	**£1,864,887**	£0	£0	£0	£465,898	£0	£1,398,989	£0	£0	£0	£0
DFS, Solartron Retail Park Farnborough	**£1,239,186**	£411,701	£0	£0	£0	£0	£699,495	£0	£127,990	£0	£0
Furniture Village, Forbury Retail Park, Reading	**£583,254**	£0	£0	£0	£0	£0	£0	£0	£127,990	£455,264	£0
Harveys, Farnborough Gate Retail Park, Farnborough	**£1,515,099**	£0	£0	£116,110	£0	£0	£1,398,989	£0	£0	£0	£0
Bagshot town centre	**£206,212**	£0	£206,212	£0	£0	£0	£0	£0	£0	£0	£0
Allied Carpets, Ladymead Retail Park, Guildford	**£514,807**	£411,701	£103,106	£0	£0	£0	£0	£0	£0	£0	£0
Carpetright, Brighton Hill Retail Park, Basingstoke	**£255,980**	£0	£0	£0	£0	£0	£0	£0	£255,980	£0	£0
Carpetright, Reading Retail Park, Reading	**£541,792**	£411,701	£0	£0	£0	£0	£0	£0	£0	£0	£130,090
Land of Leather, Solartron Retail Park, Farnborough	**£931,797**	£0	£0	£0	£931,797	£0	£0	£0	£0	£0	£0
Addlestone town centre	**£127,990**	£0	£0	£0	£0	£0	£0	£0	£127,990	£0	£0
Allied Carpets, Basingstoke	**£127,990**	£0	£0	£0	£0	£0	£0	£0	£127,990	£0	£0
Allied Carpets, Theale, Reading	**£130,090**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£130,090
B&Q, Reading Gate Retail Park, Reading	**£130,090**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£130,090
Courts, Vastern Court Retail Park, Reading	**£130,090**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£130,090
Currys, Reading Retail Park, Reading	**£116,110**	£0	£0	£116,110	£0	£0	£0	£0	£0	£0	£0
Focus, The Peel Centre, Bracknell	**£411,701**	£411,701	£0	£0	£0	£0	£0	£0	£0	£0	£0
Furnitureland, Reading Link Retail Park, Reading	**£699,495**	£0	£0	£0	£0	£0	£699,495	£0	£0	£0	£0
Harveys, The Peel Centre, Bracknell	**£130,090**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£130,090
Homebase, Reading	**£149,910**	£0	£0	£0	£0	£0	£0	£149,910	£0	£0	£0
MFI, The Peel Centre, Bracknell	**£465,898**	£0	£0	£0	£465,898	£0	£0	£0	£0	£0	£0
PC World, Brunel Retail Park, Reading	**£227,632**	£0	£0	£0	£0	£0	£0	£0	£0	£227,632	£0
Wickes, Bracknell	**£227,632**	£0	£0	£0	£0	£0	£0	£0	£0	£227,632	£0
Various	**£9,969,514**	£823,403	£309,318	£696,658	£2,329,492	£1,747,390	£2,098,484	£149,910	£383,970	£910,529	£520,361
John Lewis, Reading	**£5,081,521**	£0	£0	£0	£465,898	£698,956	£1,398,989	£149,910	£383,970	£682,896	£1,300,901
John Lewis, High Wycombe	**£2,088,462**	£0	£103,106	£0	£0	£0	£0	£749,551	£0	£455,264	£780,541
Ikea, Brent Park, London	**£3,064,237**	£0	£206,212	£348,329	£0	£0	£1,398,989	£299,820	£127,990	£682,896	£0
Wokingham town centre	**£1,430,889**	£0	£0	£0	£0	£0	£0	£0	£0	£910,529	£520,361
Catalogue/mail order	**£2,447,524**	£823,403	£103,106	£0	£465,898	£0	£699,495	£0	£127,990	£227,632	£0
Staines town centre	**£982,747**	£0	£103,106	£0	£0	£0	£0	£749,551	£0	£0	£130,090
Farnborough Gate Retail Park, Farnborough	**£3,379,986**	£0	£0	£116,110	£465,898	£0	£2,797,978	£0	£0	£0	£0
Carpetright, Bracknell	**£733,664**	£0	£206,212	£0	£0	£0	£0	£299,820	£0	£227,632	£0
John Lewis, Kingston upon Thames	**£1,280,526**	£411,701	£103,106	£0	£465,898	£0	£0	£299,820	£0	£0	£0
Kingston upon Thames town centre	**£1,324,448**	£411,701	£103,106	£116,110	£465,898	£0	£0	£0	£0	£227,632	£0
DFS, Slough	**£1,727,004**	£411,701	£0	£0	£465,898	£0	£699,495	£149,910	£0	£0	£0
Ikea, Bristol	**£899,514**	£411,701	£0	£0	£0	£0	£0	£0	£0	£227,632	£260,180
Vale Furnishers, Ashvale	**£1,680,200**	£411,701	£103,106	£0	£465,898	£0	£699,495	£0	£0	£0	£0
Border Carpets, Yateley	**£1,343,498**	£411,701	£0	£0	£931,797	£0	£0	£0	£0	£0	£0
CMS Carpets, Woking	**£939,512**	£823,403	£0	£116,110	£0	£0	£0	£0	£0	£0	£0
Argos, Woking	**£823,403**	£823,403	£0	£0	£0	£0	£0	£0	£0	£0	£0
Bagshot Carpets, Bagshot	**£206,212**	£0	£206,212	£0	£0	£0	£0	£0	£0	£0	£0
Bentalls Centre, Kingston upon Thames	**£219,216**	£0	£103,106	£116,110	£0	£0	£0	£0	£0	£0	£0
Carpetright, Woking	**£823,403**	£823,403	£0	£0	£0	£0	£0	£0	£0	£0	£0
House of Fraser, Camberley	**£206,212**	£0	£206,212	£0	£0	£0	£0	£0	£0	£0	£0
Ikea, Croydon	**£561,612**	£411,701	£0	£0	£0	£0	£0	£149,910	£0	£0	£0
Slough town centre	**£299,820**	£0	£0	£0	£0	£0	£0	£299,820	£0	£0	£0
Sunninghill, Ascot	**£299,820**	£0	£0	£0	£0	£0	£0	£299,820	£0	£0	£0
Tesco, Woking	**£639,334**	£411,701	£0	£0	£0	£0	£0	£0	£0	£227,632	£0
The Point, Bracknell	**£615,809**	£0	£0	£0	£465,898	£0	£0	£149,910	£0	£0	£0
Worldwide Carpets, Aldershot	**£815,376**	£0	£0	£0	£465,898	£349,478	£0	£0	£0	£0	£0
Allders, Camberley	**£116,110**	£0	£0	£116,110	£0	£0	£0	£0	£0	£0	£0
Allied Carpets, Bath Road Retail Park, Slough	**£149,910**	£0	£0	£0	£0	£0	£0	£149,910	£0	£0	£0
Allied Carpets, Cribbs Causeway, Bristol	**£227,632**	£0	£0	£0	£0	£0	£0	£0	£0	£227,632	£0
Argos, Woodley	**£130,090**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£130,090
Ashford Furnishers, Ashford	**£349,478**	£0	£0	£0	£0	£349,478	£0	£0	£0	£0	£0
Beanoak Estate, Wokingham	**£130,090**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£130,090
Bentalls, Bracknell	**£227,632**	£0	£0	£0	£0	£0	£0	£0	£0	£227,632	£0
Brookwood town centre	**£116,110**	£0	£0	£116,110	£0	£0	£0	£0	£0	£0	£0
Carpetright, Slough Estate Retail Park, Bath Road, Slough	**£149,910**	£0	£0	£0	£0	£0	£0	£149,910	£0	£0	£0
Carpetwise, Winnersh, Wokingham	**£130,090**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£130,090
Courts, Farnborough (Closed down)	**£349,478**	£0	£0	£0	£0	£349,478	£0	£0	£0	£0	£0
Daniels, Windsor	**£149,910**	£0	£0	£0	£0	£0	£0	£149,910	£0	£0	£0
Solarton Retail Park, Farnborough	**£699,495**	£0	£0	£0	£0	£0	£699,495	£0	£0	£0	£0
Farncombe, Godalming	**£349,478**	£0	£0	£0	£0	£349,478	£0	£0	£0	£0	£0
Farnham Carpet, Farnham	**£411,701**	£411,701	£0	£0	£0	£0	£0	£0	£0	£0	£0
Perks Furnishers, Wokingham	**£130,090**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£130,090
Harris & Son, Fleet	**£127,990**	£0	£0	£0	£0	£0	£0	£0	£127,990	£0	£0
Harrods, London	**£127,990**	£0	£0	£0	£0	£0	£0	£0	£127,990	£0	£0
House of Fraser, The Oracle Centre, Reading	**£130,090**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£130,090

Ikea, Reading	**£349,478**	£0	£0	£0	£0	£349,478	£0	£0	£0	£0	£0
John Lewis, Leatherhead	**£116,110**	£0	£0	£116,110	£0	£0	£0	£0	£0	£0	£0
Ladymead Retail Park, Guildford	**£411,701**	£411,701	£0	£0	£0	£0	£0	£0	£0	£0	£0
Leatherhead town centre	**£411,701**	£411,701	£0	£0	£0	£0	£0	£0	£0	£0	£0
Sunningdale	**£149,910**	£0	£0	£0	£0	£0	£0	£149,910	£0	£0	£0
Chobham	**£116,110**	£0	£0	£116,110	£0	£0	£0	£0	£0	£0	£0
Dorset	**£116,110**	£0	£0	£116,110	£0	£0	£0	£0	£0	£0	£0
Normandy village	**£699,495**	£0	£0	£0	£0	£0	£699,495	£0	£0	£0	£0
Oakley, Basingstoke	**£127,990**	£0	£0	£0	£0	£0	£0	£0	£127,990	£0	£0
Next, The Hart Centre, Fleet	**£699,495**	£0	£0	£0	£0	£0	£699,495	£0	£0	£0	£0
Northcamp town centre	**£349,478**	£0	£0	£0	£0	£349,478	£0	£0	£0	£0	£0
Old Cinema Antique Warehouse, London	**£465,898**	£0	£0	£0	£465,898	£0	£0	£0	£0	£0	£0
P H Carpets & Flooring, Hartley Wintney, Hook	**£127,990**	£0	£0	£0	£0	£0	£0	£0	£127,990	£0	£0
Peter Jones, London	**£103,106**	£0	£103,106	£0	£0	£0	£0	£0	£0	£0	£0
Price is Right, Maybury	**£411,701**	£411,701	£0	£0	£0	£0	£0	£0	£0	£0	£0
Coltwood Business Centre, Aldershot	**£349,478**	£0	£0	£0	£0	£349,478	£0	£0	£0	£0	£0
Reading Gate Retail Park, Reading	**£130,090**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£130,090
Reading town centre	**£227,632**	£0	£0	£0	£0	£0	£0	£0	£0	£227,632	£0
Solartron Retail Park, Farnborough	**£349,478**	£0	£0	£0	£0	£349,478	£0	£0	£0	£0	£0
Southampton town centre	**£127,990**	£0	£0	£0	£0	£0	£0	£0	£127,990	£0	£0
Specialist Wholesalers, Woking	**£116,110**	£0	£0	£116,110	£0	£0	£0	£0	£0	£0	£0
Surefit, Fleet	**£227,632**	£0	£0	£0	£0	£0	£0	£0	£0	£227,632	£0
The Atrium, Millbank, Westminster, London	**£103,106**	£0	£103,106	£0	£0	£0	£0	£0	£0	£0	£0
The Build Centre, Woking	**£103,106**	£0	£103,106	£0	£0	£0	£0	£0	£0	£0	£0
The Peel Centre, Bracknell	**£149,910**	£0	£0	£0	£0	£0	£0	£149,910	£0	£0	£0
Windlesham town centre	**£103,106**	£0	£103,106	£0	£0	£0	£0	£0	£0	£0	£0
Yeovil town centre	**£116,110**	£0	£0	£116,110	£0	£0	£0	£0	£0	£0	£0
Total	**£10,697,275**	**£1,646,806**	**£412,423**	**£696,658**	**£465,898**	**£2,446,346**	**£2,098,484**	**£599,641**	**£639,950**	**£910,529**	**£780,541**

Table 9c: Expenditure on Furniture and Floor Coverings

Location	**TOTAL**	**Zone 1**	**Zone 2**	**Zone 3**	**Zone 4**	**Zone 5**	**Zone 6**	**Zone 7**	**Zone 8**	**Zone 9**	**Zone 10**
Camberley town centre	**£7,967,032**	£0	£1,443,482	£0	£3,727,187	£2,096,868	£699,495	£149,910	£639,950	£910,529	£0
	1.7%	0.0%	21.9%	0.0%	11.6%	9.7%	1.5%	1.4%	7.7%	5.3%	0.0%
Farnborough	**£40,625,721**	£411,701	£824,847	£464,439	£10,249,765	£5,591,649	£23,083,320	£0	£767,939	£0	£0
	8.6%	1.3%	12.5%	6.3%	31.9%	25.8%	50.0%	0.0%	9.2%	0.0%	0.0%
Guildford	**£14,893,359**	£6,175,521	£1,031,059	£928,878	£1,863,594	£2,795,824	£2,098,484	£0	£255,980	£227,632	£0
	3.2%	19.7%	15.6%	12.7%	5.8%	12.9%	4.5%	0.0%	3.1%	1.3%	0.0%
Kingston	**£11,351,525**	£823,403	£1,443,482	£464,439	£5,124,882	£2,795,824	£699,495	£599,641	£767,939	£1,365,793	£130,090
	2.4%	2.6%	21.9%	6.3%	15.9%	12.9%	1.5%	5.8%	9.2%	7.9%	1.1%
Woking	**£22,146,437**	£17,291,458	£206,212	£3,251,072	£1,397,695	£0	£0	£0	£0	£910,529	£910,631
	4.7%	55.3%	3.1%	44.4%	4.3%	0.0%	0.0%	0.0%	0.0%	5.3%	8.0%
Internet / Mail order / Catalogue	**£7,987,074**	£1,646,806	£515,529	£348,329	£2,329,492	£1,048,434	£2,098,484	£149,910	£383,970	£1,593,425	£0
	1.7%	5.3%	7.8%	4.8%	7.2%	4.8%	4.5%	1.4%	4.6%	9.2%	0.0%

Table 10a: Destinations for Household Textiles and Soft Furnishings

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Reading town centre	12.93%	1.18%	2.41%	0.00%	2.25%	1.22%	2.63%	16.05%	16.25%	33.33%	45.83%
Camberley town centre	9.85%	1.18%	25.30%	1.28%	29.21%	13.41%	6.58%	3.70%	6.25%	9.68%	1.04%
Woking town centre	9.25%	47.06%	2.41%	38.46%	1.12%	0.00%	1.32%	0.00%	0.00%	2.15%	2.08%
Marks & Spencer, Camberley	5.58%	2.35%	6.02%	5.13%	10.11%	3.66%	3.95%	7.41%	5.00%	4.30%	7.29%
Guildford town centre	4.63%	12.94%	8.43%	8.97%	2.25%	9.76%	3.95%	1.23%	0.00%	0.00%	0.00%
Farnborough town centre	4.39%	0.00%	4.82%	0.00%	3.37%	9.76%	26.32%	0.00%	2.50%	0.00%	0.00%
Basingstoke town centre	3.80%	0.00%	0.00%	0.00%	1.12%	1.22%	2.63%	0.00%	35.00%	0.00%	0.00%
Internet	2.61%	2.35%	4.82%	3.85%	2.25%	4.88%	1.32%	4.94%	0.00%	2.15%	0.00%
Aldershot town centre	2.02%	0.00%	1.20%	0.00%	1.12%	13.41%	5.26%	0.00%	0.00%	0.00%	0.00%
Bracknell town centre	1.78%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	9.88%	0.00%	4.30%	2.08%
Windsor town centre	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.88%	0.00%	1.08%	0.00%
Rosebys, Farnborough Gate Retail Park, Farnborough	0.59%	1.18%	1.20%	0.00%	0.00%	0.00%	2.63%	0.00%	1.25%	0.00%	0.00%
Sandhurst town centre	0.47%	0.00%	0.00%	1.28%	1.12%	0.00%	0.00%	0.00%	1.25%	1.08%	0.00%
DFS, Forbury Retail Park, Reading	0.47%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	2.50%	0.00%	1.04%
Fleet town centre	0.36%	0.00%	0.00%	0.00%	1.12%	0.00%	1.32%	0.00%	1.25%	0.00%	0.00%
Crowthorne town centre	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%
Lightwater town centre	0.24%	0.00%	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harveys, Farnborough Gate Retail Park, Farnborough	0.24%	0.00%	0.00%	0.00%	1.12%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%
Harveys, The Peel Centre, Bracknell	0.24%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%
Homebase, Camberley	0.24%	0.00%	0.00%	0.00%	1.12%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Bagshot town centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%
Blackwater town centre	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Frimley town centre	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Yateley town centre	0.12%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Allied Carpets, Reading Gate Retail Park, Reading	0.12%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Forbury Retail Park, Reading	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Hatch Warren Retail Park, Basingstoke	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%
B&Q, Solartron Road, Farnborough	0.12%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carpetright, Woking	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Solartron Retail Park Farnborough	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Focus, The Peel Centre, Bracknell	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harveys, Reading Link Retail Park, Reading	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%
Hobbycraft, Forbury Retail Park, Reading	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%
Homebase, Basingstoke	0.12%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Bracknell	0.12%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Ladymead Retail Park, Guildford	0.12%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Woking	0.12%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Vale Furnishings, Ash Vale	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Catalogue/mail order	4.86%	2.35%	3.61%	6.41%	4.49%	4.88%	3.95%	6.17%	8.75%	6.45%	2.08%
Various	4.27%	1.18%	3.61%	5.13%	2.25%	8.54%	5.26%	2.47%	3.75%	7.53%	3.13%
John Lewis, Reading	3.68%	0.00%	0.00%	0.00%	1.12%	1.22%	3.95%	1.23%	7.50%	3.23%	16.67%
Marks & Spencer, Sandhurst (Camberley)	2.37%	0.00%	8.43%	0.00%	6.74%	1.22%	3.95%	0.00%	3.75%	0.00%	0.00%
John Lewis, Cressex Centre, High Wycombe	2.02%	1.18%	1.20%	1.28%	0.00%	0.00%	0.00%	7.41%	1.25%	3.23%	4.17%
John Lewis, Kinston upon Thames	1.07%	3.53%	1.20%	0.00%	0.00%	1.22%	1.32%	2.47%	1.25%	0.00%	0.00%
Staines town centre	1.07%	0.00%	1.20%	1.28%	1.12%	0.00%	0.00%	7.41%	0.00%	0.00%	0.00%
Wokingham town centre	0.95%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	6.45%	1.04%
Debenhams, Woking	0.71%	3.53%	0.00%	1.28%	1.12%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Rosebys, Camberley	0.71%	0.00%	1.20%	0.00%	5.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
London	0.59%	0.00%	0.00%	1.28%	0.00%	0.00%	2.63%	1.23%	1.25%	0.00%	0.00%
Debenhams, Millbrook, Guildford	0.47%	0.00%	1.20%	1.28%	0.00%	2.44%	0.00%	0.00%	0.00%	0.00%	0.00%
Farnborough Gate Retail Park, Farnborough	0.47%	0.00%	0.00%	0.00%	1.12%	0.00%	3.95%	0.00%	0.00%	0.00%	0.00%
Tesco, Camberley	0.47%	0.00%	1.20%	0.00%	2.25%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%
Asda, Farnborough	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	3.95%	0.00%	0.00%	0.00%	0.00%
Asda, Westmead, Farnborough	0.36%	0.00%	1.20%	0.00%	1.12%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Bentalls, Bracknell	0.36%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	1.04%
Debenhams woking	0.36%	1.18%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Debenhams, Kens Street, Staines	0.36%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	1.04%
Homebase (Brookwood) Knaphill, Woking	0.36%	0.00%	1.20%	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kingston upon Thames town centre	0.36%	0.00%	1.20%	1.28%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Bracknell	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.70%	0.00%	0.00%	0.00%
The Meadows, Marshall Road, Sandhurst	0.36%	0.00%	0.00%	0.00%	2.25%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Abroad	0.24%	1.18%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Farnborough	0.24%	0.00%	1.20%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Lower Earley	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	1.04%
Asda, Reading	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.08%
Bensons Beds, Farnborough Gate, Farnborough	0.24%	0.00%	1.20%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Woking	0.24%	0.00%	0.00%	0.00%	1.12%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%
BHS, Reading	0.24%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	1.23%	0.00%	0.00%	0.00%
Blackbush market	0.24%	0.00%	0.00%	1.28%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%
Freelance Carpets & Flooring, Woodley	0.24%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%
House of Fraser, The Oracle, Reading	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.08%
Ikea, Bristol	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	1.23%	0.00%	0.00%	0.00%
Ikea, Croydon	0.24%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%
Ikea, Wembley	0.24%	0.00%	0.00%	1.28%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Laura Ashley, Guildford	0.24%	0.00%	1.20%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Laura Ashley, Windsor	0.24%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%
Reading	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%
Solartron Retail Park, Farnborough	0.24%	0.00%	0.00%	0.00%	0.00%	1.22%	1.32%	0.00%	0.00%	0.00%	0.00%
T K Maxx, Woking	0.24%	1.18%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Allders, Woking (Closed down)	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Allders, Croydon	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Allders, Camberley	0.12%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Aldershot	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Bracknell	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%
Argos, Woking	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Wokingham	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%
Army & Navy, Camberley	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%
Bentalls Centre, Kingston upon Thames	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Debenhams, Chimes Shopping Centre, Uxbridge	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Debenhams, Kingsmead Centre, Farnborough	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%
Debenhams, The Oracle Centre, Reading	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%
DFS, Croydon	0.12%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Calcot, Reading	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%
Elphicks, Farnham	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%
Fabric Warehouse, Farnham	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%
Farnham Shopping Centre	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Farnham town centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%
G Plan Centre, Ashveil	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Greenland, Atticus House, The Windmills	0.12%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Inspirations, North Camp, Farnborough	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Leatherhead	0.12%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Southampton	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Slough	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%
Kent	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%
Makro, Reading	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Margate	0.12%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, Peacock Centre, Woking	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Staines	0.12%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Reading	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%
Next, Guildford	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
T J Hughes, Devon	0.12%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Paul Simon, Wey Retail Park, Byfleet	0.12%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Peter Jones, London	0.12%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rosebys, Aldershot	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Rosebys, Woking	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Specialist retailers	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%
T J Hughes, Eastbourne	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%
Tesco, Addlestone	0.12%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Aldershot	0.12%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Fleet	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%
Tesco, Woking	0.12%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Point, Bracknell	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%
Vale Furnishing, Ashvale	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%
Weybridge	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%
Wilkinson, Slough	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%
Windsor	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%
Yeovil town centre	0.12%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Research & Marketing Household Survey (November 2006)

Table 10b: Expenditure on Household Textiles and Soft Furnishings

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Reading town centre	**£4,849,619**	£106,932	£46,190	£0	£209,850	£76,759	£352,918	£482,245	£392,709	£1,675,154	£1,506,863
Camberley town centre	**£5,856,765**	£106,932	£484,991	£27,242	£2,728,051	£844,344	£882,294	£111,287	£151,042	£486,335	£34,247
Woking town centre	**£5,598,672**	£4,277,262	£46,190	£817,268	£104,925	£0	£176,459	£0	£0	£108,074	£68,494
Marks & Spencer, Camberley	**£2,941,569**	£213,863	£115,474	£108,969	£944,325	£230,276	£529,377	£222,574	£120,834	£216,149	£239,728
Guildford town centre	**£2,918,997**	£1,176,247	£161,664	£190,696	£209,850	£614,068	£529,377	£37,096	£0	£0	£0
Farnborough town centre	**£4,610,817**	£0	£92,379	£0	£314,775	£614,068	£3,529,178	£0	£60,417	£0	£0
Basingstoke town centre	**£1,380,437**	£0	£0	£0	£104,925	£76,759	£352,918	£0	£845,836	£0	£0
Internet	**£1,337,770**	£213,863	£92,379	£81,727	£209,850	£307,034	£176,459	£148,383	£0	£108,074	£0
Aldershot town centre	**£1,678,199**	£0	£23,095	£0	£104,925	£844,344	£705,836	£0	£0	£0	£0
Bracknell town centre	**£604,503**	£0	£23,095	£0	£0	£0	£0	£296,766	£0	£216,149	£68,494
Windsor town centre	**£350,803**	£0	£0	£0	£0	£0	£0	£296,766	£0	£54,037	£0
Rosebys, Farnborough Gate Retail Park, Farnborough	**£513,153**	£106,932	£23,095	£0	£0	£0	£352,918	£0	£30,208	£0	£0
Sandhurst town centre	**£216,413**	£0	£0	£27,242	£104,925	£0	£0	£0	£30,208	£54,037	£0
DFS, Forbury Retail Park, Reading	**£199,589**	£0	£0	£0	£104,925	£0	£0	£0	£60,417	£0	£34,247
Fleet town centre	**£311,592**	£0	£0	£0	£104,925	£0	£176,459	£0	£30,208	£0	£0
Crowthorne town centre	**£108,074**	£0	£0	£0	£0	£0	£0	£0	£0	£108,074	£0
Lightwater town centre	**£46,190**	£0	£46,190	£0	£0	£0	£0	£0	£0	£0	£0
Harveys, Farnborough Gate Retail Park, Farnborough	**£281,384**	£0	£0	£0	£104,925	£0	£176,459	£0	£0	£0	£0
Harveys, The Peel Centre, Bracknell	**£60,191**	£0	£23,095	£0	£0	£0	£0	£37,096	£0	£0	£0
Homebase, Camberley	**£181,684**	£0	£0	£0	£104,925	£76,759	£0	£0	£0	£0	£0
Bagshot town centre	**£34,247**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£34,247
Blackwater town centre	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
Frimley town centre	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0
Yateley town centre	**£104,925**	£0	£0	£0	£104,925	£0	£0	£0	£0	£0	£0
Allied Carpets, Reading Gate Retail Park, Reading	**£104,925**	£0	£0	£0	£104,925	£0	£0	£0	£0	£0	£0
Argos, Forbury Retail Park, Reading	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0
Argos, Hatch Warren Retail Park, Basingstoke	**£54,037**	£0	£0	£0	£0	£0	£0	£0	£0	£54,037	£0
B&Q, Solartron Road, Farnborough	**£23,095**	£0	£23,095	£0	£0	£0	£0	£0	£0	£0	£0
Carpetright, Woking	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
DFS, Solartron Retail Park Farnborough	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0
Focus, The Peel Centre, Bracknell	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
Harveys, Reading Link Retail Park, Reading	**£34,247**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£34,247
Hobbycraft, Forbury Retail Park, Reading	**£54,037**	£0	£0	£0	£0	£0	£0	£0	£0	£54,037	£0
Homebase, Basingstoke	**£23,095**	£0	£23,095	£0	£0	£0	£0	£0	£0	£0	£0
Homebase, Bracknell	**£23,095**	£0	£23,095	£0	£0	£0	£0	£0	£0	£0	£0
Homebase, Ladymead Retail Park, Guildford	**£27,242**	£0	£0	£27,242	£0	£0	£0	£0	£0	£0	£0
Homebase, Woking	**£27,242**	£0	£0	£27,242	£0	£0	£0	£0	£0	£0	£0
Vale Furnishings, Ash Vale	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0
Catalogue/mail order	**£2,465,124**	£213,863	£69,284	£136,211	£419,700	£307,034	£529,377	£185,479	£211,459	£324,223	£68,494
Various	**£2,383,998**	£106,932	£69,284	£108,969	£209,850	£537,310	£705,836	£74,191	£90,625	£378,261	£102,741
John Lewis, Reading	**£1,639,468**	£0	£0	£0	£104,925	£76,759	£529,377	£37,096	£181,250	£162,112	£547,950
Marks & Spencer, Sandhurst (Camberley)	**£1,487,974**	£0	£161,664	£0	£629,550	£76,759	£529,377	£0	£90,625	£0	£0
John Lewis, Cressex Centre, High Wycombe	**£709,151**	£106,932	£23,095	£27,242	£0	£0	£0	£222,574	£30,208	£162,112	£136,988
John Lewis, Kinston upon Thames	**£701,507**	£320,795	£23,095	£0	£0	£76,759	£176,459	£74,191	£30,208	£0	£0
Staines town centre	**£377,836**	£0	£23,095	£27,242	£104,925	£0	£0	£222,574	£0	£0	£0
Wokingham town centre	**£463,395**	£0	£0	£0	£104,925	£0	£0	£0	£0	£324,223	£34,247
Debenhams, Woking	**£529,720**	£320,795	£0	£27,242	£104,925	£76,759	£0	£0	£0	£0	£0
Rosebys, Camberley	**£547,720**	£0	£23,095	£0	£524,625	£0	£0	£0	£0	£0	£0
London	**£447,464**	£0	£0	£27,242	£0	£0	£352,918	£37,096	£30,208	£0	£0
Debenhams, Millbrook, Guildford	**£203,854**	£0	£23,095	£27,242	£0	£153,517	£0	£0	£0	£0	£0
Farnborough Gate Retail Park, Farnborough	**£634,302**	£0	£0	£0	£104,925	£0	£529,377	£0	£0	£0	£0
Tesco, Camberley	**£267,192**	£0	£23,095	£0	£209,850	£0	£0	£0	£0	£0	£34,247
Asda, Farnborough	**£529,377**	£0	£0	£0	£0	£0	£529,377	£0	£0	£0	£0
Asda, Westmead, Farnborough	**£204,778**	£0	£23,095	£0	£104,925	£76,759	£0	£0	£0	£0	£0
Bentalls, Bracknell	**£115,526**	£0	£0	£27,242	£0	£0	£0	£0	£0	£54,037	£34,247
Debenhams woking	**£161,416**	£106,932	£0	£54,485	£0	£0	£0	£0	£0	£0	£0
Debenhams, Kens Street, Staines	**£94,437**	£0	£23,095	£0	£0	£0	£0	£37,096	£0	£0	£34,247
Homebase (Brookwood) Knaphill, Woking	**£77,579**	£0	£23,095	£54,485	£0	£0	£0	£0	£0	£0	£0
Kingston upon Thames town centre	**£155,262**	£0	£23,095	£27,242	£104,925	£0	£0	£0	£0	£0	£0
Tesco, Bracknell	**£111,287**	£0	£0	£0	£0	£0	£0	£111,287	£0	£0	£0
The Meadows, Marshall Road, Sandhurst	**£286,609**	£0	£0	£0	£209,850	£76,759	£0	£0	£0	£0	£0
Abroad	**£130,026**	£106,932	£23,095	£0	£0	£0	£0	£0	£0	£0	£0
Argos, Farnborough	**£99,853**	£0	£23,095	£0	£0	£76,759	£0	£0	£0	£0	£0
Asda, Lower Earley	**£88,284**	£0	£0	£0	£0	£0	£0	£0	£0	£54,037	£34,247
Asda, Reading	**£68,494**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£68,494
Bensons Beds, Farnborough Gate, Farnborough	**£99,853**	£0	£23,095	£0	£0	£76,759	£0	£0	£0	£0	£0
BHS, Woking	**£281,384**	£0	£0	£0	£104,925	£0	£176,459	£0	£0	£0	£0
BHS, Reading	**£113,854**	£0	£0	£0	£0	£76,759	£0	£37,096	£0	£0	£0
Blackbush market	**£203,701**	£0	£0	£27,242	£0	£0	£176,459	£0	£0	£0	£0
Freelance Carpets & Flooring, Woodley	**£158,962**	£0	£0	£0	£104,925	£0	£0	£0	£0	£54,037	£0
House of Fraser, The Oracle, Reading	**£68,494**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£68,494
Ikea, Bristol	**£213,555**	£0	£0	£0	£0	£0	£176,459	£37,096	£0	£0	£0
Ikea, Croydon	**£144,027**	£106,932	£0	£0	£0	£0	£0	£37,096	£0	£0	£0
Ikea, Wembley	**£132,167**	£0	£0	£27,242	£104,925	£0	£0	£0	£0	£0	£0
Laura Ashley, Guildford	**£128,020**	£0	£23,095	£0	£104,925	£0	£0	£0	£0	£0	£0
Laura Ashley, Windsor	**£57,342**	£0	£23,095	£0	£0	£0	£0	£0	£0	£0	£34,247
Reading	**£108,074**	£0	£0	£0	£0	£0	£0	£0	£0	£108,074	£0
Solartron Retail Park, Farnborough	**£253,217**	£0	£0	£0	£0	£76,759	£176,459	£0	£0	£0	£0
T K Maxx, Woking	**£134,174**	£106,932	£0	£27,242	£0	£0	£0	£0	£0	£0	£0
Allders, Woking (Closed down)	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
Allders, Croydon	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
Allders, Camberley	**£27,242**	£0	£0	£27,242	£0	£0	£0	£0	£0	£0	£0
Argos, Aldershot	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0

Argos, Bracknell	**£37,096**	£0	£0	£0	£0	£0	£0	£37,096	£0	£0	£0
Argos, Woking	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
Argos, Wokingham	**£54,037**	£0	£0	£0	£0	£0	£0	£0	£0	£54,037	£0
Army & Navy, Camberley	**£37,096**	£0	£0	£0	£0	£0	£0	£37,096	£0	£0	£0
Bentalls Centre, Kingston upon Thames	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
Debenhams, Chimes Shopping Centre, Uxbridge	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0
Debenhams, Kingsmead Centre, Farnborough	**£176,459**	£0	£0	£0	£0	£0	£176,459	£0	£0	£0	£0
Debenhams, The Oracle Centre, Reading	**£54,037**	£0	£0	£0	£0	£0	£0	£0	£0	£54,037	£0
DFS, Croydon	**£27,242**	£0	£0	£27,242	£0	£0	£0	£0	£0	£0	£0
Dunelm Mill, Calcot, Reading	**£54,037**	£0	£0	£0	£0	£0	£0	£0	£0	£54,037	£0
Elphicks, Farnham	**£176,459**	£0	£0	£0	£0	£0	£176,459	£0	£0	£0	£0
Fabric Warehouse, Farnham	**£176,459**	£0	£0	£0	£0	£0	£176,459	£0	£0	£0	£0
Farnham Shopping Centre	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0
Farnham town centre	**£176,459**	£0	£0	£0	£0	£0	£176,459	£0	£0	£0	£0
G Plan Centre, Ashveil	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0
Greenland, Atticus House, The Windmills	**£104,925**	£0	£0	£0	£104,925	£0	£0	£0	£0	£0	£0
Inspirations, North Camp, Farnborough	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0
John Lewis, Leatherhead	**£27,242**	£0	£0	£27,242	£0	£0	£0	£0	£0	£0	£0
John Lewis, Southampton	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
Slough	**£37,096**	£0	£0	£0	£0	£0	£0	£37,096	£0	£0	£0
Kent	**£37,096**	£0	£0	£0	£0	£0	£0	£37,096	£0	£0	£0
Makro, Reading	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
Margate	**£104,925**	£0	£0	£0	£104,925	£0	£0	£0	£0	£0	£0
Marks & Spencer, Peacock Centre, Woking	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
Matalan, Staines	**£104,925**	£0	£0	£0	£104,925	£0	£0	£0	£0	£0	£0
Matalan, Reading	**£54,037**	£0	£0	£0	£0	£0	£0	£0	£0	£54,037	£0
Next, Guildford	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
T J Hughes, Devon	**£27,242**	£0	£0	£27,242	£0	£0	£0	£0	£0	£0	£0
Paul Simon, Wey Retail Park, Byfleet	**£27,242**	£0	£0	£27,242	£0	£0	£0	£0	£0	£0	£0
Peter Jones, London	**£23,095**	£0	£23,095	£0	£0	£0	£0	£0	£0	£0	£0
Rosebys, Aldershot	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0
Rosebys, Woking	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
Specialist retailers	**£54,037**	£0	£0	£0	£0	£0	£0	£0	£0	£54,037	£0
T J Hughes, Eastbourne	**£34,247**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£34,247
Tesco, Addlestone	**£27,242**	£0	£0	£27,242	£0	£0	£0	£0	£0	£0	£0
Tesco, Aldershot	**£76,759**	£0	£0	£0	£0	£76,759	£0	£0	£0	£0	£0
Tesco, Fleet	**£30,208**	£0	£0	£0	£0	£0	£0	£0	£30,208	£0	£0
Tesco, Woking	**£106,932**	£106,932	£0	£0	£0	£0	£0	£0	£0	£0	£0
The Point, Bracknell	**£37,096**	£0	£0	£0	£0	£0	£0	£37,096	£0	£0	£0
Vale Furnishing, Ashvale	**£176,459**	£0	£0	£0	£0	£0	£176,459	£0	£0	£0	£0
Weybridge	**£34,247**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£34,247
Wilkinson, Slough	**£37,096**	£0	£0	£0	£0	£0	£0	£37,096	£0	£0	£0
Windsor	**£37,096**	£0	£0	£0	£0	£0	£0	£37,096	£0	£0	£0
Yeovil town centre	**£27,242**	£0	£0	£27,242	£0	£0	£0	£0	£0	£0	£0
Total	**£55,908,941**	**£9,089,181**	**£1,916,868**	**£2,124,897**	**£9,338,329**	**£6,294,199**	**£13,410,875**	**£3,004,754**	**£2,416,673**	**£5,025,463**	**£3,287,702**

Table 10c: Expenditure on Household Textiles and Soft Furnishings

Location	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Camberley town centre	**£5,621,574**	£106,932	£508,085	£27,242	£3,252,676	£844,344	£882,294	£148,383	£151,042	£486,335	£34,247
	1.2%	1.2%	26.5%	1.3%	34.8%	13.4%	6.6%	4.9%	6.3%	9.7%	1.0%
Blackwater Valley	**£3,954,261**	£213,863	£300,232	£108,969	£1,888,651	£383,793	£1,058,753	£222,574	£211,459	£216,149	£273,975
	0.8%	2.4%	15.7%	5.1%	20.2%	6.1%	7.9%	7.4%	8.8%	4.3%	8.3%
Farnborough	**£6,959,803**	£106,932	£207,853	£0	£629,550	£1,074,619	£4,940,849	£0	£90,625	£0	£0
	1.5%	1.2%	10.8%	0.0%	6.7%	17.1%	36.8%	0.0%	3.8%	0.0%	0.0%
Guildford	**£3,347,949**	£1,283,179	£207,853	£245,180	£314,775	£767,585	£529,377	£37,096	£0	£0	£0
	0.7%	14.1%	10.8%	11.5%	3.4%	12.2%	3.9%	1.2%	0.0%	0.0%	0.0%
Kingston	**£859,300**	£427,726	£46,190	£27,242	£104,925	£76,759	£176,459	£74,191	£30,208	£0	£0
	0.2%	4.7%	2.4%	1.3%	1.1%	1.2%	1.3%	2.5%	1.3%	0.0%	0.0%
Woking	**£7,113,793**	£5,346,577	£69,284	£953,480	£314,775	£76,759	£352,918	£0	£0	£108,074	£68,494
	1.5%	58.8%	3.6%	44.9%	3.4%	1.2%	2.6%	0.0%	0.0%	2.2%	2.1%
Internet / Mail order / Catalogue	**£2,756,782**	£427,726	£161,664	£217,938	£629,550	£614,068	£705,836	£333,862	£211,459	£432,298	£68,494
	0.6%	4.7%	8.4%	10.3%	6.7%	9.8%	5.3%	11.1%	8.8%	8.6%	2.1%

Table 11a: Destinations for Domestic Electrical Appliances

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Internet	**12.44%**	8.89%	11.36%	16.85%	17.02%	7.78%	11.63%	13.79%	12.50%	13.95%	10.64%
Reading town centre	**8.52%**	0.00%	1.14%	0.00%	2.13%	0.00%	2.33%	5.75%	11.36%	24.42%	37.23%
Currys, Farnborough Gate Retail Park, Farnborough	**8.52%**	0.00%	12.50%	2.25%	19.15%	16.67%	24.42%	1.15%	7.95%	0.00%	1.06%
Woking town centre	**6.39%**	31.11%	0.00%	29.21%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	1.06%
Farnborough town centre	**5.94%**	0.00%	14.77%	2.25%	9.57%	15.56%	12.79%	1.15%	2.27%	1.16%	0.00%
Comet, Farnborough Gate Retail Park, Farnborough	**5.27%**	0.00%	7.95%	1.12%	12.77%	10.00%	17.44%	0.00%	3.41%	0.00%	0.00%
Camberley town centre	**5.16%**	0.00%	22.73%	0.00%	13.83%	7.78%	1.16%	2.30%	3.41%	0.00%	0.00%
Bracknell town centre	**3.48%**	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	19.54%	0.00%	9.30%	5.32%
Currys, Woking	**2.35%**	13.33%	0.00%	7.87%	1.06%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
Currys, The Peel Centre, Bracknell	**2.24%**	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	11.49%	0.00%	5.81%	4.26%
Basingstoke town centre	**2.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	19.32%	0.00%	0.00%
Crowthorne town centre	**1.68%**	0.00%	2.27%	0.00%	1.06%	0.00%	0.00%	1.15%	1.14%	9.30%	2.13%
Fleet town centre	**1.68%**	0.00%	0.00%	0.00%	0.00%	0.00%	8.14%	0.00%	9.09%	0.00%	0.00%
Guildford town centre	**1.46%**	6.67%	2.27%	3.37%	0.00%	1.11%	1.16%	0.00%	0.00%	0.00%	0.00%
Comet, Ladymead Retail Park, Guildford	**1.12%**	5.56%	1.14%	2.25%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys, Reading Retail Park, Reading	**1.01%**	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	1.14%	3.49%	4.26%
Aldershot town centre	**0.90%**	0.00%	0.00%	0.00%	0.00%	7.78%	1.16%	0.00%	0.00%	0.00%	0.00%
Currys, Guildford	**0.90%**	3.33%	0.00%	4.49%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Frimley town centre	**0.67%**	0.00%	1.14%	0.00%	2.13%	3.33%	0.00%	0.00%	0.00%	0.00%	0.00%
Addlestone town centre	**0.56%**	1.11%	1.14%	3.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Windsor town centre	**0.56%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.75%	0.00%	0.00%	0.00%
Comet, Reading Gate Retail Park, Reading	**0.56%**	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	2.13%
Currys, Brighton Hill Retail Park, Basingstoke	**0.56%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.68%	0.00%	0.00%
Comet, Forbury Retail Park, Reading	**0.45%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	1.14%	1.16%	1.06%
Argos, Hatch Warren Retail Park, Basingstoke	**0.34%**	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	1.15%	1.14%	0.00%	0.00%
B&Q, Solartron Road, Farnborough	**0.22%**	0.00%	0.00%	0.00%	0.00%	1.11%	1.16%	0.00%	0.00%	0.00%	0.00%
Currys, Brunel Retail Park, Reading	**0.22%**	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	1.06%
Lightwater town centre	**0.11%**	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sandhurst town centre	**0.11%**	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Chineham, Basingstoke	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%
Focus, The Peel Centre, Bracknell	**0.11%**	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Ladymead Retail Park, Guildford	**0.11%**	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Reading	**0.11%**	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Basingstoke	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
John Lewis, Reading	**3.14%**	0.00%	1.14%	0.00%	1.06%	1.11%	0.00%	3.45%	4.55%	5.81%	13.83%
Various	**2.58%**	3.33%	1.14%	2.25%	2.13%	4.44%	0.00%	2.30%	2.27%	4.65%	3.19%
RSM Domestic Appliances, Knaphill	**1.46%**	6.67%	2.27%	5.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catalogue/mail order	**1.12%**	0.00%	1.14%	0.00%	0.00%	2.22%	2.33%	0.00%	1.14%	3.49%	1.06%
John Lewis, High Wycombe	**1.12%**	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	3.45%	0.00%	1.16%	5.32%
Farnborough Gate Retail Park, Farnborough	**1.01%**	0.00%	1.14%	2.25%	2.13%	0.00%	3.49%	0.00%	1.14%	0.00%	0.00%
Knaphill town centre	**0.67%**	2.22%	0.00%	4.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staines town centre	**0.67%**	0.00%	2.27%	0.00%	0.00%	0.00%	0.00%	3.45%	0.00%	0.00%	1.06%
Bennetts, Farnham	**0.56%**	0.00%	0.00%	0.00%	0.00%	3.33%	2.33%	0.00%	0.00%	0.00%	0.00%
Argos, Woking	**0.45%**	3.33%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Kingston upon Thames	**0.45%**	1.11%	2.27%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
Tesco, The Meadows, College Town, Sandhurst	**0.45%**	0.00%	0.00%	0.00%	2.13%	0.00%	1.16%	0.00%	0.00%	0.00%	1.06%
Argos, Aldershot	**0.34%**	0.00%	0.00%	0.00%	0.00%	3.33%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Bracknell	**0.34%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.45%	0.00%	0.00%	0.00%
Currys, Bracknell	**0.34%**	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	1.15%	0.00%	1.16%	0.00%
Ace Electrics, Fleet	**0.22%**	0.00%	0.00%	0.00%	1.06%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%
Argos, Camberley	**0.22%**	0.00%	0.00%	0.00%	1.06%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Farnborough	**0.22%**	0.00%	0.00%	0.00%	0.00%	1.11%	1.16%	0.00%	0.00%	0.00%	0.00%
Argos, Fleet	**0.22%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	0.00%
Argos, Observatory Shopping Centre, Slough	**0.22%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.30%	0.00%	0.00%	0.00%
Argos, Princess Square Shopping Centre, Bracknell	**0.22%**	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
Argos, The Plaza, Wokingham	**0.22%**	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%
Comet, Slough	**0.22%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.30%	0.00%	0.00%	0.00%
Comet, Woking	**0.22%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	1.16%	0.00%
Costco Wholesale, Green Park, Reading	**0.22%**	0.00%	0.00%	0.00%	1.06%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys, Frimley	**0.22%**	0.00%	1.14%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys, Maybury	**0.22%**	2.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edwards & Son, Crowthorne	**0.22%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%
Iceland, Chineham Shopping Centre, Basingstoke	**0.22%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	1.16%	0.00%
John Lewis, Kingston Vale, London	**0.22%**	1.11%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%
Kingston upon Thames town centre	**0.22%**	0.00%	0.00%	1.12%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Makro, Reading	**0.22%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	1.14%	0.00%	0.00%
Marks & Spencer, The Meadows, Sandhurst	**0.22%**	0.00%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Powerhouse, Slough	**0.22%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.30%	0.00%	0.00%	0.00%
Robert Dyas, Woking	**0.22%**	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%
Tesco, Aldershot	**0.22%**	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%	0.00%
A H Spittle, Addlestone	**0.11%**	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ace Electrical, Fleet	**0.11%**	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Byfleet	**0.11%**	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Weybridge	**0.11%**	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater, Greenhithe	**0.11%**	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Guildford	**0.11%**	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Wokingham	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
C T Bell, Crawthorne	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
Comet, Frimley	**0.11%**	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys, Westgate Retail Park, Slough	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
Currys, Two Rivers Retail Park, Staines	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
Currys, Camberley	**0.11%**	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Electrolux, Luton	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
Farnham Shopping Centre	**0.11%**	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Brookwood	**0.11%**	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, The Causeway, Staines	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
John Lewis, Leatherhead	**0.11%**	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ladymead Retail Park, Guildford	**0.11%**	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunninghill	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
Tanley	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%
McEvoy & Rowley, Woodley, Reading	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
MFI, Bracknell	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%
Peter Jones, Reading	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%
Reading Warehouses, Tudley	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%
Robert Dyas, Wokingham	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%
Robert Dyas, Farnham	**0.11%**	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Woking	**0.11%**	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Snips, Fleet	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%
Sony, Farnham	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%

Tesco, Chineham, Basingstoke	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%
Tesco, Weybridge	**0.11%**	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Addlestone	**0.11%**	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Bracknell	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
Tesco, The Meadows, Camberley	**0.11%**	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Woking	**0.11%**	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Peel Centre, Bracknell	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
The Point, Bracknell	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
Wilkinson, Farnborough	**0.11%**	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wilkinson, Slough	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%
Windlesham town centre	**0.11%**	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Yeovil town centre	**0.11%**	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	**18%**	**23%**	**16%**	**24%**	**15%**	**19%**	**16%**	**30%**	**13%**	**15%**	**13%**

Source: Research & Marketing Household Survey (November 2006)

Table 11b: Expenditure on Domestic Electrical Appliances

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Internet	**£9,734,126**	£1,158,267	£312,281	£513,424	£2,278,756	£701,831	£2,235,606	£594,166	£433,076	£1,005,299	£501,419
Reading town centre	**£4,918,711**	£0	£31,228	£0	£284,845	£0	£447,121	£247,569	£393,706	£1,759,274	£1,754,968
Currys, Farnborough Gate Retail Park, Farnborough	**£9,549,512**	£0	£343,510	£68,456	£2,563,601	£1,503,924	£4,694,772	£49,514	£275,594	£0	£50,142
Woking town centre	**£5,161,562**	£4,053,936	£0	£889,934	£0	£0	£0	£0	£0	£167,550	£50,142
Farnborough town centre	**£5,831,081**	£0	£405,966	£68,456	£1,281,800	£1,403,662	£2,459,166	£49,514	£78,741	£83,775	£0
Comet, Farnborough Gate Retail Park, Farnborough	**£6,335,767**	£0	£218,597	£34,228	£1,709,067	£902,354	£3,353,409	£0	£118,112	£0	£0
Camberley town centre	**£3,618,583**	£0	£624,563	£0	£1,851,489	£701,831	£223,561	£99,028	£118,112	£0	£0
Bracknell town centre	**£1,793,872**	£0	£31,228	£0	£0	£0	£0	£841,735	£0	£670,200	£250,710
Currys, Woking	**£2,168,935**	£1,737,401	£0	£239,598	£142,422	£0	£0	£49,514	£0	£0	£0
Currys, The Peel Centre, Bracknell	**£1,214,842**	£0	£0	£0	£0	£100,262	£0	£495,138	£0	£418,875	£200,568
Basingstoke town centre	**£892,860**	£0	£0	£0	£0	£0	£223,561	£0	£669,300	£0	£0
Crowthorne town centre	**£1,064,246**	£0	£62,456	£0	£142,422	£0	£0	£49,514	£39,371	£670,200	£100,284
Fleet town centre	**£1,879,889**	£0	£0	£0	£0	£0	£1,564,924	£0	£314,965	£0	£0
Guildford town centre	**£1,357,664**	£868,700	£62,456	£102,685	£0	£100,262	£223,561	£0	£0	£0	£0
Comet, Ladymead Retail Park, Guildford	**£1,024,125**	£723,917	£31,228	£68,456	£0	£200,523	£0	£0	£0	£0	£0
Currys, Reading Retail Park, Reading	**£633,685**	£0	£0	£0	£142,422	£0	£0	£0	£39,371	£251,325	£200,568
Aldershot town centre	**£925,392**	£0	£0	£0	£0	£701,831	£223,561	£0	£0	£0	£0
Currys, Guildford	**£713,685**	£434,350	£0	£136,913	£142,422	£0	£0	£0	£0	£0	£0
Frimley town centre	**£616,857**	£0	£31,228	£0	£284,845	£300,785	£0	£0	£0	£0	£0
Addlestone town centre	**£278,696**	£144,783	£31,228	£102,685	£0	£0	£0	£0	£0	£0	£0
Windsor town centre	**£247,569**	£0	£0	£0	£0	£0	£0	£247,569	£0	£0	£0
Comet, Reading Gate Retail Park, Reading	**£412,617**	£144,783	£0	£0	£0	£0	£0	£0	£0	£167,550	£100,284
Currys, Brighton Hill Retail Park, Basingstoke	**£196,853**	£0	£0	£0	£0	£0	£0	£0	£196,853	£0	£0
Comet, Forbury Retail Park, Reading	**£396,848**	£0	£0	£0	£0	£0	£223,561	£0	£39,371	£83,775	£50,142
Argos, Hatch Warren Retail Park, Basingstoke	**£123,113**	£0	£0	£34,228	£0	£0	£0	£49,514	£39,371	£0	£0
B&Q, Solartron Road, Farnborough	**£323,822**	£0	£0	£0	£0	£100,262	£223,561	£0	£0	£0	£0
Currys, Brunel Retail Park, Reading	**£150,404**	£0	£0	£0	£0	£100,262	£0	£0	£0	£0	£50,142
Lightwater town centre	**£31,228**	£0	£31,228	£0	£0	£0	£0	£0	£0	£0	£0
Sandhurst town centre	**£142,422**	£0	£0	£0	£142,422	£0	£0	£0	£0	£0	£0
Boots, Chineham, Basingstoke	**£39,371**	£0	£0	£0	£0	£0	£0	£0	£39,371	£0	£0
Focus, The Peel Centre, Bracknell	**£144,783**	£144,783	£0	£0	£0	£0	£0	£0	£0	£0	£0
Homebase, Ladymead Retail Park, Guildford	**£144,783**	£144,783	£0	£0	£0	£0	£0	£0	£0	£0	£0
Homebase, Reading	**£31,228**	£0	£31,228	£0	£0	£0	£0	£0	£0	£0	£0
Wickes, Basingstoke	**£83,775**	£0	£0	£0	£0	£0	£0	£0	£0	£83,775	£0
John Lewis, Reading	**£1,650,656**	£0	£31,228	£0	£142,422	£100,262	£0	£148,541	£157,482	£418,875	£651,845
Various	**£1,883,220**	£434,350	£31,228	£68,456	£284,845	£401,046	£0	£99,028	£78,741	£335,100	£150,426
RSM Domestic Appliances, Knaphill	**£1,102,298**	£868,700	£62,456	£171,141	£0	£0	£0	£0	£0	£0	£0
Catalogue/mail order	**£1,019,710**	£0	£31,228	£0	£0	£200,523	£447,121	£0	£39,371	£251,325	£50,142
John Lewis, High Wycombe	**£514,254**	£0	£31,228	£0	£0	£0	£0	£148,541	£0	£83,775	£250,710
Farnborough Gate Retail Park, Farnborough	**£1,094,581**	£0	£31,228	£68,456	£284,845	£0	£670,682	£0	£39,371	£0	£0
Knaphill town centre	**£426,480**	£289,567	£0	£136,913	£0	£0	£0	£0	£0	£0	£0
Staines town centre	**£261,140**	£0	£62,456	£0	£0	£0	£0	£148,541	£0	£0	£50,142
Bennetts, Farnham	**£747,906**	£0	£0	£0	£0	£300,785	£447,121	£0	£0	£0	£0
Argos, Woking	**£468,578**	£434,350	£0	£34,228	£0	£0	£0	£0	£0	£0	£0
John Lewis, Kingston upon Thames	**£256,753**	£144,783	£62,456	£0	£0	£0	£0	£49,514	£0	£0	£0
Tesco, The Meadows, College Town, Sandhurst	**£558,547**	£0	£0	£0	£284,845	£0	£223,561	£0	£0	£0	£50,142
Argos, Aldershot	**£300,785**	£0	£0	£0	£0	£300,785	£0	£0	£0	£0	£0
Argos, Bracknell	**£148,541**	£0	£0	£0	£0	£0	£0	£148,541	£0	£0	£0
Currys, Bracknell	**£275,711**	£0	£0	£0	£142,422	£0	£0	£49,514	£0	£83,775	£0
Ace Electrics, Fleet	**£365,983**	£0	£0	£0	£142,422	£0	£223,561	£0	£0	£0	£0
Argos, Camberley	**£242,684**	£0	£0	£0	£142,422	£100,262	£0	£0	£0	£0	£0
Argos, Farnborough	**£323,822**	£0	£0	£0	£0	£100,262	£223,561	£0	£0	£0	£0
Argos, Fleet	**£78,741**	£0	£0	£0	£0	£0	£0	£0	£78,741	£0	£0
Argos, Observatory Shopping Centre, Slough	**£99,028**	£0	£0	£0	£0	£0	£0	£99,028	£0	£0	£0
Argos, Princess Square Shopping Centre, Bracknell	**£191,936**	£0	£0	£0	£142,422	£0	£0	£49,514	£0	£0	£0
Argos, The Plaza, Wokingham	**£84,370**	£0	£0	£34,228	£0	£0	£0	£0	£0	£0	£50,142
Comet, Slough	**£99,028**	£0	£0	£0	£0	£0	£0	£99,028	£0	£0	£0
Comet, Woking	**£123,146**	£0	£0	£0	£0	£0	£0	£0	£39,371	£83,775	£0
Costco Wholesale, Green Park, Reading	**£242,684**	£0	£0	£0	£142,422	£100,262	£0	£0	£0	£0	£0
Currys, Frimley	**£131,490**	£0	£31,228	£0	£0	£100,262	£0	£0	£0	£0	£0
Currys, Maybury	**£289,567**	£289,567	£0	£0	£0	£0	£0	£0	£0	£0	£0
Edwards & Son, Crowthorne	**£167,550**	£0	£0	£0	£0	£0	£0	£0	£0	£167,550	£0
Iceland, Chineham Shopping Centre, Basingstoke	**£123,146**	£0	£0	£0	£0	£0	£0	£0	£39,371	£83,775	£0
John Lewis, Kingston Vale, London	**£368,344**	£144,783	£0	£0	£0	£0	£223,561	£0	£0	£0	£0
Kingston upon Thames town centre	**£176,650**	£0	£0	£34,228	£142,422	£0	£0	£0	£0	£0	£0
Makro, Reading	**£262,931**	£0	£0	£0	£0	£0	£223,561	£0	£39,371	£0	£0
Marks & Spencer, The Meadows, Sandhurst	**£284,845**	£0	£0	£0	£284,845	£0	£0	£0	£0	£0	£0
Powerhouse, Slough	**£99,028**	£0	£0	£0	£0	£0	£0	£99,028	£0	£0	£0
Robert Dyas, Woking	**£194,925**	£144,783	£0	£0	£0	£0	£0	£0	£0	£0	£50,142
Tesco, Aldershot	**£200,523**	£0	£0	£0	£0	£200,523	£0	£0	£0	£0	£0
A H Spittle, Addlestone	**£34,228**	£0	£0	£34,228	£0	£0	£0	£0	£0	£0	£0
Ace Electrical, Fleet	**£142,422**	£0	£0	£0	£142,422	£0	£0	£0	£0	£0	£0
Argos, Byfleet	**£144,783**	£144,783	£0	£0	£0	£0	£0	£0	£0	£0	£0
Argos, Weybridge	**£34,228**	£0	£0	£34,228	£0	£0	£0	£0	£0	£0	£0
Bluewater, Greenhithe	**£142,422**	£0	£0	£0	£142,422	£0	£0	£0	£0	£0	£0
Boots, Guildford	**£100,262**	£0	£0	£0	£0	£100,262	£0	£0	£0	£0	£0
Boots, Wokingham	**£83,775**	£0	£0	£0	£0	£0	£0	£0	£0	£83,775	£0
C T Bell, Crawthorne	**£83,775**	£0	£0	£0	£0	£0	£0	£0	£0	£83,775	£0
Comet, Frimley	**£31,228**	£0	£31,228	£0	£0	£0	£0	£0	£0	£0	£0
Currys, Westgate Retail Park, Slough	**£49,514**	£0	£0	£0	£0	£0	£0	£49,514	£0	£0	£0
Currys, Two Rivers Retail Park, Staines	**£49,514**	£0	£0	£0	£0	£0	£0	£49,514	£0	£0	£0
Currys, Camberley	**£31,228**	£0	£31,228	£0	£0	£0	£0	£0	£0	£0	£0
Electrolux, Luton	**£83,775**	£0	£0	£0	£0	£0	£0	£0	£0	£83,775	£0
Farnham Shopping Centre	**£100,262**	£0	£0	£0	£0	£100,262	£0	£0	£0	£0	£0
Homebase, Brookwood	**£34,228**	£0	£0	£34,228	£0	£0	£0	£0	£0	£0	£0
Homebase, The Causeway, Staines	**£49,514**	£0	£0	£0	£0	£0	£0	£49,514	£0	£0	£0
John Lewis, Leatherhead	**£34,228**	£0	£0	£34,228	£0	£0	£0	£0	£0	£0	£0
Ladymead Retail Park, Guildford	**£34,228**	£0	£0	£34,228	£0	£0	£0	£0	£0	£0	£0
Sunninghill	**£49,514**	£0	£0	£0	£0	£0	£0	£49,514	£0	£0	£0
Tanley	**£39,371**	£0	£0	£0	£0	£0	£0	£0	£39,371	£0	£0
McEvoy & Rowley, Woodley, Reading	**£83,775**	£0	£0	£0	£0	£0	£0	£0	£0	£83,775	£0
MFI, Bracknell	**£50,142**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£50,142
Peter Jones, Reading	**£39,371**	£0	£0	£0	£0	£0	£0	£0	£39,371	£0	£0
Reading Warehouses, Tudley	**£39,371**	£0	£0	£0	£0	£0	£0	£0	£39,371	£0	£0
Robert Dyas, Wokingham	**£50,142**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£50,142

Robert Dyas, Farnham	**£100,262**	£0	£0	£0	£0	£100,262	£0	£0	£0	£0	£0
Sainsbury's, Woking	**£34,228**	£0	£0	£34,228	£0	£0	£0	£0	£0	£0	£0
Snips, Fleet	**£223,561**	£0	£0	£0	£0	£0	£223,561	£0	£0	£0	£0
Sony, Farnham	**£223,561**	£0	£0	£0	£0	£0	£223,561	£0	£0	£0	£0
Tesco, Chineham, Basingstoke	**£39,371**	£0	£0	£0	£0	£0	£0	£0	£39,371	£0	£0
Tesco, Weybridge	**£144,783**	£144,783	£0	£0	£0	£0	£0	£0	£0	£0	£0
Tesco, Addlestone	**£144,783**	£144,783	£0	£0	£0	£0	£0	£0	£0	£0	£0
Tesco, Bracknell	**£49,514**	£0	£0	£0	£0	£0	£0	£49,514	£0	£0	£0
Tesco, The Meadows, Camberley	**£144,783**	£144,783	£0	£0	£0	£0	£0	£0	£0	£0	£0
Tesco, Woking	**£144,783**	£144,783	£0	£0	£0	£0	£0	£0	£0	£0	£0
The Peel Centre, Bracknell	**£49,514**	£0	£0	£0	£0	£0	£0	£49,514	£0	£0	£0
The Point, Bracknell	**£49,514**	£0	£0	£0	£0	£0	£0	£49,514	£0	£0	£0
Wilkinson, Farnborough	**£31,228**	£0	£31,228	£0	£0	£0	£0	£0	£0	£0	£0
Wilkinson, Slough	**£49,514**	£0	£0	£0	£0	£0	£0	£49,514	£0	£0	£0
Windlesham town centre	**£31,228**	£0	£31,228	£0	£0	£0	£0	£0	£0	£0	£0
Yeovil town centre	**£34,228**	£0	£0	£34,228	£0	£0	£0	£0	£0	£0	£0
Total	**£18,053,509**	**£3,474,802**	**£499,650**	**£787,249**	**£2,421,178**	**£2,205,755**	**£3,129,848**	**£1,534,928**	**£669,300**	**£1,926,824**	**£1,403,974**

Table 11c: Expenditure on Domestic Electrical Appliances

Location	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Camberley town centre	**£3,644,128**	£0	£624,563	£0	£1,993,912	£802,093	£223,561	£99,028	£118,112	£0	£0
	0.8%	0.0%	22.7%	0.0%	14.9%	8.9%	1.2%	2.3%	3.4%	0.0%	0.0%
Blackwater Valley	**£938,033**	£144,783	£0	£0	£569,689	£0	£223,561	£0	£0	£0	£50,142
	0.2%	1.1%	0.0%	0.0%	4.3%	0.0%	1.2%	0.0%	0.0%	0.0%	1.1%
Farnborough	**£22,745,052**	£0	£1,030,529	£239,598	£5,839,313	£4,010,463	£11,625,150	£99,028	£511,818	£83,775	£50,142
	4.8%	0.0%	37.5%	7.9%	43.6%	44.4%	60.5%	2.3%	14.8%	1.2%	1.1%
Guildford	**£3,374,747**	£2,171,751	£93,684	£342,282	£142,422	£401,046	£223,561	£0	£0	£0	£0
	0.7%	16.7%	3.4%	11.2%	1.1%	4.4%	1.2%	0.0%	0.0%	0.0%	0.0%
Kingston	**£383,890**	£144,783	£62,456	£34,228	£142,422	£0	£0	£49,514	£0	£0	£0
	0.1%	1.1%	2.3%	1.1%	1.1%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Woking	**£7,387,086**	£6,080,903	£0	£1,163,760	£142,422	£0	£0	£49,514	£0	£167,550	£100,284
	1.6%	46.7%	0.0%	38.2%	1.1%	0.0%	0.0%	1.1%	0.0%	2.3%	2.1%
Internet/Mail order/Catalogue	**£7,879,038**	£1,158,267	£343,510	£513,424	£2,278,756	£902,354	£2,682,727	£594,166	£472,447	£1,256,624	£551,561
	1.7%	8.9%	12.5%	16.9%	17.0%	10.0%	14.0%	13.8%	13.6%	17.4%	11.7%

Table 12a: Destinations for Audio Visual Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Internet	**15.35%**	10.67%	13.25%	16.05%	20.00%	9.30%	18.75%	17.50%	16.46%	12.79%	18.68%
Reading town centre	**8.28%**	0.00%	1.20%	0.00%	2.50%	0.00%	0.00%	11.25%	5.06%	23.26%	35.16%
Woking town centre	**7.55%**	37.33%	2.41%	34.57%	0.00%	0.00%	0.00%	0.00%	0.00%	3.49%	1.10%
Camberley town centre	**6.82%**	0.00%	31.33%	0.00%	15.00%	9.30%	3.75%	1.25%	3.80%	2.33%	1.10%
Currys, Farnborough Gate Retail Park, Farnborough	**6.46%**	0.00%	9.64%	2.47%	12.50%	15.12%	18.75%	1.25%	2.53%	0.00%	2.20%
Farnborough town centre	**4.87%**	0.00%	9.64%	1.23%	8.75%	11.63%	13.75%	0.00%	3.80%	0.00%	0.00%
Comet, Farnborough Gate Retail Park, Farnborough	**4.75%**	0.00%	3.61%	1.23%	11.25%	11.63%	15.00%	0.00%	5.06%	0.00%	0.00%
Bracknell town centre	**3.17%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.75%	0.00%	9.30%	7.69%
Guildford town centre	**2.68%**	10.67%	2.41%	6.17%	0.00%	4.65%	2.50%	0.00%	1.27%	0.00%	0.00%
Basingstoke town centre	**2.07%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	20.25%	0.00%	0.00%
Currys, The Peel Centre, Bracknell	**1.71%**	0.00%	1.20%	0.00%	1.25%	0.00%	0.00%	8.75%	0.00%	3.49%	2.20%
Currys, Woking	**1.71%**	9.33%	0.00%	7.41%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Comet, Ladymead Retail Park, Guildford	**1.58%**	6.67%	1.20%	6.17%	0.00%	2.33%	0.00%	0.00%	0.00%	0.00%	0.00%
Aldershot town centre	**1.46%**	0.00%	0.00%	0.00%	0.00%	11.63%	2.50%	0.00%	0.00%	0.00%	0.00%
Fleet town centre	**1.34%**	0.00%	0.00%	0.00%	0.00%	0.00%	8.75%	0.00%	5.06%	0.00%	0.00%
Crowthorne town centre	**1.22%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	10.47%	0.00%
Windsor town centre	**0.85%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.75%	0.00%	0.00%	0.00%
Currys, Brighton Hill Retail Park, Basingstoke	**0.73%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.59%	0.00%	0.00%
Comet, Reading Gate Retail Park, Reading	**0.61%**	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	1.25%	0.00%	1.16%	2.20%
Addlestone town centre	**0.49%**	1.33%	1.20%	2.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Frimley town centre	**0.49%**	0.00%	1.20%	0.00%	1.25%	2.33%	0.00%	0.00%	0.00%	0.00%	0.00%
Comet, Forbury Retail Park, Reading	**0.49%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	1.27%	1.16%	1.10%
Currys, Guildford	**0.49%**	2.67%	1.20%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Comet, Basingstoke	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.53%	0.00%	0.00%
Currys, Reading Retail Park, Reading	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	1.16%	0.00%
Powerhouse, The Peel Centre, Bracknell	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	1.10%
Ascot town centre	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Blackwater town centre	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Lightwater town centre	**0.12%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Forbury Retail Park, Reading	**0.12%**	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Hatch Warren Retail Park, Basingstoke	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
Carpet Depot, The Peel Centre Bracknell	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
Carpetright, Farnborough Gate Retail Park, Farnborough	**0.12%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys, Brunel Retail Park, Reading	**0.12%**	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Farnborough Gate Retail Park, Farnborough	**0.12%**	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, Camberley	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
PC World, Brighton Hill Retail Park, Basingstoke	**0.12%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Brunel Retail Park, Reading	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
PC World, Farnborough	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%
PC World, Guildford	**0.12%**	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pets at Home, Woking	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
John Lewis, Reading	**3.90%**	0.00%	1.20%	0.00%	2.50%	1.16%	1.25%	1.25%	7.59%	9.30%	13.19%
Various	**3.17%**	2.67%	2.41%	4.94%	5.00%	3.49%	2.50%	1.25%	2.53%	5.81%	1.10%
Catalogue/mail order	**1.22%**	1.33%	1.20%	1.23%	0.00%	2.33%	3.75%	0.00%	1.27%	1.16%	0.00%
Staines town centre	**0.97%**	0.00%	2.41%	0.00%	0.00%	0.00%	0.00%	6.25%	0.00%	0.00%	1.10%
Tesco (Camberley), The Meadows, Sandhurst	**0.97%**	0.00%	0.00%	0.00%	5.00%	0.00%	0.00%	2.50%	0.00%	1.16%	1.10%
Farnborough Gate Retail Park, Farnborough	**0.73%**	0.00%	1.20%	1.23%	2.50%	0.00%	1.25%	0.00%	1.27%	0.00%	0.00%
John Lewis, Cressex Business Park, High Wycombe	**0.73%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	1.16%	3.30%
Bennetts, Farnham	**0.61%**	0.00%	0.00%	0.00%	0.00%	3.49%	2.50%	0.00%	0.00%	0.00%	0.00%
Costco, Reading	**0.37%**	1.33%	0.00%	0.00%	1.25%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Currys, Maybury	**0.37%**	4.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Kingston upon Thames	**0.37%**	1.33%	1.20%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kingston on Thames town centre	**0.37%**	0.00%	0.00%	1.23%	2.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sony Centre, Camberley	**0.37%**	0.00%	0.00%	1.23%	1.25%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Wokingham town centre	**0.37%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	2.20%
Argos, Woking	**0.24%**	1.33%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Princes Shopping Centre, Bracknell	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	1.16%	0.00%
Argos, The Plaza, Wokingham	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%
Comet, Slough	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.50%	0.00%	0.00%	0.00%
Currys, Two Rivers Retail Park, Mustard Mill Road, Staines	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.50%	0.00%	0.00%	0.00%
Farnham Shopping Centre	**0.24%**	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%	0.00%	0.00%
House of Fraser, The Oracle Centre, Reading	**0.24%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%
Solartron Retail Park, Farnborough	**0.24%**	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	1.27%	0.00%	0.00%
West End, London	**0.24%**	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
Abroad	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
Andertons Music, Guildford	**0.12%**	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Aldershot	**0.12%**	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Bracknell	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Argos, Brooklands, Weybridge	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Argos, Observatory Shopping Centre, Slough	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Asda, Queensmead, Farnborough	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%
Bluewater, Greenhithe	**0.12%**	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cardiff	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
Charity shops (various)	**0.12%**	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Comet, Hayes	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Crowthorne town centre	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
Currys, Camberley	**0.12%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys, Brunel Retail Park, Reading	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Currys, Frimley	**0.12%**	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys, Portsmouth	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
Debenhams, Mellbrook	**0.12%**	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dixons, Woking	**0.12%**	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edwards & Son, Crawthorne	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
Ellison's, South Ascot	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Gutar village, Farnham	**0.12%**	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Harpers, Woking	**0.12%**	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jessops, Bracknell	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%
John Lewis, Fetcham, Leatherhead	**0.12%**	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jumbo, Crowthorne	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
Knaphill town centre	**0.12%**	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ladymead Retail Centre, Guildford	**0.12%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chobham	**0.12%**	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northampton	**0.12%**	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Makro, Reading	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
McEvoy & Rowley, Woodley, Reading	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%
Wm Morrison, Basingstoke	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
The Orvis Co, Farnham	**0.12%**	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Peter Jones, Reading	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
Richer Sounds, Guildford	**0.12%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Winnersh	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%
Sainsbury's, Bracknell	**0.12%**	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Seven Oaks, Guildford	**0.12%**	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Sony Centre, Farnham	**0.12%**	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Addlestone	**0.12%**	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Aldershot	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%
Tesco, Yateley	**0.12%**	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Point, Bracknell	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%
Windlesham town centre	**0.12%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Woolworths, Hart Centre, Fleet	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%
Yeovil town centre	**0.12%**	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Research & Marketing Household Survey (November 2006)

Table 12b: Expenditure on Audio Visual Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Internet	**£39,477,421**	£4,392,836	£1,151,061	£1,545,211	£8,462,344	£2,652,916	£11,393,309	£2,382,531	£1,801,879	£2,912,472	£2,782,861
Reading town centre	**£13,782,217**	£0	£104,642	£0	£1,057,793	£0	£0	£1,531,627	£554,424	£5,295,404	£5,238,327
Woking town centre	**£19,870,366**	£15,374,926	£209,284	£3,328,147	£0	£0	£0	£0	£0	£794,311	£163,698
Camberley town centre	**£15,278,262**	£0	£2,720,690	£0	£6,346,758	£2,652,916	£2,278,662	£170,181	£415,818	£529,540	£163,698
Currys, Farnborough Gate Retail Park, Farnborough	**£22,842,911**	£0	£837,135	£237,725	£5,288,965	£4,310,989	£11,393,309	£170,181	£277,212	£0	£327,395
Farnborough town centre	**£16,745,330**	£0	£837,135	£118,862	£3,702,275	£3,316,145	£8,355,094	£0	£415,818	£0	£0
Comet, Farnborough Gate Retail Park, Farnborough	**£18,178,073**	£0	£313,926	£118,862	£4,760,068	£3,316,145	£9,114,648	£0	£554,424	£0	£0
Bracknell town centre	**£5,136,034**	£0	£0	£0	£0	£0	£0	£1,871,988	£0	£2,118,162	£1,145,884
Guildford town centre	**£8,180,604**	£4,392,836	£209,284	£594,312	£0	£1,326,458	£1,519,108	£0	£138,606	£0	£0
Basingstoke town centre	**£2,977,251**	£0	£0	£0	£0	£0	£759,554	£0	£2,217,698	£0	£0
Currys, The Peel Centre, Bracknell	**£2,946,510**	£0	£104,642	£0	£528,896	£0	£0	£1,191,265	£0	£794,311	£327,395
Currys, Woking	**£5,085,802**	£3,843,732	£0	£713,174	£528,896	£0	£0	£0	£0	£0	£0
Comet, Ladymead Retail Park, Guildford	**£4,107,705**	£2,745,523	£104,642	£594,312	£0	£663,229	£0	£0	£0	£0	£0
Aldershot town centre	**£4,835,253**	£0	£0	£0	£0	£3,316,145	£1,519,108	£0	£0	£0	£0
Fleet town centre	**£5,871,302**	£0	£0	£0	£0	£0	£5,316,878	£0	£554,424	£0	£0
Crowthorne town centre	**£2,521,538**	£0	£0	£0	£0	£0	£0	£0	£138,606	£2,382,932	£0
Windsor town centre	**£1,191,265**	£0	£0	£0	£0	£0	£0	£1,191,265	£0	£0	£0
Currys, Brighton Hill Retail Park, Basingstoke	**£831,637**	£0	£0	£0	£0	£0	£0	£0	£831,637	£0	£0
Comet, Reading Gate Retail Park, Reading	**£1,291,243**	£0	£0	£0	£528,896	£0	£0	£170,181	£0	£264,770	£327,395
Addlestone town centre	**£891,471**	£549,105	£104,642	£237,725	£0	£0	£0	£0	£0	£0	£0
Frimley town centre	**£1,296,767**	£0	£104,642	£0	£528,896	£663,229	£0	£0	£0	£0	£0
Comet, Forbury Retail Park, Reading	**£737,255**	£0	£0	£0	£0	£0	£0	£170,181	£138,606	£264,770	£163,698
Currys, Guildford	**£1,321,713**	£1,098,209	£104,642	£118,862	£0	£0	£0	£0	£0	£0	£0
Comet, Basingstoke	**£277,212**	£0	£0	£0	£0	£0	£0	£0	£277,212	£0	£0
Currys, Reading Retail Park, Reading	**£403,376**	£0	£0	£0	£0	£0	£0	£0	£138,606	£264,770	£0
Powerhouse, The Peel Centre, Bracknell	**£333,878**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£163,698
Ascot town centre	**£170,181**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£0
Blackwater town centre	**£170,181**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£0
Lightwater town centre	**£104,642**	£0	£104,642	£0	£0	£0	£0	£0	£0	£0	£0
Argos, Forbury Retail Park, Reading	**£331,615**	£0	£0	£0	£0	£331,615	£0	£0	£0	£0	£0
Argos, Hatch Warren Retail Park, Basingstoke	**£138,606**	£0	£0	£0	£0	£0	£0	£0	£138,606	£0	£0
Carpet Depot, The Peel Centre Bracknell	**£264,770**	£0	£0	£0	£0	£0	£0	£0	£0	£264,770	£0
Carpetright, Farnborough Gate Retail Park, Farnborough	**£104,642**	£0	£104,642	£0	£0	£0	£0	£0	£0	£0	£0
Currys, Brunel Retail Park, Reading	**£331,615**	£0	£0	£0	£0	£331,615	£0	£0	£0	£0	£0
Halfords, Farnborough Gate Retail Park, Farnborough	**£331,615**	£0	£0	£0	£0	£331,615	£0	£0	£0	£0	£0
Marks & Spencer, Camberley	**£170,181**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£0
PC World, Brighton Hill Retail Park, Basingstoke	**£104,642**	£0	£104,642	£0	£0	£0	£0	£0	£0	£0	£0
PC World, Brunel Retail Park, Reading	**£264,770**	£0	£0	£0	£0	£0	£0	£0	£0	£264,770	£0
PC World, Farnborough	**£759,554**	£0	£0	£0	£0	£0	£759,554	£0	£0	£0	£0
PC World, Guildford	**£118,862**	£0	£0	£118,862	£0	£0	£0	£0	£0	£0	£0
Pets at Home, Woking	**£264,770**	£0	£0	£0	£0	£0	£0	£0	£0	£264,770	£0
John Lewis, Reading	**£7,337,955**	£0	£104,642	£0	£1,057,793	£331,615	£759,554	£170,181	£831,637	£2,118,162	£1,964,372
Various	**£8,347,422**	£1,098,209	£209,284	£475,450	£2,115,586	£994,844	£1,519,108	£170,181	£277,212	£1,323,851	£163,698
Catalogue/mail order	**£4,117,876**	£549,105	£104,642	£118,862	£0	£663,229	£2,278,662	£0	£138,606	£264,770	£0
Staines town centre	**£1,223,885**	£0	£209,284	£0	£0	£0	£0	£850,904	£0	£0	£163,698
Tesco (Camberley), The Meadows, Sandhurst	**£2,884,415**	£0	£0	£0	£2,115,586	£0	£0	£340,362	£0	£264,770	£163,698
Farnborough Gate Retail Park, Farnborough	**£2,179,457**	£0	£104,642	£118,862	£1,057,793	£0	£759,554	£0	£138,606	£0	£0
John Lewis, Cressex Business Park, High Wycombe	**£1,030,686**	£0	£104,642	£0	£0	£0	£0	£170,181	£0	£264,770	£491,093
Bennetts, Farnham	**£2,513,951**	£0	£0	£0	£0	£994,844	£1,519,108	£0	£0	£0	£0
Costco, Reading	**£1,248,182**	£549,105	£0	£0	£528,896	£0	£0	£170,181	£0	£0	£0
Currys, Maybury	**£1,647,314**	£1,647,314	£0	£0	£0	£0	£0	£0	£0	£0	£0
John Lewis, Kingston upon Thames	**£772,609**	£549,105	£104,642	£118,862	£0	£0	£0	£0	£0	£0	£0
Kingston on Thames town centre	**£1,176,655**	£0	£0	£118,862	£1,057,793	£0	£0	£0	£0	£0	£0
Sony Centre, Camberley	**£817,940**	£0	£0	£118,862	£528,896	£0	£0	£170,181	£0	£0	£0
Wokingham town centre	**£592,166**	£0	£0	£0	£0	£0	£0	£0	£0	£264,770	£327,395
Argos, Woking	**£667,967**	£549,105	£0	£118,862	£0	£0	£0	£0	£0	£0	£0
Argos, Princes Shopping Centre, Bracknell	**£434,951**	£0	£0	£0	£0	£0	£0	£170,181	£0	£264,770	£0
Argos, The Plaza, Wokingham	**£327,395**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£327,395
Comet, Slough	**£340,362**	£0	£0	£0	£0	£0	£0	£340,362	£0	£0	£0
Currys, Two Rivers Retail Park, Mustard Mill Road, Staines	**£340,362**	£0	£0	£0	£0	£0	£0	£340,362	£0	£0	£0
Farnham Shopping Centre	**£663,229**	£0	£0	£0	£0	£663,229	£0	£0	£0	£0	£0
House of Fraser, The Oracle Centre, Reading	**£268,340**	£0	£104,642	£0	£0	£0	£0	£0	£0	£0	£163,698
Solartron Retail Park, Farnborough	**£470,221**	£0	£0	£0	£0	£331,615	£0	£0	£138,606	£0	£0
West End, London	**£687,711**	£549,105	£0	£0	£0	£0	£0	£0	£138,606	£0	£0
Abroad	**£138,606**	£0	£0	£0	£0	£0	£0	£0	£138,606	£0	£0
Andertons Music, Guildford	**£118,862**	£0	£0	£118,862	£0	£0	£0	£0	£0	£0	£0
Argos, Aldershot	**£331,615**	£0	£0	£0	£0	£331,615	£0	£0	£0	£0	£0
Argos, Bracknell	**£170,181**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£0
Argos, Brooklands, Weybridge	**£170,181**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£0
Argos, Observatory Shopping Centre, Slough	**£170,181**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£0
Asda, Queensmead, Farnborough	**£759,554**	£0	£0	£0	£0	£0	£759,554	£0	£0	£0	£0
Bluewater, Greenhithe	**£528,896**	£0	£0	£0	£528,896	£0	£0	£0	£0	£0	£0
Cardiff	**£264,770**	£0	£0	£0	£0	£0	£0	£0	£0	£264,770	£0
Charity shops (various)	**£528,896**	£0	£0	£0	£528,896	£0	£0	£0	£0	£0	£0
Comet, Hayes	**£170,181**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£0
Crowthorne town centre	**£264,770**	£0	£0	£0	£0	£0	£0	£0	£0	£264,770	£0
Currys, Camberley	**£104,642**	£0	£104,642	£0	£0	£0	£0	£0	£0	£0	£0
Currys, Brunel Retail Park, Reading	**£170,181**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£0
Currys, Frimley	**£331,615**	£0	£0	£0	£0	£331,615	£0	£0	£0	£0	£0
Currys, Portsmouth	**£138,606**	£0	£0	£0	£0	£0	£0	£0	£138,606	£0	£0
Debenhams, Mellbrook	**£118,862**	£0	£0	£118,862	£0	£0	£0	£0	£0	£0	£0
Dixons, Woking	**£549,105**	£549,105	£0	£0	£0	£0	£0	£0	£0	£0	£0
Edwards & Son, Crawthorne	**£264,770**	£0	£0	£0	£0	£0	£0	£0	£0	£264,770	£0
Ellison's, South Ascot	**£170,181**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£0
Gutar village, Farnham	**£331,615**	£0	£0	£0	£0	£331,615	£0	£0	£0	£0	£0
Harpers, Woking	**£549,105**	£549,105	£0	£0	£0	£0	£0	£0	£0	£0	£0
Jessops, Bracknell	**£163,698**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£163,698
John Lewis, Fetcham, Leatherhead	**£118,862**	£0	£0	£118,862	£0	£0	£0	£0	£0	£0	£0
Jumbo, Crowthorne	**£264,770**	£0	£0	£0	£0	£0	£0	£0	£0	£264,770	£0
Knaphill town centre	**£118,862**	£0	£0	£118,862	£0	£0	£0	£0	£0	£0	£0
Ladymead Retail Centre, Guildford	**£104,642**	£0	£104,642	£0	£0	£0	£0	£0	£0	£0	£0
Chobham	**£118,862**	£0	£0	£118,862	£0	£0	£0	£0	£0	£0	£0
Northampton	**£549,105**	£549,105	£0	£0	£0	£0	£0	£0	£0	£0	£0
Makro, Reading	**£264,770**	£0	£0	£0	£0	£0	£0	£0	£0	£264,770	£0
McEvoy & Rowley, Woodley, Reading	**£264,770**	£0	£0	£0	£0	£0	£0	£0	£0	£264,770	£0
Wm Morrison, Basingstoke	**£138,606**	£0	£0	£0	£0	£0	£0	£0	£138,606	£0	£0
The Orvis Co, Farnham	**£549,105**	£549,105	£0	£0	£0	£0	£0	£0	£0	£0	£0
Peter Jones, Reading	**£138,606**	£0	£0	£0	£0	£0	£0	£0	£138,606	£0	£0
Richer Sounds, Guildford	**£104,642**	£0	£104,642	£0	£0	£0	£0	£0	£0	£0	£0
Sainsbury's, Winnersh	**£163,698**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£163,698

Sainsbury's, Bracknell	**£528,896**	£0	£0	£0	£528,896	£0	£0	£0	£0	£0	£0
Seven Oaks, Guildford	**£549,105**	£549,105	£0	£0	£0	£0	£0	£0	£0	£0	£0
Sony Centre, Farnham	**£331,615**	£0	£0	£0	£0	£331,615	£0	£0	£0	£0	£0
Tesco, Addlestone	**£549,105**	£549,105	£0	£0	£0	£0	£0	£0	£0	£0	£0
Tesco, Aldershot	**£138,606**	£0	£0	£0	£0	£0	£0	£0	£138,606	£0	£0
Tesco, Yateley	**£528,896**	£0	£0	£0	£528,896	£0	£0	£0	£0	£0	£0
The Point, Bracknell	**£170,181**	£0	£0	£0	£0	£0	£0	£170,181	£0	£0	£0
Windlesham town centre	**£104,642**	£0	£104,642	£0	£0	£0	£0	£0	£0	£0	£0
Woolworths, Hart Centre, Fleet	**£759,554**	£0	£0	£0	£0	£0	£759,554	£0	£0	£0	£0
Yeovil town centre	**£118,862**	£0	£0	£118,862	£0	£0	£0	£0	£0	£0	£0
Total	**£253,321,926**	**£41,182,838**	**£8,685,278**	**£9,627,854**	**£42,311,719**	**£28,518,847**	**£60,764,317**	**£13,614,461**	**£10,949,882**	**£22,770,238**	**£14,896,491**

Table 12c: Expenditure on Audio Visual Goods

Location	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Camberley town centre	**£14,751,426**	£0	£2,825,331	£118,862	£6,875,654	£2,652,916	£2,278,662	£340,362	£415,818	£529,540	£163,698
	3.1%	0.0%	32.5%	1.2%	16.3%	9.3%	3.8%	2.5%	3.8%	2.3%	1.1%
Blackwater Valley	**£2,115,586**	£0	£0	£0	£2,115,586	£0	£0	£510,542	£0	£264,770	£163,698
	0.4%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	3.8%	0.0%	1.2%	1.1%
Farnborough	**£60,349,113**	£0	£2,197,480	£594,312	£14,809,102	£11,606,508	£31,141,712	£170,181	£1,524,667	£0	£327,395
	12.8%	0.0%	25.3%	6.2%	35.0%	40.7%	51.3%	1.3%	13.9%	0.0%	2.2%
Guildford	**£14,467,530**	£8,785,672	£627,851	£1,545,211	£0	£1,989,687	£1,519,108	£0	£138,606	£0	£0
	3.1%	21.3%	7.2%	16.0%	0.0%	7.0%	2.5%	0.0%	1.3%	0.0%	0.0%
Kingston	**£772,609**	£549,105	£104,642	£118,862	£0	£0	£0	£0	£0	£0	£0
	0.2%	1.3%	1.2%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking	**£25,764,336**	£20,865,971	£209,284	£4,160,184	£528,896	£0	£0	£0	£0	£1,059,081	£163,698
	5.5%	50.7%	2.4%	43.2%	1.3%	0.0%	0.0%	0.0%	0.0%	4.7%	1.1%
Internet / Mail order / Catalogue	**£33,312,177**	£4,941,941	£1,255,703	£1,664,074	£8,462,344	£3,316,145	£13,671,971	£2,382,531	£1,940,485	£3,177,243	£2,782,861
	7.1%	12.0%	14.5%	17.3%	20.0%	11.6%	22.5%	17.5%	17.7%	14.0%	18.7%

Table 13a: Destinations for China, Glass and Hardware

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Reading town centre	**13.01%**	0.00%	2.70%	0.00%	4.23%	1.45%	5.63%	16.00%	14.10%	32.39%	46.51%
Camberley town centre	**10.70%**	0.00%	31.08%	0.00%	36.62%	13.04%	15.49%	2.67%	7.69%	2.82%	0.00%
Woking town centre	**10.70%**	49.32%	1.35%	47.14%	0.00%	0.00%	1.41%	1.33%	0.00%	5.63%	3.49%
Guildford town centre	**3.79%**	9.59%	10.81%	11.43%	0.00%	4.35%	1.41%	0.00%	0.00%	1.41%	0.00%
Basingstoke town centre	**3.66%**	0.00%	0.00%	0.00%	2.82%	0.00%	1.41%	0.00%	29.49%	0.00%	1.16%
Farnborough town centre	**3.12%**	0.00%	5.41%	0.00%	0.00%	7.25%	18.31%	0.00%	1.28%	0.00%	0.00%
Marks & Spencer, Camberley	**3.12%**	1.37%	0.00%	0.00%	5.63%	7.25%	1.41%	4.00%	2.56%	7.04%	2.33%
Bracknell town centre	**2.57%**	0.00%	2.70%	0.00%	0.00%	0.00%	0.00%	12.00%	1.28%	5.63%	3.49%
Fleet town centre	**2.03%**	0.00%	0.00%	0.00%	1.41%	1.45%	9.86%	0.00%	7.69%	0.00%	0.00%
Windsor town centre	**1.63%**	0.00%	2.70%	0.00%	0.00%	1.45%	0.00%	12.00%	0.00%	0.00%	0.00%
Internet	**1.63%**	1.37%	1.35%	4.29%	1.41%	1.45%	2.82%	0.00%	1.28%	1.41%	1.16%
Aldershot town centre	**1.36%**	0.00%	0.00%	0.00%	0.00%	13.04%	1.41%	0.00%	0.00%	0.00%	0.00%
Homebase, Woking	**0.54%**	1.37%	0.00%	4.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lightwater town centre	**0.41%**	0.00%	4.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Camberley	**0.41%**	0.00%	0.00%	0.00%	1.41%	0.00%	1.41%	1.33%	0.00%	0.00%	0.00%
Ascot town centre	**0.27%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.67%	0.00%	0.00%	0.00%
B&Q, Solartron Road, Farnborough	**0.27%**	0.00%	0.00%	0.00%	1.41%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Addlestone town centre	**0.14%**	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blackwater town centre	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
Crowthorne town centre	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%
Yateley town centre	**0.14%**	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Allied Carpets, Solartron Retail Park, Farnborough	**0.14%**	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Forbury Retail Park, Reading	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%
B&Q, Basingstoke	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%
Currys, Brunel Retail Park, Reading	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%
Focus, Camberley	**0.14%**	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Bracknell	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%
Matalan, Reading Link Retail Park, Reading	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%
Rosebys, Farnborough Gate Retail Park, Farnborough	**0.14%**	0.00%	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Farnborough	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
John Lewis, Reading	**4.47%**	0.00%	1.35%	1.43%	1.41%	0.00%	2.82%	2.67%	5.13%	8.45%	18.60%
Various	**3.79%**	2.74%	2.70%	7.14%	7.04%	5.80%	0.00%	0.00%	5.13%	7.04%	1.16%
Ikea, Brent Park, Wembley	**1.90%**	0.00%	1.35%	2.86%	2.82%	0.00%	0.00%	8.00%	0.00%	1.41%	2.33%
John Lewis, Cressex Business Park, High Wycombe	**1.90%**	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	6.67%	0.00%	4.23%	5.81%
Marks & Spencer, Sandhurst (Camberley)	**1.49%**	0.00%	5.41%	1.43%	4.23%	0.00%	1.41%	0.00%	2.56%	0.00%	0.00%
Tesco, The Meadows, Sandhurst (Camberley)	**1.49%**	0.00%	1.35%	1.43%	8.45%	0.00%	2.82%	0.00%	1.28%	0.00%	0.00%
Catalogue/mail order	**1.22%**	2.74%	1.35%	0.00%	0.00%	1.45%	1.41%	0.00%	2.56%	2.82%	0.00%
Ikea, Croydon	**1.08%**	1.37%	0.00%	0.00%	0.00%	2.90%	0.00%	5.33%	1.28%	0.00%	0.00%
Sainsbury's (Brookwood), Knaphill, Woking	**1.08%**	5.48%	4.05%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Debenhams, Guildford	**0.95%**	1.37%	1.35%	1.43%	0.00%	5.80%	0.00%	0.00%	0.00%	0.00%	0.00%
Robert Dyas, Woking	**0.95%**	1.37%	1.35%	4.29%	0.00%	0.00%	1.41%	0.00%	0.00%	1.41%	0.00%
Tesco, Aldershot	**0.95%**	0.00%	1.35%	0.00%	0.00%	5.80%	2.82%	0.00%	0.00%	0.00%	0.00%
Army & Navy, Camberley	**0.81%**	0.00%	1.35%	0.00%	4.23%	0.00%	1.41%	0.00%	0.00%	1.41%	0.00%
Debenhams, Woking	**0.81%**	1.37%	0.00%	2.86%	1.41%	1.45%	1.41%	0.00%	0.00%	0.00%	0.00%
John Lewis, Kingston upon Thames	**0.81%**	4.11%	1.35%	1.43%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
Debenhams, Staines	**0.68%**	1.37%	1.35%	0.00%	0.00%	0.00%	0.00%	2.67%	0.00%	1.41%	0.00%
Tesco, Bracknell	**0.68%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.33%	1.28%	0.00%	0.00%
Argos, Wellington Centre, Aldershot	**0.54%**	0.00%	0.00%	0.00%	0.00%	4.35%	1.41%	0.00%	0.00%	0.00%	0.00%
Asda, Farnborough	**0.54%**	0.00%	0.00%	0.00%	0.00%	2.90%	2.82%	0.00%	0.00%	0.00%	0.00%
Argos, Princes Shopping Centre, Bracknell	**0.41%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.00%	0.00%	0.00%	0.00%
Asda, Westmead, Farnborough	**0.41%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.82%	0.00%	1.28%	0.00%	0.00%
House of Fraser, Camberley	**0.41%**	0.00%	0.00%	0.00%	1.41%	2.90%	0.00%	0.00%	0.00%	0.00%	0.00%
Staines town centre	**0.41%**	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	2.67%	0.00%	0.00%	0.00%
Tesco, Wokingham	**0.41%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.82%	1.16%
Wokingham town centre	**0.41%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	2.33%
Abroad	**0.27%**	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%
Argos, Fleet	**0.27%**	0.00%	0.00%	0.00%	1.41%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
Argos, Woking	**0.27%**	1.37%	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	**0.27%**	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%
Cargo Homeshop, Fleet	**0.27%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	1.28%	0.00%	0.00%
Cargo Homeshop, Wokingham	**0.27%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%
Debenhams, Reading	**0.27%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	1.16%
Debenhams, Uxbridge	**0.27%**	1.37%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Don't know	**0.27%**	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%
House of Fraser, Guildford	**0.27%**	0.00%	0.00%	0.00%	1.41%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Ikea, Bristol	**0.27%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	1.16%
Kingston upon Thames town centre	**0.27%**	0.00%	1.35%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wokingham	**0.27%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	1.16%
Tesco Extra, Brooklands	**0.27%**	2.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
T K Maxx, Reading	**0.27%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%
Wilkinson, The Wellington Centre, Aldershot	**0.27%**	0.00%	0.00%	0.00%	0.00%	2.90%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Farnborough	**0.14%**	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Reading	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%
BHS, Reading	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%
BHS, Woking	**0.14%**	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chapmans, Sunninghill	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%
Clarkes Outlet Village Shopping Centre, Street, Somerset	**0.14%**	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Costco Wholesale, Green Park, Reading	**0.14%**	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Daniels, Windsor	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%
Debenhams, Cardiff	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%
Farnborough Hardware, Queensmead, Farnborough	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
Farnham town centre	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
Ferns Garden Centre	**0.14%**	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Focus, Woking	**0.14%**	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harrods, Knightsbridge, London	**0.14%**	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
House of Fraser, Reading	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%
Ikea, Birmingham	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
John Lewis, Camberley	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%
John Lewis, Leatherhead	**0.14%**	0.00%	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Southampton	**0.14%**	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lightwater Homecare, Lightwater	**0.14%**	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Alton	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%
Farnham	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
Felton	**0.14%**	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lightwater	**0.14%**	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
Portsmouth	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%
Sunningdale	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%
London city centre	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
Made in Clay, Norfolk	**0.14%**	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Makro, Reading	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%
Marks & Spencer, Windsor	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%
Newbury town centre	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%
Next, Woking	**0.14%**	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Bracknell	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%
Sainsbury's, Farnham	**0.14%**	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Camberley	**0.14%**	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Stoke on Trent	**0.14%**	0.00%	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Swindon	**0.14%**	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Addlestone	**0.14%**	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Tesco, Chineham, Basingstoke	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%
Tesco, Farnborough	**0.14%**	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Slough	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%
Windlesham town centre	**0.14%**	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wokingham craft market	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%
Yeovil town centre	**0.14%**	0.00%	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	**31%**	**32%**	**34%**	**23%**	**34%**	**42%**	**34%**	**45%**	**22%**	**24%**	**21%**

Source: Research & Marketing Household Survey (November 2006)

Table 13b: Expenditure on China, Glass and Hardware

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Reading town centre	**£3,545,670**	£0	£34,844	£0	£265,379	£61,352	£508,152	£323,343	£229,219	£1,094,916	£1,028,464
Camberley town centre	**£4,924,372**	£0	£400,704	£0	£2,299,955	£552,165	£1,397,419	£53,891	£125,029	£95,210	£0
Woking town centre	**£4,127,363**	£3,014,668	£17,422	£673,735	£0	£0	£127,038	£26,945	£0	£190,420	£77,135
Guildford town centre	**£1,247,589**	£586,186	£139,375	£163,330	£0	£184,055	£127,038	£0	£0	£47,605	£0
Basingstoke town centre	**£808,946**	£0	£0	£0	£176,920	£0	£127,038	£0	£479,277	£0	£25,712
Farnborough town centre	**£2,048,779**	£0	£69,688	£0	£0	£306,758	£1,651,495	£0	£20,838	£0	£0
Marks & Spencer, Camberley	**£1,283,337**	£83,741	£0	£0	£353,839	£306,758	£127,038	£80,836	£41,676	£238,025	£51,423
Bracknell town centre	**£565,744**	£0	£34,844	£0	£0	£0	£0	£242,508	£20,838	£190,420	£77,135
Fleet town centre	**£1,164,107**	£0	£0	£0	£88,460	£61,352	£889,267	£0	£125,029	£0	£0
Windsor town centre	**£338,703**	£0	£34,844	£0	£0	£61,352	£0	£242,508	£0	£0	£0
Internet	**£660,454**	£83,741	£17,422	£61,249	£88,460	£61,352	£254,076	£0	£20,838	£47,605	£25,712
Aldershot town centre	**£679,203**	£0	£0	£0	£0	£552,165	£127,038	£0	£0	£0	£0
Homebase, Woking	**£144,989**	£83,741	£0	£61,249	£0	£0	£0	£0	£0	£0	£0
Lightwater town centre	**£52,266**	£0	£52,266	£0	£0	£0	£0	£0	£0	£0	£0
Homebase, Camberley	**£242,443**	£0	£0	£0	£88,460	£0	£127,038	£26,945	£0	£0	£0
Ascot town centre	**£53,891**	£0	£0	£0	£0	£0	£0	£53,891	£0	£0	£0
B&Q, Solartron Road, Farnborough	**£149,811**	£0	£0	£0	£88,460	£61,352	£0	£0	£0	£0	£0
Addlestone town centre	**£83,741**	£83,741	£0	£0	£0	£0	£0	£0	£0	£0	£0
Blackwater town centre	**£127,038**	£0	£0	£0	£0	£0	£127,038	£0	£0	£0	£0
Crowthorne town centre	**£47,605**	£0	£0	£0	£0	£0	£0	£0	£0	£47,605	£0
Yateley town centre	**£88,460**	£0	£0	£0	£88,460	£0	£0	£0	£0	£0	£0
Allied Carpets, Solartron Retail Park, Farnborough	**£83,741**	£83,741	£0	£0	£0	£0	£0	£0	£0	£0	£0
Argos, Forbury Retail Park, Reading	**£25,712**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£25,712
B&Q, Basingstoke	**£20,838**	£0	£0	£0	£0	£0	£0	£0	£20,838	£0	£0
Currys, Brunel Retail Park, Reading	**£47,605**	£0	£0	£0	£0	£0	£0	£0	£0	£47,605	£0
Focus, Camberley	**£88,460**	£0	£0	£0	£88,460	£0	£0	£0	£0	£0	£0
Homebase, Bracknell	**£47,605**	£0	£0	£0	£0	£0	£0	£0	£0	£47,605	£0
Matalan, Reading Link Retail Park, Reading	**£20,838**	£0	£0	£0	£0	£0	£0	£0	£20,838	£0	£0
Rosebys, Farnborough Gate Retail Park, Farnborough	**£20,416**	£0	£0	£20,416	£0	£0	£0	£0	£0	£0	£0
Wickes, Farnborough	**£127,038**	£0	£0	£0	£0	£0	£127,038	£0	£0	£0	£0
John Lewis, Reading	**£1,214,633**	£0	£17,422	£20,416	£88,460	£0	£254,076	£53,891	£83,352	£285,630	£411,386
Various	**£1,339,201**	£167,482	£34,844	£102,081	£442,299	£245,407	£0	£0	£83,352	£238,025	£25,712
Ikea, Brent Park, Wembley	**£495,874**	£0	£17,422	£40,832	£176,920	£0	£0	£161,672	£0	£47,605	£51,423
John Lewis, Cressex Business Park, High Wycombe	**£489,840**	£83,741	£0	£0	£0	£0	£0	£134,726	£0	£142,815	£128,558
Marks & Spencer, Sandhurst (Camberley)	**£524,198**	£0	£69,688	£20,416	£265,379	£0	£127,038	£0	£41,676	£0	£0
Tesco, The Meadows, Sandhurst (Camberley)	**£843,511**	£0	£17,422	£20,416	£530,759	£0	£254,076	£0	£20,838	£0	£0
Catalogue/mail order	**£510,180**	£167,482	£17,422	£0	£0	£61,352	£127,038	£0	£41,676	£95,210	£0
Ikea, Croydon	**£335,063**	£83,741	£0	£0	£0	£122,703	£0	£107,781	£20,838	£0	£0
Sainsbury's (Brookwood), Knaphill, Woking	**£407,645**	£334,963	£52,266	£20,416	£0	£0	£0	£0	£0	£0	£0
Debenhams, Guildford	**£366,986**	£83,741	£17,422	£20,416	£0	£245,407	£0	£0	£0	£0	£0
Robert Dyas, Woking	**£337,054**	£83,741	£17,422	£61,249	£0	£0	£127,038	£0	£0	£47,605	£0
Tesco, Aldershot	**£516,905**	£0	£17,422	£0	£0	£245,407	£254,076	£0	£0	£0	£0
Army & Navy, Camberley	**£457,444**	£0	£17,422	£0	£265,379	£0	£127,038	£0	£0	£47,605	£0
Debenhams, Woking	**£401,423**	£83,741	£0	£40,832	£88,460	£61,352	£127,038	£0	£0	£0	£0
John Lewis, Kingston upon Thames	**£416,099**	£251,222	£17,422	£20,416	£0	£0	£127,038	£0	£0	£0	£0
Debenhams, Staines	**£202,658**	£83,741	£17,422	£0	£0	£0	£0	£53,891	£0	£47,605	£0
Tesco, Bracknell	**£128,619**	£0	£0	£0	£0	£0	£0	£107,781	£20,838	£0	£0
Argos, Wellington Centre, Aldershot	**£311,093**	£0	£0	£0	£0	£184,055	£127,038	£0	£0	£0	£0
Asda, Farnborough	**£376,780**	£0	£0	£0	£0	£122,703	£254,076	£0	£0	£0	£0
Argos, Princes Shopping Centre, Bracknell	**£80,836**	£0	£0	£0	£0	£0	£0	£80,836	£0	£0	£0
Asda, Westmead, Farnborough	**£274,914**	£0	£0	£0	£0	£0	£254,076	£0	£20,838	£0	£0
House of Fraser, Camberley	**£211,163**	£0	£0	£0	£88,460	£122,703	£0	£0	£0	£0	£0
Staines town centre	**£71,312**	£0	£17,422	£0	£0	£0	£0	£53,891	£0	£0	£0
Tesco, Wokingham	**£120,922**	£0	£0	£0	£0	£0	£0	£0	£0	£95,210	£25,712
Wokingham town centre	**£99,028**	£0	£0	£0	£0	£0	£0	£0	£0	£47,605	£51,423
Abroad	**£65,027**	£0	£17,422	£0	£0	£0	£0	£0	£0	£47,605	£0
Argos, Fleet	**£215,498**	£0	£0	£0	£88,460	£0	£127,038	£0	£0	£0	£0
Argos, Woking	**£104,157**	£83,741	£0	£20,416	£0	£0	£0	£0	£0	£0	£0
Bluewater Shopping Centre, Greenhithe	**£109,298**	£0	£0	£0	£88,460	£0	£0	£0	£20,838	£0	£0
Cargo Homeshop, Fleet	**£147,876**	£0	£0	£0	£0	£0	£127,038	£0	£20,838	£0	£0
Cargo Homeshop, Wokingham	**£51,423**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£51,423
Debenhams, Reading	**£46,550**	£0	£0	£0	£0	£0	£0	£0	£20,838	£0	£25,712
Debenhams, Uxbridge	**£145,092**	£83,741	£0	£0	£0	£61,352	£0	£0	£0	£0	£0
Don't know	**£114,171**	£0	£0	£0	£88,460	£0	£0	£0	£0	£0	£25,712
House of Fraser, Guildford	**£149,811**	£0	£0	£0	£88,460	£61,352	£0	£0	£0	£0	£0
Ikea, Bristol	**£52,657**	£0	£0	£0	£0	£0	£0	£26,945	£0	£0	£25,712
Kingston upon Thames town centre	**£105,882**	£0	£17,422	£0	£88,460	£0	£0	£0	£0	£0	£0
Wokingham	**£73,317**	£0	£0	£0	£0	£0	£0	£0	£0	£47,605	£25,712
Tesco Extra, Brooklands	**£167,482**	£167,482	£0	£0	£0	£0	£0	£0	£0	£0	£0
T K Maxx, Reading	**£41,676**	£0	£0	£0	£0	£0	£0	£0	£41,676	£0	£0
Wilkinson, The Wellington Centre, Aldershot	**£122,703**	£0	£0	£0	£0	£122,703	£0	£0	£0	£0	£0
Argos, Farnborough	**£61,352**	£0	£0	£0	£0	£61,352	£0	£0	£0	£0	£0
Asda, Reading	**£25,712**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£25,712
BHS, Reading	**£26,945**	£0	£0	£0	£0	£0	£0	£26,945	£0	£0	£0
BHS, Woking	**£88,460**	£0	£0	£0	£88,460	£0	£0	£0	£0	£0	£0
Chapmans, Sunninghill	**£26,945**	£0	£0	£0	£0	£0	£0	£26,945	£0	£0	£0
Clarkes Outlet Village Shopping Centre, Street, Somerset	**£61,352**	£0	£0	£0	£0	£61,352	£0	£0	£0	£0	£0
Costco Wholesale, Green Park, Reading	**£88,460**	£0	£0	£0	£88,460	£0	£0	£0	£0	£0	£0
Daniels, Windsor	**£26,945**	£0	£0	£0	£0	£0	£0	£26,945	£0	£0	£0
Debenhams, Cardiff	**£47,605**	£0	£0	£0	£0	£0	£0	£0	£0	£47,605	£0
Farnborough Hardware, Queensmead, Farnborough	**£127,038**	£0	£0	£0	£0	£0	£127,038	£0	£0	£0	£0
Farnham town centre	**£127,038**	£0	£0	£0	£0	£0	£127,038	£0	£0	£0	£0
Ferns Garden Centre	**£61,352**	£0	£0	£0	£0	£61,352	£0	£0	£0	£0	£0
Focus, Woking	**£83,741**	£83,741	£0	£0	£0	£0	£0	£0	£0	£0	£0
Harrods, Knightsbridge, London	**£17,422**	£0	£17,422	£0	£0	£0	£0	£0	£0	£0	£0
House of Fraser, Reading	**£20,838**	£0	£0	£0	£0	£0	£0	£0	£20,838	£0	£0
Ikea, Birmingham	**£127,038**	£0	£0	£0	£0	£0	£127,038	£0	£0	£0	£0
John Lewis, Camberley	**£47,605**	£0	£0	£0	£0	£0	£0	£0	£0	£47,605	£0
John Lewis, Leatherhead	**£20,416**	£0	£0	£20,416	£0	£0	£0	£0	£0	£0	£0
John Lewis, Southampton	**£83,741**	£83,741	£0	£0	£0	£0	£0	£0	£0	£0	£0
Lightwater Homecare, Lightwater	**£17,422**	£0	£17,422	£0	£0	£0	£0	£0	£0	£0	£0
Alton	**£20,838**	£0	£0	£0	£0	£0	£0	£0	£20,838	£0	£0
Farnham	**£127,038**	£0	£0	£0	£0	£0	£127,038	£0	£0	£0	£0
Felton	**£17,422**	£0	£17,422	£0	£0	£0	£0	£0	£0	£0	£0
Lightwater	**£17,422**	£0	£17,422	£0	£0	£0	£0	£0	£0	£0	£0
Milton Keynes	**£127,038**	£0	£0	£0	£0	£0	£127,038	£0	£0	£0	£0
Portsmouth	**£20,838**	£0	£0	£0	£0	£0	£0	£0	£20,838	£0	£0
Sunningdale	**£26,945**	£0	£0	£0	£0	£0	£0	£26,945	£0	£0	£0
London city centre	**£127,038**	£0	£0	£0	£0	£0	£127,038	£0	£0	£0	£0
Made in Clay, Norfolk	**£17,422**	£0	£17,422	£0	£0	£0	£0	£0	£0	£0	£0
Makro, Reading	**£47,605**	£0	£0	£0	£0	£0	£0	£0	£0	£47,605	£0

Marks & Spencer, Windsor	**£26,945**	£0	£0	£0	£0	£0	£0	£26,945	£0	£0	£0
Newbury town centre	**£127,038**	£0	£0	£0	£0	£0	£127,038	£0	£0	£0	£0
Next, Woking	**£83,741**	£83,741	£0	£0	£0	£0	£0	£0	£0	£0	£0
Sainsbury's, Bracknell	**£26,945**	£0	£0	£0	£0	£0	£0	£26,945	£0	£0	£0
Sainsbury's, Farnham	**£61,352**	£0	£0	£0	£0	£61,352	£0	£0	£0	£0	£0
Sainsbury's, Camberley	**£61,352**	£0	£0	£0	£0	£61,352	£0	£0	£0	£0	£0
Stoke on Trent	**£20,416**	£0	£0	£20,416	£0	£0	£0	£0	£0	£0	£0
Swindon	**£88,460**	£0	£0	£0	£88,460	£0	£0	£0	£0	£0	£0
Tesco, Addlestone	**£83,741**	£83,741	£0	£0	£0	£0	£0	£0	£0	£0	£0
Tesco, Chineham, Basingstoke	**£20,838**	£0	£0	£0	£0	£0	£0	£0	£20,838	£0	£0
Tesco, Farnborough	**£61,352**	£0	£0	£0	£0	£61,352	£0	£0	£0	£0	£0
Tesco, Slough	**£26,945**	£0	£0	£0	£0	£0	£0	£26,945	£0	£0	£0
Windlesham town centre	**£17,422**	£0	£17,422	£0	£0	£0	£0	£0	£0	£0	£0
Wokingham craft market	**£25,712**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£25,712
Yeovil town centre	**£20,416**	£0	£0	£20,416	£0	£0	£0	£0	£0	£0	£0
Total	**£11,686,001**	**£1,926,038**	**£418,126**	**£285,827**	**£1,946,116**	**£1,779,199**	**£3,048,914**	**£754,468**	**£354,248**	**£761,681**	**£411,386**

Table 13c: Expenditure on China, Glass and Hardware

Location	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Camberley town centre	**£5,332,597**	£0	£418,126	£0	£2,653,794	£736,220	£1,524,457	£53,891	£125,029	£142,815	£0
	1.1%	0.0%	32.4%	0.0%	42.3%	17.4%	16.9%	2.7%	7.7%	4.2%	0.0%
Blackwater Valley	**£2,559,550**	£251,222	£87,110	£40,832	£1,238,437	£306,758	£635,190	£107,781	£104,191	£238,025	£51,423
	0.5%	4.1%	6.8%	2.9%	19.7%	7.2%	7.0%	5.3%	6.4%	7.0%	2.3%
Farnborough	**£3,035,469**	£83,741	£69,688	£20,416	£88,460	£613,517	£2,159,647	£0	£20,838	£0	£0
	0.6%	1.4%	5.4%	1.4%	1.4%	14.5%	23.9%	0.0%	1.3%	0.0%	0.0%
Guildford	**£1,716,781**	£669,926	£156,797	£183,746	£88,460	£490,813	£127,038	£0	£0	£47,605	£0
	0.4%	11.0%	12.2%	12.9%	1.4%	11.6%	1.4%	0.0%	0.0%	1.4%	0.0%
Kingston	**£416,099**	£251,222	£17,422	£20,416	£0	£0	£127,038	£0	£0	£0	£0
	0.1%	4.1%	1.4%	1.4%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Woking	**£5,160,111**	£3,684,595	£87,110	£857,481	£88,460	£61,352	£381,114	£26,945	£0	£238,025	£77,135
	1.1%	60.3%	6.8%	60.0%	1.4%	1.4%	4.2%	1.3%	0.0%	7.0%	3.5%
Internet/Mail order/Catalogue	**£939,592**	£251,222	£34,844	£61,249	£88,460	£122,703	£381,114	£0	£62,514	£142,815	£25,712
	0.2%	4.1%	2.7%	4.3%	1.4%	2.9%	4.2%	0.0%	3.8%	4.2%	1.2%

Table 14a: Destinations for DIY Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
B&Q, Solartron Road, Farnborough	**22.99%**	0.00%	31.03%	6.82%	43.33%	43.53%	72.09%	6.98%	22.89%	3.53%	1.08%
Homebase, Woking	**10.00%**	37.93%	12.64%	44.32%	1.11%	0.00%	0.00%	1.16%	0.00%	0.00%	2.15%
Homebase, Camberley	**6.09%**	0.00%	14.94%	1.14%	22.22%	3.53%	1.16%	6.98%	4.82%	5.88%	0.00%
Woking town centre	**5.75%**	19.54%	2.30%	18.18%	0.00%	0.00%	0.00%	1.16%	0.00%	4.71%	10.75%
Bracknell town centre	**4.71%**	0.00%	2.30%	0.00%	0.00%	0.00%	0.00%	17.44%	0.00%	16.47%	10.75%
Homebase, Bracknell	**4.71%**	1.15%	2.30%	0.00%	1.11%	0.00%	0.00%	19.77%	0.00%	15.29%	7.53%
Farnborough town centre	**4.37%**	0.00%	1.15%	1.14%	5.56%	12.94%	16.28%	1.16%	4.82%	1.18%	0.00%
Camberley town centre	**2.76%**	0.00%	8.05%	0.00%	5.56%	3.53%	1.16%	1.16%	4.82%	3.53%	0.00%
B&Q, Reading Gate Retail Park, Reading	**2.53%**	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	3.61%	7.06%	12.90%
B&Q, Reading	**2.41%**	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	9.41%	11.83%
Wickes, Woking	**2.41%**	10.34%	1.15%	10.23%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%
Focus, The Peel Centre, Bracknell	**1.95%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.98%	0.00%	8.24%	4.30%
Reading town centre	**1.49%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	4.82%	1.18%	7.53%
B&Q, Basingstoke	**1.49%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.66%	0.00%	0.00%
Focus, Camberley	**1.49%**	1.15%	1.15%	0.00%	7.78%	4.71%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Basingstoke	**1.38%**	1.15%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	12.05%	0.00%	0.00%
Basingstoke town centre	**1.26%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.25%	0.00%	0.00%
B&Q, Guildford	**1.26%**	3.45%	1.15%	5.68%	0.00%	2.35%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Farnborough	**0.92%**	0.00%	0.00%	0.00%	2.22%	1.18%	4.65%	0.00%	1.20%	0.00%	0.00%
Aldershot town centre	**0.80%**	0.00%	1.15%	0.00%	0.00%	5.88%	0.00%	0.00%	0.00%	1.18%	0.00%
Lightwater town centre	**0.69%**	0.00%	5.75%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Ladymead Retail Park, Guildford	**0.69%**	2.30%	1.15%	2.27%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Bracknell	**0.57%**	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	1.18%	1.08%
Fleet town centre	**0.46%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	3.61%	0.00%	0.00%
Frimley town centre	**0.34%**	0.00%	1.15%	0.00%	0.00%	1.18%	0.00%	1.16%	0.00%	0.00%	0.00%
Guildford town centre	**0.34%**	3.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sandhurst town centre	**0.34%**	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	2.35%	0.00%
Internet	**0.34%**	0.00%	0.00%	1.14%	0.00%	1.18%	0.00%	0.00%	1.20%	0.00%	0.00%
Crowthorne town centre	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.35%	0.00%
Windsor town centre	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%
Allied Carpets, Reading Gate Retail Park, Reading	**0.23%**	1.15%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Focus, Reading Retail Park, Reading	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%
Homebase, Reading	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%
Addlestone town centre	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%
Ascot town centre	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%
Yateley town centre	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
Allied Carpets, Solartron Retail Park, Farnborough	**0.11%**	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Focus, Reading	**0.11%**	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%
MFI, Reading Retail Park, Reading	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%
PC World, Guildford	**0.11%**	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Vale Furnishings, Ash Vale	**0.11%**	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%
World of Leather, Reading	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%
Focus, Winnersh, Wokingham	**2.30%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.53%	18.28%
Focus, Aldershot	**1.38%**	0.00%	0.00%	0.00%	0.00%	12.94%	1.16%	0.00%	0.00%	0.00%	0.00%
Various	**1.38%**	0.00%	1.15%	1.14%	2.22%	0.00%	1.16%	2.33%	2.41%	3.53%	0.00%
Focus, Woking	**1.26%**	12.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Staines	**0.80%**	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	6.98%	0.00%	0.00%	0.00%
B&Q, Slough	**0.57%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.81%	0.00%	0.00%	0.00%
Lightwater Homecare, Lightwater	**0.46%**	0.00%	3.45%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunninghill	**0.34%**	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%
Wokingham town centre	**0.34%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%
B&Q, Blackwater, Camberley	**0.23%**	0.00%	0.00%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brewers, Old Woking	**0.23%**	1.15%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Wokingham	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.35%	0.00%
Kings, Sandhurst	**0.23%**	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
Robert Dyas, Wokingham	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	1.08%
Slough Industrial Estate	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%
Staines town centre	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%
Wickes, Knaphill	**0.23%**	1.15%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wokingham Decor, Wokingham	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%
B&Q, The Meadows, Sandhurst	**0.11%**	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catalogue/mail order	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%
Do-it-All, Camberley	**0.11%**	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Do-it-All, Winnersh	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%
Dulux Decorator Centre, Bracknell	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
Egham town centre	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%
Farnborough Gate Retail Park, Farnborough	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%
Farnham Shopping Centre	**0.11%**	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Farnham	**0.11%**	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%
Homecare, Lightwater	**0.11%**	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Knaphill, Woking	**0.11%**	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashford	**0.11%**	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brookwood	**0.11%**	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Derby	**0.11%**	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Point, Bracknell	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%
W C Baker & Sons, Fleet	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%
WH Smith, Woking	**0.11%**	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wilkinsons, Aldershot	**0.11%**	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%
Winnersh	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
Bookends, Woking	**0.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Research & Marketing Household Survey (November 2006)

Table 14b: Expenditure on DIY Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
B&Q, Solartron Road, Farnborough	**£56,600,604**	£0	£1,853,109	£451,306	£12,605,366	£8,534,684	£30,117,198	£653,019	£1,723,287	£552,513	£110,122
Homebase, Woking	**£15,080,242**	£10,739,490	£754,970	£2,933,487	£323,215	£0	£0	£108,837	£0	£0	£220,244
Homebase, Camberley	**£10,546,180**	£0	£892,238	£75,218	£6,464,290	£692,001	£485,761	£653,019	£362,797	£920,855	£0
Woking town centre	**£8,819,954**	£5,532,465	£137,267	£1,203,482	£0	£0	£0	£108,837	£0	£736,684	£1,101,219
Bracknell town centre	**£5,449,429**	£0	£137,267	£0	£0	£0	£0	£1,632,548	£0	£2,578,395	£1,101,219
Homebase, Bracknell	**£5,801,219**	£325,439	£137,267	£0	£323,215	£0	£0	£1,850,221	£0	£2,394,224	£770,853
Farnborough town centre	**£11,753,725**	£0	£68,634	£75,218	£1,616,073	£2,537,339	£6,800,658	£108,837	£362,797	£184,171	£0
Camberley town centre	**£4,298,418**	£0	£480,436	£0	£1,616,073	£692,001	£485,761	£108,837	£362,797	£552,513	£0
B&Q, Reading Gate Retail Park, Reading	**£3,021,802**	£0	£0	£0	£323,215	£0	£0	£0	£272,098	£1,105,026	£1,321,463
B&Q, Reading	**£3,100,848**	£325,439	£0	£0	£0	£0	£0	£0	£90,699	£1,473,368	£1,211,341
Wickes, Woking	**£3,892,217**	£2,928,952	£68,634	£676,958	£0	£0	£0	£217,673	£0	£0	£0
Focus, The Peel Centre, Bracknell	**£2,382,704**	£0	£0	£0	£0	£0	£0	£653,019	£0	£1,289,197	£440,488
Reading town centre	**£1,426,658**	£0	£0	£0	£0	£0	£0	£108,837	£362,797	£184,171	£770,853
B&Q, Basingstoke	**£1,179,091**	£0	£0	£0	£0	£0	£0	£0	£1,179,091	£0	£0
Focus, Camberley	**£3,579,243**	£325,439	£68,634	£0	£2,262,502	£922,669	£0	£0	£0	£0	£0
Homebase, Basingstoke	**£1,307,650**	£325,439	£0	£75,218	£0	£0	£0	£0	£906,993	£0	£0
Basingstoke town centre	**£997,693**	£0	£0	£0	£0	£0	£0	£0	£997,693	£0	£0
B&Q, Guildford	**£1,882,373**	£976,317	£68,634	£376,088	£0	£461,334	£0	£0	£0	£0	£0
Wickes, Farnborough	**£2,910,841**	£0	£0	£0	£646,429	£230,667	£1,943,045	£0	£90,699	£0	£0
Aldershot town centre	**£1,406,140**	£0	£68,634	£0	£0	£1,153,336	£0	£0	£0	£184,171	£0
Lightwater town centre	**£418,386**	£0	£343,168	£75,218	£0	£0	£0	£0	£0	£0	£0
Homebase, Ladymead Retail Park, Guildford	**£1,100,614**	£650,878	£68,634	£150,435	£0	£230,667	£0	£0	£0	£0	£0
Wickes, Bracknell	**£580,600**	£0	£68,634	£0	£0	£0	£0	£217,673	£0	£184,171	£110,122
Fleet town centre	**£757,859**	£0	£0	£0	£0	£0	£485,761	£0	£272,098	£0	£0
Frimley town centre	**£408,137**	£0	£68,634	£0	£0	£230,667	£0	£108,837	£0	£0	£0
Guildford town centre	**£976,317**	£976,317	£0	£0	£0	£0	£0	£0	£0	£0	£0
Sandhurst town centre	**£691,557**	£0	£0	£0	£323,215	£0	£0	£0	£0	£368,342	£0
Internet	**£396,584**	£0	£0	£75,218	£0	£230,667	£0	£0	£90,699	£0	£0
Crowthorne town centre	**£368,342**	£0	£0	£0	£0	£0	£0	£0	£0	£368,342	£0
Windsor town centre	**£217,673**	£0	£0	£0	£0	£0	£0	£217,673	£0	£0	£0
Allied Carpets, Reading Gate Retail Park, Reading	**£400,657**	£325,439	£0	£75,218	£0	£0	£0	£0	£0	£0	£0
Focus, Reading Retail Park, Reading	**£220,244**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£220,244
Homebase, Reading	**£220,244**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£220,244
Addlestone town centre	**£90,699**	£0	£0	£0	£0	£0	£0	£0	£90,699	£0	£0
Ascot town centre	**£108,837**	£0	£0	£0	£0	£0	£0	£108,837	£0	£0	£0
Yateley town centre	**£184,171**	£0	£0	£0	£0	£0	£0	£0	£0	£184,171	£0
Allied Carpets, Solartron Retail Park, Farnborough	**£68,634**	£0	£68,634	£0	£0	£0	£0	£0	£0	£0	£0
Focus, Reading	**£230,667**	£0	£0	£0	£0	£230,667	£0	£0	£0	£0	£0
MFI, Reading Retail Park, Reading	**£90,699**	£0	£0	£0	£0	£0	£0	£0	£90,699	£0	£0
PC World, Guildford	**£68,634**	£0	£68,634	£0	£0	£0	£0	£0	£0	£0	£0
Vale Furnishings, Ash Vale	**£230,667**	£0	£0	£0	£0	£230,667	£0	£0	£0	£0	£0
World of Leather, Reading	**£108,837**	£0	£0	£0	£0	£0	£0	£108,837	£0	£0	£0
Focus, Winnersh, Wokingham	**£2,424,586**	£0	£0	£0	£0	£0	£0	£0	£0	£552,513	£1,872,072
Focus, Aldershot	**£3,023,100**	£0	£0	£0	£0	£2,537,339	£485,761	£0	£0	£0	£0
Various	**£2,227,626**	£0	£68,634	£75,218	£646,429	£0	£485,761	£217,673	£181,399	£552,513	£0
Focus, Woking	**£3,579,830**	£3,579,830	£0	£0	£0	£0	£0	£0	£0	£0	£0
Homebase, Staines	**£728,237**	£0	£0	£75,218	£0	£0	£0	£653,019	£0	£0	£0
B&Q, Slough	**£544,183**	£0	£0	£0	£0	£0	£0	£544,183	£0	£0	£0
Lightwater Homecare, Lightwater	**£281,119**	£0	£205,901	£75,218	£0	£0	£0	£0	£0	£0	£0
Sunninghill	**£286,307**	£0	£68,634	£0	£0	£0	£0	£217,673	£0	£0	£0
Wokingham town centre	**£330,366**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£330,366
B&Q, Blackwater, Camberley	**£646,429**	£0	£0	£0	£646,429	£0	£0	£0	£0	£0	£0
Brewers, Old Woking	**£400,657**	£325,439	£0	£75,218	£0	£0	£0	£0	£0	£0	£0
Homebase, Wokingham	**£368,342**	£0	£0	£0	£0	£0	£0	£0	£0	£368,342	£0
Kings, Sandhurst	**£507,386**	£0	£0	£0	£323,215	£0	£0	£0	£0	£184,171	£0
Robert Dyas, Wokingham	**£294,293**	£0	£0	£0	£0	£0	£0	£0	£0	£184,171	£110,122
Slough Industrial Estate	**£217,673**	£0	£0	£0	£0	£0	£0	£217,673	£0	£0	£0
Staines town centre	**£217,673**	£0	£0	£0	£0	£0	£0	£217,673	£0	£0	£0
Wickes, Knaphill	**£394,073**	£325,439	£68,634	£0	£0	£0	£0	£0	£0	£0	£0
Wokingham Decor, Wokingham	**£220,244**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£220,244
B&Q, The Meadows, Sandhurst	**£323,215**	£0	£0	£0	£323,215	£0	£0	£0	£0	£0	£0
Catalogue/mail order	**£108,837**	£0	£0	£0	£0	£0	£0	£108,837	£0	£0	£0
Do-it-All, Camberley	**£323,215**	£0	£0	£0	£323,215	£0	£0	£0	£0	£0	£0
Do-it-All, Winnersh	**£110,122**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£110,122
Dulux Decorator Centre, Bracknell	**£184,171**	£0	£0	£0	£0	£0	£0	£0	£0	£184,171	£0
Egham town centre	**£108,837**	£0	£0	£0	£0	£0	£0	£108,837	£0	£0	£0
Farnborough Gate Retail Park, Farnborough	**£485,761**	£0	£0	£0	£0	£0	£485,761	£0	£0	£0	£0
Farnham Shopping Centre	**£230,667**	£0	£0	£0	£0	£230,667	£0	£0	£0	£0	£0
Homebase, Farnham	**£230,667**	£0	£0	£0	£0	£230,667	£0	£0	£0	£0	£0
Homecare, Lightwater	**£68,634**	£0	£68,634	£0	£0	£0	£0	£0	£0	£0	£0
Knaphill, Woking	**£325,439**	£325,439	£0	£0	£0	£0	£0	£0	£0	£0	£0
Ashford	**£323,215**	£0	£0	£0	£323,215	£0	£0	£0	£0	£0	£0
Brookwood	**£75,218**	£0	£0	£75,218	£0	£0	£0	£0	£0	£0	£0
Derby	**£68,634**	£0	£68,634	£0	£0	£0	£0	£0	£0	£0	£0
The Point, Bracknell	**£108,837**	£0	£0	£0	£0	£0	£0	£108,837	£0	£0	£0
W C Baker & Sons, Fleet	**£90,699**	£0	£0	£0	£0	£0	£0	£0	£90,699	£0	£0
WH Smith, Woking	**£325,439**	£325,439	£0	£0	£0	£0	£0	£0	£0	£0	£0
Wilkinsons, Aldershot	**£230,667**	£0	£0	£0	£0	£230,667	£0	£0	£0	£0	£0
Winnersh	**£184,171**	£0	£0	£0	£0	£0	£0	£0	£0	£184,171	£0
Bookends, Woking	**£184,171**	£0	£0	£0	£0	£0	£0	£0	£0	£184,171	£0
Total	**£174,158,824**	**£28,313,201**	**£5,971,129**	**£6,619,150**	**£29,089,307**	**£19,606,707**	**£41,775,468**	**£9,359,942**	**£7,528,044**	**£15,654,539**	**£10,241,338**

Table 14c: Expenditure on DIY Goods

Location	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Camberley town centre	**£3,274,271**	£0	£480,436	£0	£1,616,073	£692,001	£485,761	£108,837	£362,797	£552,513	£0
	0.7%	0.0%	8.0%	0.0%	5.6%	3.5%	1.2%	1.2%	4.8%	3.5%	0.0%
Blackwater Valley	**£13,158,395**	£325,439	£960,871	£75,218	£9,696,436	£1,614,670	£485,761	£653,019	£362,797	£920,855	£110,122
	2.8%	1.1%	16.1%	1.1%	33.3%	8.2%	1.2%	7.0%	4.8%	5.9%	1.1%
Farnborough	**£68,034,119**	£0	£1,990,376	£526,523	£14,867,868	£11,302,690	£39,346,661	£761,856	£2,176,784	£736,684	£110,122
	14.4%	0.0%	33.3%	8.0%	51.1%	57.6%	94.2%	8.1%	28.9%	4.7%	1.1%
Guildford	**£4,027,938**	£2,603,513	£205,901	£526,523	£0	£692,001	£0	£0	£0	£0	£0
	0.9%	9.2%	3.4%	8.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking	**£29,998,918**	£23,757,054	£1,029,505	£4,889,145	£323,215	£0	£0	£435,346	£0	£920,855	£1,321,463
	6.4%	83.9%	17.2%	73.9%	1.1%	0.0%	0.0%	4.7%	0.0%	5.9%	12.9%
Internet / Mail order / Catalogue	**£305,885**	£0	£0	£75,218	£0	£230,667	£0	£108,837	£90,699	£0	£0
	0.1%	0.0%	0.0%	1.1%	0.0%	1.2%	0.0%	1.2%	1.2%	0.0%	0.0%

Table 15a: Destinations for Books, Jewellery, Luxury Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Internet	**14.11%**	15.48%	13.25%	13.41%	11.84%	6.10%	16.67%	13.10%	19.51%	19.54%	11.96%
Camberley town centre	**13.88%**	0.00%	40.96%	1.22%	50.00%	24.39%	7.14%	4.76%	4.88%	10.34%	0.00%
Woking town centre	**13.76%**	53.57%	4.82%	50.00%	1.32%	1.22%	1.19%	0.00%	0.00%	9.20%	15.22%
Reading town centre	**9.33%**	0.00%	2.41%	0.00%	3.95%	0.00%	2.38%	9.52%	7.32%	22.99%	40.22%
Guildford town centre	**5.86%**	10.71%	12.05%	9.76%	1.32%	12.20%	7.14%	2.38%	1.22%	1.15%	1.09%
Basingstoke town centre	**3.83%**	0.00%	0.00%	1.22%	0.00%	1.22%	2.38%	0.00%	34.15%	0.00%	0.00%
Fleet town centre	**3.71%**	0.00%	1.20%	0.00%	3.95%	0.00%	19.05%	0.00%	13.41%	0.00%	0.00%
Farnborough town centre	**3.35%**	0.00%	1.20%	2.44%	1.32%	6.10%	20.24%	0.00%	2.44%	0.00%	0.00%
Windsor town centre	**2.99%**	0.00%	2.41%	0.00%	0.00%	0.00%	0.00%	23.81%	0.00%	1.15%	2.17%
Aldershot town centre	**2.63%**	0.00%	0.00%	0.00%	0.00%	24.39%	2.38%	0.00%	0.00%	0.00%	0.00%
Bracknell town centre	**2.63%**	0.00%	2.41%	0.00%	0.00%	0.00%	0.00%	14.29%	0.00%	5.75%	3.26%
Addlestone town centre	**0.48%**	0.00%	0.00%	1.22%	0.00%	1.22%	0.00%	1.19%	1.22%	0.00%	0.00%
Lightwater town centre	**0.48%**	0.00%	4.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ascot town centre	**0.36%**	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	2.38%	0.00%	0.00%	0.00%
Marks & Spencer, Camberley	**0.36%**	0.00%	0.00%	0.00%	0.00%	1.22%	1.19%	0.00%	0.00%	1.15%	0.00%
Crowthorne town centre	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%
Frimley town centre	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Argos, Forbury Retail Park, Reading	**0.12%**	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Klaussner, Solartron Retail Park, Farnborough	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%
Various	**5.02%**	4.76%	1.20%	9.76%	9.21%	8.54%	4.76%	3.57%	2.44%	4.60%	2.17%
Abroad	**1.79%**	1.19%	1.20%	2.44%	2.63%	0.00%	2.38%	1.19%	2.44%	0.00%	4.35%
Catalogue/mail order	**1.67%**	3.57%	1.20%	0.00%	1.32%	2.44%	1.19%	2.38%	2.44%	1.15%	1.09%
Wokingham town centre	**1.67%**	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	5.75%	8.70%
London City Centre	**1.56%**	1.19%	3.61%	2.44%	0.00%	1.22%	2.38%	1.19%	2.44%	0.00%	1.09%
John Lewis, Reading	**0.60%**	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	2.30%	2.17%
Staines town centre	**0.60%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.95%	0.00%	0.00%	0.00%
Charity shops (various)	**0.48%**	0.00%	0.00%	1.22%	1.32%	0.00%	0.00%	0.00%	1.22%	1.15%	0.00%
WH Smith, Wokingham	**0.48%**	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	2.30%	1.09%
Argos, The Wellington Centre, Aldershot	**0.36%**	0.00%	0.00%	0.00%	0.00%	2.44%	1.19%	0.00%	0.00%	0.00%	0.00%
Bookends, Wokingham	**0.36%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	2.17%
Buy second hand/car boot sales	**0.36%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	1.15%	0.00%
Heathrow Airport, London Heathrow	**0.36%**	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	1.09%
Waterstones, Camberley	**0.36%**	0.00%	1.20%	0.00%	2.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Woking	**0.24%**	1.19%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Kingsmead, Farnborough	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%
Asda, Farnborough	**0.24%**	1.19%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Farnham town centre	**0.24%**	0.00%	0.00%	0.00%	0.00%	2.44%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Kingston	**0.24%**	0.00%	1.20%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Waterstones, Basingstoke	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.22%	1.15%	0.00%
West Byfleet	**0.24%**	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WH Smith, Woking	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	1.09%
Wickes, Twinches Lane, Cippenham, Slough	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%
Argos, Braknell	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%
Argos, Brooklands, Weybridge	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%
Argos, Fleet	**0.12%**	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Camberley	**0.12%**	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Princes Shopping Centre, Bracknell	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%
Festival Park, Basingstoke	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%
Fleet Bargain Books, Fleet	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%
H Samuel, Mayfair Houses, Basingstoke	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%
Harrods, London	**0.12%**	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Chobham, Camberley	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%
House of Fraser, Camberley	**0.12%**	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, London	**0.12%**	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kingston upon Thames town centre	**0.12%**	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Knaphill town centre	**0.12%**	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chobham, Woking	**0.12%**	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Richmond	**0.12%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staines	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%
Makro, Reading	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%
Newbury town centre	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Ottakers, Guildford	**0.12%**	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Peacocks Centre, Woking	**0.12%**	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Peter Jones, London	**0.12%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Queens Mead, Farnborough	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%
Sainsburys, Camberley	**0.12%**	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Slough town centre	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%
Southall Shopping Centre	**0.12%**	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunning Hill town centre	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%
Swag Jeweller, Staines	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%
Tesco, Bracknell	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%
Tesco, Sandhurst	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%
Waterstones, Reading	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.09%
Windlesham town centre	**0.12%**	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Woolworths, Wokingham	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Research & Marketing Household Survey (November 2006)

Table 15b: Expenditure on Books, Jewellery and Luxury Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Internet	**£49,284,046**	£8,763,610	£1,582,709	£1,775,869	£6,889,573	£2,391,062	£13,925,156	£2,451,413	£2,937,773	£6,117,866	£2,449,016
Camberley town centre	**£54,539,666**	£0	£4,892,009	£161,443	£29,089,307	£9,564,247	£5,967,924	£891,423	£734,443	£3,238,870	£0
Woking town centre	**£45,764,552**	£30,335,573	£575,530	£6,619,150	£765,508	£478,212	£994,654	£0	£0	£2,878,996	£3,116,929
Reading town centre	**£22,893,195**	£0	£287,765	£0	£2,296,524	£0	£1,989,308	£1,782,846	£1,101,665	£7,197,489	£8,237,598
Guildford town centre	**£21,524,873**	£6,067,115	£1,438,826	£1,291,541	£765,508	£4,782,124	£5,967,924	£445,712	£183,611	£359,874	£222,638
Basingstoke town centre	**£7,770,066**	£0	£0	£161,443	£0	£478,212	£1,989,308	£0	£5,141,103	£0	£0
Fleet town centre	**£20,374,590**	£0	£143,883	£0	£2,296,524	£0	£15,914,464	£0	£2,019,719	£0	£0
Farnborough town centre	**£20,899,677**	£0	£143,883	£322,885	£765,508	£2,391,062	£16,909,118	£0	£367,222	£0	£0
Windsor town centre	**£5,550,031**	£0	£287,765	£0	£0	£0	£0	£4,457,115	£0	£359,874	£445,276
Aldershot town centre	**£11,553,555**	£0	£0	£0	£0	£9,564,247	£1,989,308	£0	£0	£0	£0
Bracknell town centre	**£5,429,320**	£0	£287,765	£0	£0	£0	£0	£2,674,269	£0	£1,799,372	£667,913
Addlestone town centre	**£1,046,122**	£0	£0	£161,443	£0	£478,212	£0	£222,856	£183,611	£0	£0
Lightwater town centre	**£575,530**	£0	£575,530	£0	£0	£0	£0	£0	£0	£0	£0
Ascot town centre	**£923,924**	£0	£0	£0	£0	£478,212	£0	£445,712	£0	£0	£0
Marks & Spencer, Camberley	**£1,832,741**	£0	£0	£0	£0	£478,212	£994,654	£0	£0	£359,874	£0
Crowthorne town centre	**£359,874**	£0	£0	£0	£0	£0	£0	£0	£0	£359,874	£0
Frimley town centre	**£994,654**	£0	£0	£0	£0	£0	£994,654	£0	£0	£0	£0
Argos, Forbury Retail Park, Reading	**£765,508**	£0	£0	£0	£765,508	£0	£0	£0	£0	£0	£0
Klaussner, Solartron Retail Park, Farnborough	**£359,874**	£0	£0	£0	£0	£0	£0	£0	£0	£359,874	£0
Various	**£19,737,141**	£2,696,495	£143,883	£1,291,541	£5,358,557	£3,347,487	£3,978,616	£668,567	£367,222	£1,439,498	£445,276
Abroad	**£6,141,844**	£674,124	£143,883	£322,885	£1,531,016	£0	£1,989,308	£222,856	£367,222	£0	£890,551
Catalogue/mail order	**£6,278,286**	£2,022,372	£143,883	£0	£765,508	£956,425	£994,654	£445,712	£367,222	£359,874	£222,638
Wokingham town centre	**£4,345,983**	£0	£0	£0	£765,508	£0	£0	£0	£0	£1,799,372	£1,781,102
London City Centre	**£4,708,893**	£674,124	£431,648	£322,885	£0	£478,212	£1,989,308	£222,856	£367,222	£0	£222,638
John Lewis, Reading	**£1,643,237**	£0	£0	£0	£0	£478,212	£0	£0	£0	£719,749	£445,276
Staines town centre	**£1,114,279**	£0	£0	£0	£0	£0	£0	£1,114,279	£0	£0	£0
Charity shops (various)	**£1,470,436**	£0	£0	£161,443	£765,508	£0	£0	£0	£183,611	£359,874	£0
WH Smith, Wokingham	**£1,103,829**	£0	£0	£161,443	£0	£0	£0	£0	£0	£719,749	£222,638
Argos, The Wellington Centre, Aldershot	**£1,951,079**	£0	£0	£0	£0	£956,425	£994,654	£0	£0	£0	£0
Bookends, Wokingham	**£805,150**	£0	£0	£0	£0	£0	£0	£0	£0	£359,874	£445,276
Buy second hand/car boot sales	**£726,613**	£0	£143,883	£0	£0	£0	£0	£222,856	£0	£359,874	£0
Heathrow Airport, London Heathrow	**£1,256,636**	£674,124	£0	£0	£0	£0	£0	£0	£0	£359,874	£222,638
Waterstones, Camberley	**£1,674,899**	£0	£143,883	£0	£1,531,016	£0	£0	£0	£0	£0	£0
Argos, Woking	**£835,567**	£674,124	£0	£161,443	£0	£0	£0	£0	£0	£0	£0
Argos, Kingsmead, Farnborough	**£1,989,308**	£0	£0	£0	£0	£0	£1,989,308	£0	£0	£0	£0
Asda, Farnborough	**£1,668,778**	£674,124	£0	£0	£0	£0	£994,654	£0	£0	£0	£0
Farnham town centre	**£956,425**	£0	£0	£0	£0	£956,425	£0	£0	£0	£0	£0
John Lewis, Kingston	**£1,138,537**	£0	£143,883	£0	£0	£0	£994,654	£0	£0	£0	£0
Waterstones, Basingstoke	**£543,485**	£0	£0	£0	£0	£0	£0	£0	£183,611	£359,874	£0
West Byfleet	**£1,348,248**	£1,348,248	£0	£0	£0	£0	£0	£0	£0	£0	£0
WH Smith, Woking	**£582,512**	£0	£0	£0	£0	£0	£0	£0	£0	£359,874	£222,638
Wickes, Twinches Lane, Cippenham, Slough	**£445,712**	£0	£0	£0	£0	£0	£0	£445,712	£0	£0	£0
Argos, Braknell	**£222,856**	£0	£0	£0	£0	£0	£0	£222,856	£0	£0	£0
Argos, Brooklands, Weybridge	**£222,856**	£0	£0	£0	£0	£0	£0	£222,856	£0	£0	£0
Argos, Fleet	**£765,508**	£0	£0	£0	£765,508	£0	£0	£0	£0	£0	£0
Argos, Camberley	**£478,212**	£0	£0	£0	£0	£478,212	£0	£0	£0	£0	£0
Argos, Princes Shopping Centre, Bracknell	**£222,856**	£0	£0	£0	£0	£0	£0	£222,856	£0	£0	£0
Festival Park, Basingstoke	**£183,611**	£0	£0	£0	£0	£0	£0	£0	£183,611	£0	£0
Fleet Bargain Books, Fleet	**£183,611**	£0	£0	£0	£0	£0	£0	£0	£183,611	£0	£0
H Samuel, Mayfair Houses, Basingstoke	**£183,611**	£0	£0	£0	£0	£0	£0	£0	£183,611	£0	£0
Harrods, London	**£478,212**	£0	£0	£0	£0	£478,212	£0	£0	£0	£0	£0
Homebase, Chobham, Camberley	**£222,856**	£0	£0	£0	£0	£0	£0	£222,856	£0	£0	£0
House of Fraser, Camberley	**£765,508**	£0	£0	£0	£765,508	£0	£0	£0	£0	£0	£0
John Lewis, London	**£765,508**	£0	£0	£0	£765,508	£0	£0	£0	£0	£0	£0
Kingston upon Thames town centre	**£765,508**	£0	£0	£0	£765,508	£0	£0	£0	£0	£0	£0
Knaphill town centre	**£161,443**	£0	£0	£161,443	£0	£0	£0	£0	£0	£0	£0
Chobham, Woking	**£161,443**	£0	£0	£161,443	£0	£0	£0	£0	£0	£0	£0
Richmond	**£143,883**	£0	£143,883	£0	£0	£0	£0	£0	£0	£0	£0
Staines	**£222,856**	£0	£0	£0	£0	£0	£0	£222,856	£0	£0	£0
Makro, Reading	**£359,874**	£0	£0	£0	£0	£0	£0	£0	£0	£359,874	£0
Newbury town centre	**£994,654**	£0	£0	£0	£0	£0	£994,654	£0	£0	£0	£0
Ottakers, Guildford	**£674,124**	£674,124	£0	£0	£0	£0	£0	£0	£0	£0	£0
Peacocks Centre, Woking	**£674,124**	£674,124	£0	£0	£0	£0	£0	£0	£0	£0	£0
Peter Jones, London	**£143,883**	£0	£143,883	£0	£0	£0	£0	£0	£0	£0	£0
Queens Mead, Farnborough	**£994,654**	£0	£0	£0	£0	£0	£994,654	£0	£0	£0	£0
Sainsburys, Camberley	**£765,508**	£0	£0	£0	£765,508	£0	£0	£0	£0	£0	£0
Slough town centre	**£222,856**	£0	£0	£0	£0	£0	£0	£222,856	£0	£0	£0
Southall Shopping Centre	**£674,124**	£674,124	£0	£0	£0	£0	£0	£0	£0	£0	£0
Sunning Hill town centre	**£222,856**	£0	£0	£0	£0	£0	£0	£222,856	£0	£0	£0
Swag Jeweller, Staines	**£222,856**	£0	£0	£0	£0	£0	£0	£222,856	£0	£0	£0
Tesco, Bracknell	**£222,856**	£0	£0	£0	£0	£0	£0	£222,856	£0	£0	£0
Tesco, Sandhurst	**£359,874**	£0	£0	£0	£0	£0	£0	£0	£0	£359,874	£0
Waterstones, Reading	**£222,638**	£0	£0	£0	£0	£0	£0	£0	£0	£0	£222,638
Windlesham town centre	**£143,883**	£0	£143,883	£0	£0	£0	£0	£0	£0	£0	£0
Woolworths, Wokingham	**£359,874**	£0	£0	£0	£0	£0	£0	£0	£0	£359,874	£0
Total	**£348,317,648**	**£56,626,402**	**£11,942,257**	**£13,238,299**	**£58,178,614**	**£39,213,415**	**£83,550,935**	**£18,719,885**	**£15,056,087**	**£31,309,077**	**£20,482,675**

Table 15c: Expenditure on Books, Jewellery and Luxury Goods

Location	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Camberley town centre	**£123,536,802**	£17,527,220	£8,201,309	£3,713,182	£45,930,485	£14,346,371	£33,818,236	£5,794,250	£6,609,989	£15,474,602	£4,898,031
	26.2%	31.0%	68.7%	28.0%	78.9%	36.6%	40.5%	31.0%	43.9%	49.4%	23.9%
Blackwater Valley	**£1,472,866**	£0	£0	£0	£0	£478,212	£994,654	£0	£0	£719,749	£0
	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	1.2%	0.0%	0.0%	2.3%	0.0%
Farnborough	**£25,185,196**	£674,124	£143,883	£322,885	£765,508	£2,391,062	£20,887,734	£0	£367,222	£359,874	£0
	5.3%	1.2%	1.2%	2.4%	1.3%	6.1%	25.0%	0.0%	2.4%	1.1%	0.0%
Guildford	**£20,313,038**	£6,067,115	£1,438,826	£1,291,541	£765,508	£4,782,124	£5,967,924	£445,712	£183,611	£359,874	£222,638
	4.3%	10.7%	12.0%	9.8%	1.3%	12.2%	7.1%	2.4%	1.2%	1.1%	1.1%
Kingston	**£2,065,487**	£0	£143,883	£161,443	£765,508	£0	£994,654	£0	£0	£0	£0
	0.4%	0.0%	1.2%	1.2%	1.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Woking	**£41,278,318**	£31,683,820	£575,530	£6,780,592	£765,508	£478,212	£994,654	£0	£0	£3,238,870	£3,339,567
	8.8%	56.0%	4.8%	51.2%	1.3%	1.2%	1.2%	0.0%	0.0%	10.3%	16.3%
Internet / Mail order / Catalogue	**£40,210,820**	£10,785,981	£1,726,591	£1,775,869	£7,655,081	£3,347,487	£14,919,810	£2,897,125	£3,304,995	£6,477,740	£2,671,653
	8.5%	19.0%	14.5%	13.4%	13.2%	8.5%	17.9%	15.5%	22.0%	20.7%	13.0%

Table 16: Market Share of Comparison Expenditure 2010

Expenditure in Cambeley Town Centre	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
2010	**£286,426,487**	£17,634,151	£21,515,627	£4,605,194	£102,038,655	£35,855,260	£57,205,881	£8,559,930	£10,137,258	£22,947,610	£5,926,921
market share	**14.2%**	5.4%	31.2%	6.0%	30.4%	15.8%	11.9%	7.9%	11.7%	12.7%	5.0%

Table 17: Expenditure in Camberley 2015-26 (based on constant market share)

Year	2015	2020	2026
Market Share	14.2%	14.2%	14.2%
Expenditure in Camberley	**£344,108,028**	**£438,230,121**	**£573,185,743**

Table 18: Leakage of Expenditure to Selected Destinations

Leakage	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Blackwater Valley	**£73,034,531**	£2,547,399	£2,490,075	£970,927	£27,226,106	£7,915,101	£13,773,969	£3,625,655	£3,250,228	£8,092,875	£3,142,195
market share	**3.6%**	0.8%	3.6%	1.3%	8.1%	3.5%	2.9%	3.4%	3.7%	4.5%	2.7%
Farnborough	**£264,310,654**	£2,082,543	£6,790,901	£2,168,173	£50,597,367	£40,581,804	£152,784,278	£1,031,064	£5,888,523	£1,621,359	£764,641
market share	**13.1%**	0.6%	9.9%	2.8%	15.1%	17.9%	31.7%	1.0%	6.8%	0.9%	0.6%
Guildford	**£101,647,530**	£39,847,361	£5,719,449	£8,046,994	£5,685,611	£19,901,676	£17,382,857	£1,548,676	£1,221,142	£1,517,162	£776,601
market share	**5.1%**	12.2%	8.3%	10.5%	1.7%	8.8%	3.6%	1.4%	1.4%	0.8%	0.7%
Kingston	**£21,554,941**	£3,002,285	£2,144,321	£1,013,108	£6,974,688	£2,872,583	£1,997,645	£1,256,280	£798,148	£1,365,793	£130,090
market share	**1.1%**	0.9%	3.1%	1.3%	2.1%	1.3%	0.4%	1.2%	0.9%	0.8%	0.1%
Woking	**£223,970,506**	£159,491,257	£3,808,156	£31,938,994	£8,582,675	£2,326,878	£2,881,580	£1,044,740	£0	£7,084,009	£6,812,216
market share	**11.1%**	48.8%	5.5%	41.8%	2.6%	1.0%	0.6%	1.0%	0.0%	3.9%	5.8%
Internet/Catelogue/Mail Order	**£148,490,328**	£21,630,080	£4,690,333	£6,147,916	£24,791,485	£11,292,414	£41,377,308	£7,798,766	£7,109,515	£16,167,321	£7,485,189
market share	**7.4%**	6.6%	6.8%	8.0%	7.4%	5.0%	8.6%	7.2%	8.2%	8.9%	6.3%

Table 19: Camberley Town Centre Floorspace Statistics

	Gross Floorspace		Net Floorspace
	Sq Feet	Sq Metres	Sq metres
Towcester			
Convenience	46,400	4,312	2,587
Comparison	324,700	30,177	21,124
Service	122,400	11,375	7,963
Vacant	118,600	11,022	7,716

Source: Goad Centre Reports and Chase & Partners Street Surveys

Table 20: Projected Floorspace Requirements 2010-2026 (constant market share)

	Turnover 2010	Floorspace sq metres	Turnover:sq m	Turnover 2015	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2010-2015
Camberley	**£286,426,487**	30,177	£9,492	**£344,108,028**	£14,610,629	£43,070,911	**4,538**
mkt share	14.2%			14.2%			

Turnover 2020	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2015-2020
£438,230,121	£14,647,888	£79,474,205	**8,373**
14.2%			

Turnover 2026	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2020-2026
£573,185,743	£0	£134,955,621	**14,218**
14.2%			

Total Floorspace Requirement 2010-2026	**sq m**	**27,129**
	sq ft	**292,015**

Table 21: Projected Floorspace Requirements 2010-2026 (10% increase in market share)

	Turnover 2010	Floorspace sq metres	Turnover:sq m	Turnover 2015	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2010-2015
Camberley	**£286,426,487**	30,177	£9,492	**£378,518,831**	£14,610,629	£77,481,714	**8,163**
mkt share	14.2%			15.7%			

Turnover 2020	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2015-2020
£482,053,134	£14,647,888	£88,886,414	**9,365**
15.7%			

Turnover 2026	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2020-2026
£630,504,317	£0	£148,451,184	**15,640**
15.7%			

Total Floorspace Requirement 2010-2026	**sq m**	**33,168**
	sq ft	**357,016**

Table 22: Projected Floorspace Requirements 2010-2026 (20% increase in market share)

	Turnover 2010	Floorspace sq metres	Turnover:sq m	Turnover 2015	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2010-2015
Camberley	**£286,426,487**	30,177	£9,492	**£412,929,634**	£14,610,629	£111,892,517	**11,788**
mkt share	14.2%			17.1%			

Turnover 2020	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2015-2020
£525,876,146	£14,647,888	£98,298,624	**10,356**
17.1%			

Turnover 2026	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2020-2026
£687,822,891	£0	£161,946,746	**17,062**
17.1%			

Total Floorspace Requirement 2010-2026	**sq m**	**39,207**
	sq ft	**422,018**

Appendix E

Plan of Camberley Town Centre

goad
Digital Plans

Camberley

Experian
A world of insight

80 metres

goad
Network
For more information on our products and services:
www.goadplans.co.uk
0845 6016011
goad.sales@uk.experian.com

CHASE & PARTNERS C&P
020 7389 9494
www.chaseandpartners.co.uk
20 Regent Street, London SW1Y 4PH

Appendix F

National Multiple Retailers in Camberley

(2006 & 2010)

National Multiple Retailers in Camberley: Change in representation 2006-2010

Key
No longer present
Recent arrival

Category	2006	2010
Department Stores	Army & Navy (House of Fraser)	Army & Navy (House of Fraser)
Variety stores	BHS Woolworths	BHS
Fashion and accessories	Accessorise Bay Trading Company Burton Claires Accessories Dorothy Perkins Figura at Contessa M&Co Monsoon New Look Next Primark Principles River Island The Officers' Club Topshop/Topman USC	Accessorise Claires Accessories Esprit La Senza Monsoon Moss New Look Next Primark River Island Topshop/Topman
Footwear and repairs	Barratts Clarks Faith Priceless Shoes	Barratts Clarks Faith Shoe Zone Shoon
Childrenswear and accessories	Adams Kids Mothercare	Adams Kids (closing) Mothercare 20

Jewellers, watchmakers and engravers	Ernest Jones F Hinds H Samuel	Ernest Jones F Hinds H Samuel
TV, electrical, radio and records, telephone	Carphone Warehouse Currys.digital Nokia Orange Shop Phones 4 U Sony Centre The Link Virgin Megastore Vodafone	Bang & Olufsen Carphone Warehouse Currys.digital HMV O2 Orange Shop Phones 4 U Sony Centre Vodafone
Pharmaceutical, health and beauty	Boots the Chemist Superdrug The Body Shop The Perfume Shop Tony & Guy	Boots the Chemist Superdrug The Body Shop The Perfume Shop Tony & Guy
Opticians	Dolland & Aitchison Specsavers Vision Express	Dolland & Aitchison Specsavers Vision Express
Books, art, stationary, cards, printing and photo	Birthdays Card Factory Clinton Cards Jessops Kall-Kwik Mail Boxes Etc Post Office Stationary Box The Works Waterstones WH Smith	Birthdays Clinton Cards Jessops Post Office Ryman Waterstones WH Smith
Furniture, furnishings, carpet outlets, DIY, household	Robert Dyas Rosebys	Bensons for Beds Dreams 49

	Sharps Moben Dolphin	Laura Ashley Robert Dyas Sharps Moben Dolphin
Hobbies, crafts and toys	Early Learning Centre Game The Entertainer	Early Learning Centre Game Mothercare
Sports, camping and outdoor	JD Sports JJB Sports Millets	Blacks JD Sports JJB Sports Sports Direct
Travel agencies	First Choice Going Places Thomas Cook	Thomas Cook
Charity shops	British Heart Foundation Cancer Research UK Sue Ryder YMCA	British Heart Foundation Cancer Research UK Sue Ryder YMCA Age Concern
Coffee shops	Costa Coffee	Coffee Republic Costa Coffee Starbucks
Foodstores, off licences, CTN	Majestic Wine Sainsbury's	Premier Sainsbury's Lidl
Miscellaneous	Argos Halfords Subway Thorntons	Argos Halfords Holland & Barrett Subway Thorntons
A2 operators (banks, building societies, betting shops)	Abbey Alliance + Leicester Barclays Bradford & Bingley	Abbey Alliance + Leicester Barclays Bradford & Bingley 80

	Cheltenham & Gloucester Halifax (x2) HSBC Ladbrokes Lloyds TSB Nationwide Building Society Natwest Swinton Tote Sport Townends Woolwich	Cheltenham & Gloucester Halifax HSBC Ladbrokes Lloyds TSB Nationwide Building Society Natwest Swinton (x2) Tote Sport
A3 operators (restaurants)	Burger King KFC McDonalds Pizza Express Zizzi	Bella Italia Burger King Chiquito Frankie & Bennys KFC McDonalds Nandos Pizza Express Prezzo Que Pasa Zizzi
A4 operators (pubs)	JD Wetherspoon Yates	JD Wetherspoon Yates
A5 operators (take aways)		

Total	**102**	**103**

Appendix G

Retailer Requirements for Camberley

Retailer Requirements for Camberley

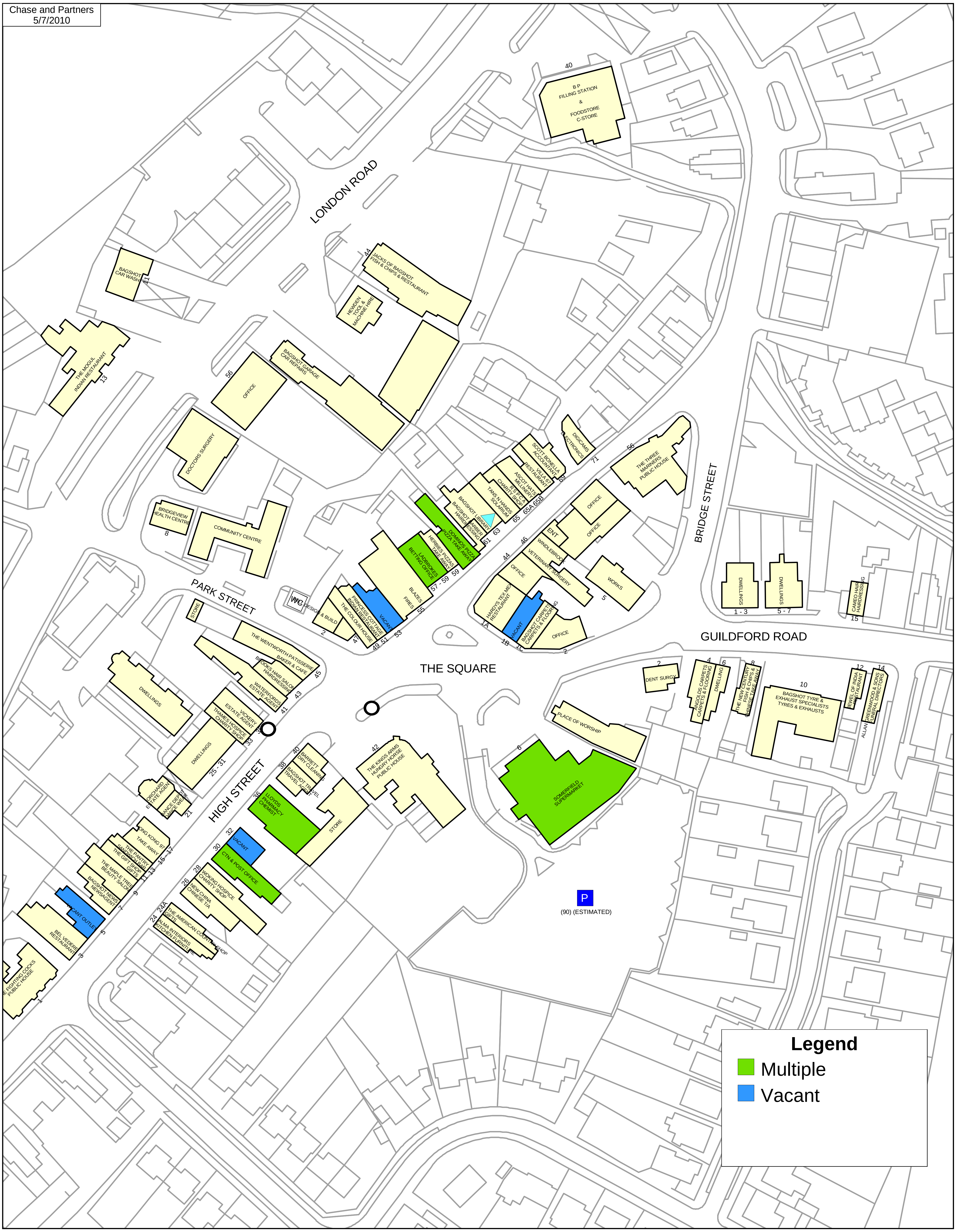
Retailer	From (sq ft)	To (sq ft)
Animal	1,500	2,000
Ann Summers	1,000	1,800
Boswell's CafÃ©	2,000	3,000
British Heart Foundation Furniture & Electrical	3,000	6,000
Caffe Nero	800	2,000
Fonehouse Group Ltd	500	1,000
Formula One Auto Centre	2,500	10,000
Greggs plc	800	1,200
Hatton Goldsmiths	290	1,000
Holland & Barrett Retail Ltd	850	1,500
Joy	2,500	5,000
Laura Ashley Ltd	3,000	5,000
Linens Direct UK Ltd	1,500	2,500
Majestic Wine	2,000	5,000
Millies Cookies	300	500
Nokia	800	1,000
PamPurredPets	1,500	10,000
Peacocks	4,500	5,500
Pets At Home Ltd	3,000	12,000
Poundland Ltd	3,500	8,000
Rituals	600	1,200
Starbucks Coffee Company (UK) Ltd	700	1,800
Subway	500	1,800
The Blue Cross	500	1,000
The Fragrance Shop	240	600
Tile Depot	4,000	7,000
TJ Hughes Ltd	25,000	150,000
TK Maxx	15,000	40,000
Vets4Pets Ltd	1,750	2,400

Appendix H

Plan of Bagshot Town Centre

Bagshot

Chase and Partners
5/7/2010



45 metres

CHASE & PARTNERS C&P
020 7389 9494
www.chaseandpartners.co.uk
20 Regent Street, London SW1Y 4PH

Appendix I

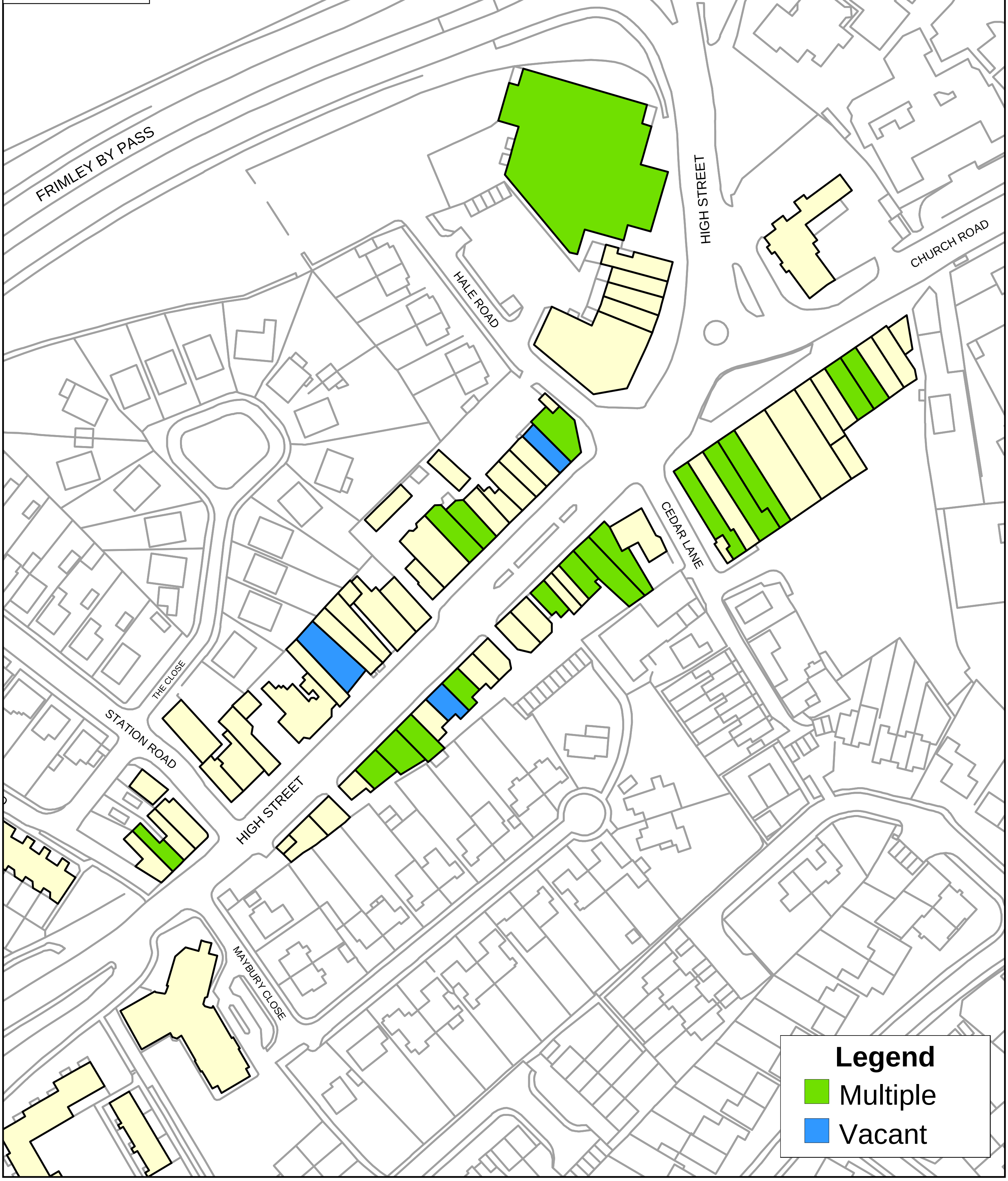
Plan of Frimley Town Centre

goad Digital Plans

Frimley

Experian A world of insight

Chase and Partners
5/7/2010



80 metres

goad Network
For more information on our products and services:
www.goadplans.co.uk
0845 6016011
goad.sales@uk.experian.com

CHASE & PARTNERS C&P
020 7389 9494
www.chaseandpartners.co.uk
20 Regent Street, London SW1Y 4PH

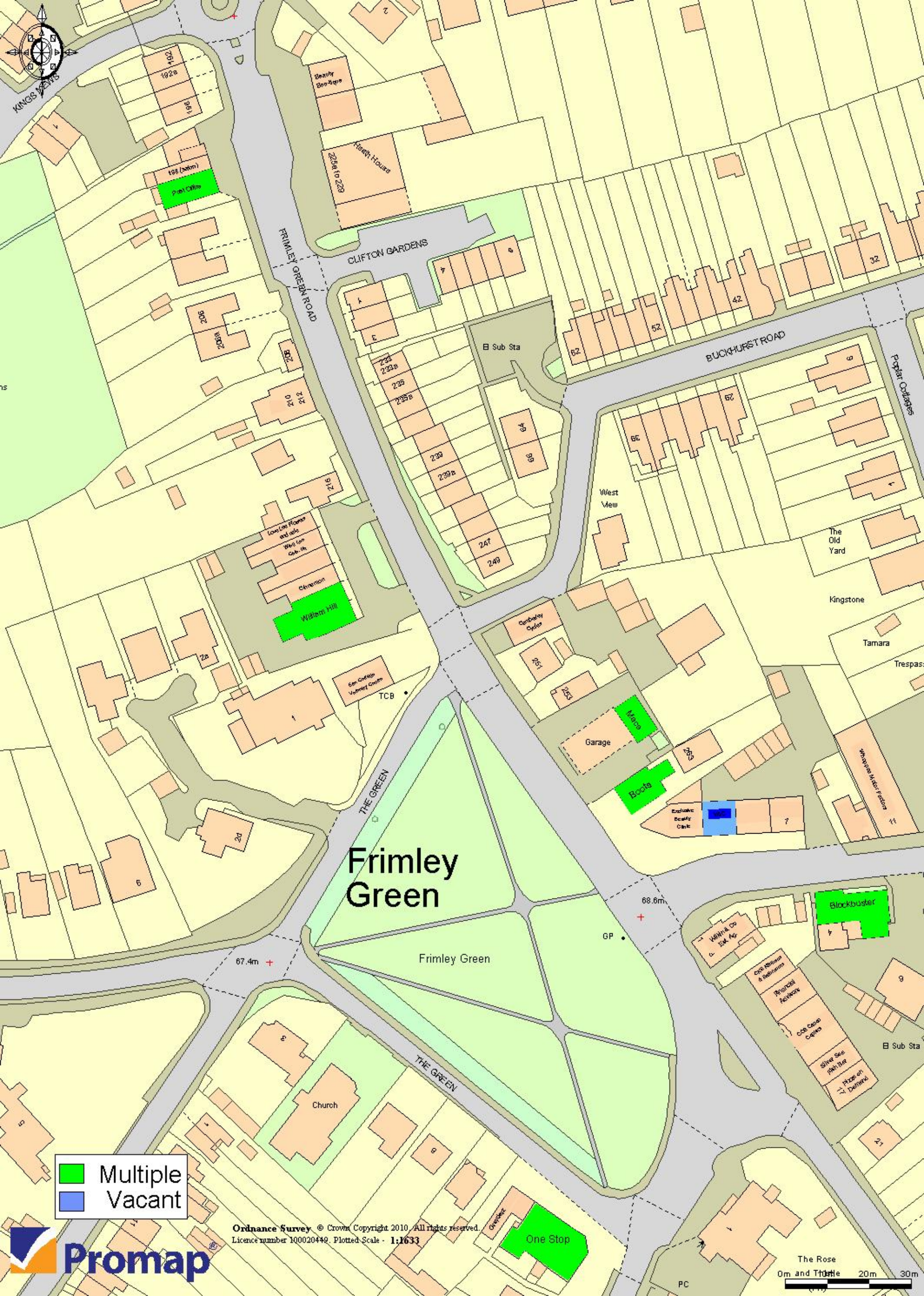
Appendix J

Plan of Lightwater Town Centre


War Meml
Club
Chancellors Est. Ag.
76
72
70
Butchers
2
Hawley Court
BP
3
1
2
4
TCB
LB
Insurance office
Fish & Chips t/a
Jewellers
Golden Jade t/a
Clothes Care d/c
65 to 83
61
63
69
91
GUILDFORD ROAD
THE SQUARE
VAC
Budgens
Bk
Barclays
Coral
3 to 7
1 to
Pure Hair salon
Barbers
DENLY WAY
Car Park
Posts
Papa Johns
Freddies Cafe
Unique Car Sound & Security
Mel's Kitchen
Lightwater Newsagents
52
Pharmacy
48
50
3
Boots
41
Lightwater Opticians
39
Careons Est. ag.
Cook Accountants
37
Vickery Est. Ag.
Brookfield Court
1 to 15
2
AMBLESIDE ROAD
35
1
9
11
54
Multiple
Vacant
Ordnance Survey © Crown Copyright 2010. All rights reserved.
Licence number 100020449. Plotted Scale - 1:1250
Promap
0m
10m
20m
30m

Appendix K

Plan of Frimley Green Town Centre



KINGS MEWS
FRIMLEY GREEN ROAD
CLIFTON GARDENS
BUCKHURST ROAD
Poplar Cottages
Post Office
Heath House
Sub Sta
West View
The Old Yard
Kingstone
Tamara
William Hill
Garage
Mace
Boots
Exclusive Beauty Clinic
THE GREEN
Frimley Green
Frimley Green
TCB
68.6m
67.4m
GP
Blockbuster
Sub Sta
Church
One Stop
PC
The Rose and Thistle
Multiple
Vacant
Ordnance Survey © Crown Copyright 2010. All rights reserved.
Licence number 100020449. Plotted Scale - 1:1633
Promap
0m 10m 20m 30m