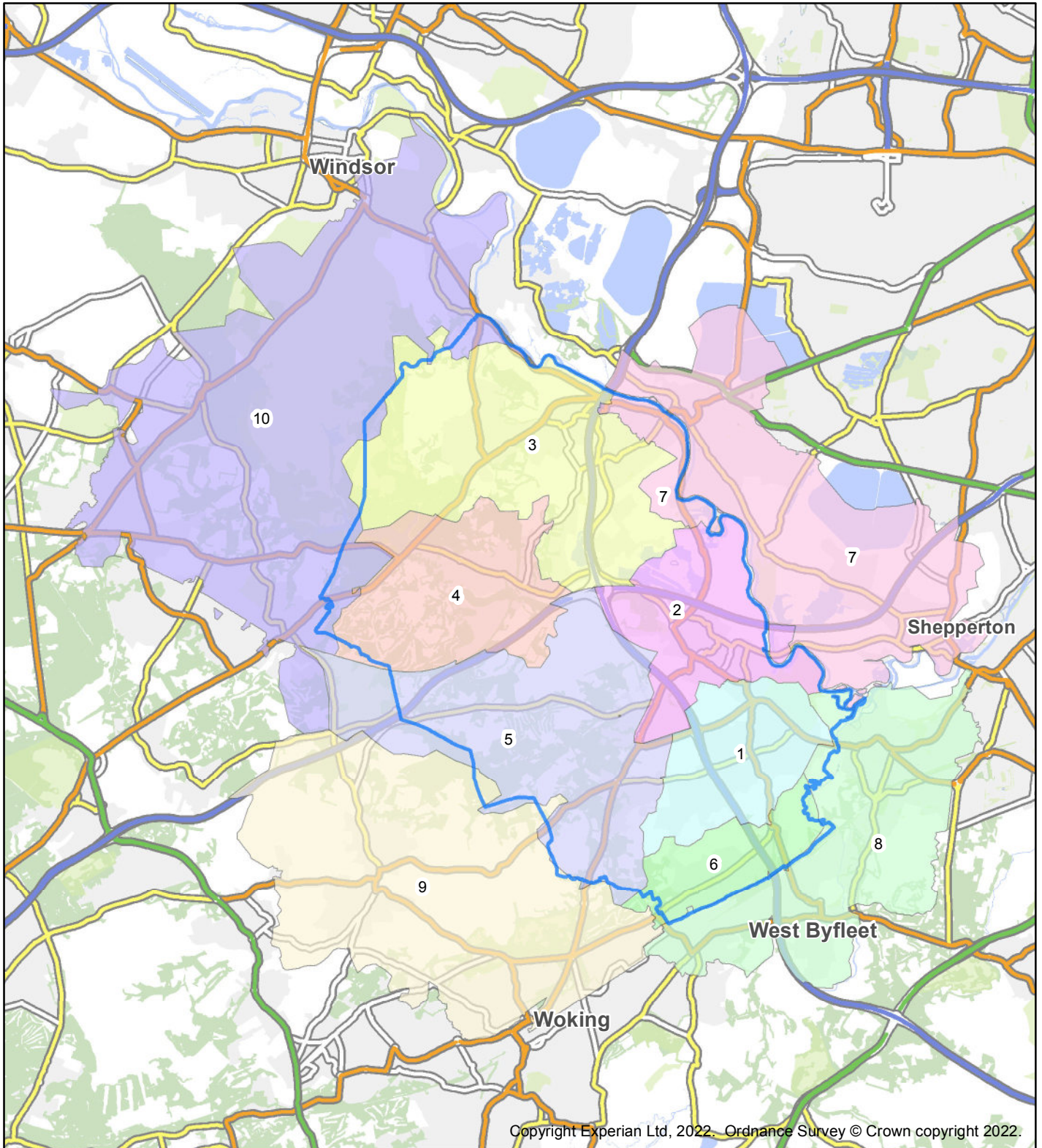


VOLUME B: ASSESSMENT APPENDICES

APPENDIX B.1 DEFINED STUDY AREA & ZONES

Study Area and Zones



Study Zones:

1 2 3 4 5 6 7 8 9 10

Runnymede Borough

APPENDIX B.2 MARKET SHARE ANALYSIS: CONVENIENCE GOODS (INCL SFT)

TABLE 1: ALL CONVENIENCE GOODS - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area	Borough Area Zones 1-6
Tesco Extra, Station Road, Addlestone	39.7%	19.9%	1.9%	5.3%	37.3%	9.0%	1.0%	3.4%	0.8%	0.0%	8.2%	17.3%
Waitrose, Station Road / Market Street, Addlestone	8.5%	1.6%	0.0%	0.0%	3.8%	0.1%	0.0%	0.0%	0.0%	0.0%	1.1%	2.5%
Iceland, Station Road, Addlestone	1.0%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Other shops, Addlestone Town Centre	0.4%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Sub Total: Addlestone Town Centre	49.5%	21.7%	1.9%	5.3%	42.3%	9.1%	1.0%	3.4%	0.8%	0.0%	9.4%	20.3%
Aldi, Gogmore Lane, Chertsey	7.6%	27.7%	7.5%	5.5%	5.5%	1.3%	4.7%	2.6%	1.5%	0.0%	5.7%	9.9%
Sainsbury's Superstore, The Sainsbury Centre, Cherts	1.8%	32.7%	0.6%	2.2%	5.5%	0.3%	0.6%	0.2%	0.0%	0.0%	3.0%	6.7%
Londis, Guildford Street, Chertsey	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
One Stop, Windsor Street, Chertsey	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other shops, Chertsey Town Centre	0.0%	1.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total: Chertsey Town Centre	9.4%	62.3%	8.1%	7.7%	11.2%	1.6%	5.2%	2.7%	1.5%	0.5%	8.9%	16.9%
Tesco Superstore, High Street, Egham	0.0%	0.0%	28.6%	9.2%	0.2%	0.0%	0.0%	0.0%	0.0%	2.7%	4.6%	10.3%
Waitrose, Church Road, Egham	0.0%	0.7%	16.5%	8.3%	0.3%	0.0%	2.9%	0.0%	0.0%	2.9%	3.5%	6.3%
Iceland, High Street, Egham	0.0%	0.0%	1.9%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.7%
Other shops, Egham Town Centre	0.0%	0.0%	0.2%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total: Egham Town Centre	0.0%	0.7%	47.2%	20.4%	0.6%	0.0%	2.9%	0.0%	0.0%	5.9%	8.5%	17.6%
Spar, St Jude's Road, Englefield Green	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Other shops, Englefield Green	0.0%	0.0%	1.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Sub Total: Englefield Green Local Centre	0.0%	0.0%	1.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Co-op, The Broadway, New Haw	1.9%	0.0%	0.0%	0.0%	0.3%	24.6%	0.0%	1.0%	2.8%	0.0%	1.8%	3.2%
Other shops, New Haw	0.1%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total: New Haw Local Centre	2.0%	0.0%	0.0%	0.0%	0.3%	26.4%	0.0%	1.0%	2.8%	0.0%	1.9%	3.4%
Londis, Brox Road, Ottershaw	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
One Stop, Brox Road, Ottershaw	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Other shops, Ottershaw	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Sub Total: Ottershaw Local Centre	0.0%	0.0%	0.0%	0.0%	14.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.1%
Budgens, Station Approach, Wentworth, Virginia Water	0.0%	0.0%	0.7%	14.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.4%
Londis, The Parade, Trumps Green Road, Virginia Water	0.0%	0.0%	0.0%	1.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Waitrose (Little), London Road, Virginia Water	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.0%
Other shops, Virginia Water	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub Total: Virginia Water Local Centre	0.0%	0.0%	0.7%	17.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	1.7%
Other smaller centres and local shops in Runnymede	9.8%	3.8%	0.2%	0.1%	2.8%	0.5%	0.0%	0.0%	0.0%	0.0%	1.4%	3.2%
Sainsbury's Superstore, The Causeway, Staines-upon-Bourne Valley Garden Centre, Woodham Park Road, The Farm Shop, Hardwick Lane, Lyne, Chertsey	0.3%	1.4%	28.2%	11.8%	0.5%	0.0%	14.8%	0.0%	0.0%	5.7%	7.9%	10.7%
Asda Petrol Station, Chertsey Lane, Egham Hythe	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budgens Shell Garage, Chertsey Road, Addlestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S (Simply Food BP), Egham Hill, Egham	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total: Out of Centre	0.4%	1.9%	28.7%	13.0%	0.7%	0.2%	14.8%	0.0%	0.0%	5.7%	8.1%	11.2%
RUNNYMEDE BOROUGH (RETENTION):	71.2%	90.3%	88.7%	64.2%	72.9%	37.8%	23.9%	7.1%	5.0%	12.7%	39.6%	76.1%
Walton-on-Thames, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	6.2%	3.3%	0.0%	0.0%	1.8%	0.0%
Weybridge, Elmbridge	3.6%	0.6%	0.1%	0.9%	2.8%	1.3%	3.1%	25.2%	0.0%	0.0%	6.0%	1.4%
Brooklands Retail Park (M&S), Elmbridge	5.3%	1.8%	0.1%	2.3%	2.8%	25.8%	0.8%	27.2%	6.3%	0.0%	8.0%	4.8%
The Paddock Retail Park (Lidl), Elmbridge	3.3%	0.2%	0.0%	0.1%	0.2%	4.5%	0.3%	4.2%	0.3%	0.0%	1.4%	1.3%
Other, Elmbridge	0.7%	0.0%	0.0%	0.2%	0.2%	2.2%	0.2%	8.6%	0.0%	0.5%	1.9%	0.4%
Sub Total: Elmbridge	12.9%	2.5%	0.2%	3.6%	6.0%	34.0%	10.6%	68.5%	6.6%	0.5%	19.1%	8.0%
Shepperton, Spelthorne	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	2.2%	0.0%
Staines-upon-Thames, Spelthorne	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.8%	0.5%
Sunbury-on-Thames, Spelthorne	0.1%	0.1%	0.1%	0.3%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	1.1%	0.1%
Spelthorne Out of Centre	0.0%	0.5%	1.7%	1.9%	0.5%	0.0%	27.6%	0.0%	0.0%	0.6%	5.8%	0.8%
Other, Spelthorne	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	7.8%	0.0%	0.0%	0.5%	1.6%	0.0%
Sub Total: Spelthorne	0.1%	0.7%	3.3%	2.5%	0.6%	0.0%	55.4%	0.0%	0.0%	1.1%	11.5%	1.5%
Knaphill, Woking	0.8%	0.0%	0.0%	0.4%	1.0%	1.0%	0.0%	0.0%	8.8%	0.0%	1.1%	0.4%
West Byfleet, Woking	1.9%	0.0%	0.0%	0.0%	2.9%	11.7%	0.0%	10.9%	4.1%	0.0%	3.3%	1.9%
Woking, Woking	1.2%	0.0%	0.0%	0.0%	1.4%	0.4%	0.0%	0.3%	16.7%	0.0%	2.1%	0.4%
Woking Out of Centre	4.2%	0.1%	0.0%	0.0%	5.5%	7.9%	0.0%	4.9%	26.9%	0.0%	4.8%	2.3%
Other, Woking	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	3.0%	9.2%	0.0%	1.6%	0.1%
Sub Total: Woking	8.2%	0.1%	0.0%	0.4%	10.7%	21.2%	0.0%	19.2%	65.8%	0.0%	12.9%	5.1%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	19.2%	1.7%	0.0%
Slough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.0%
Surrey Heath	0.0%	0.0%	0.1%	0.3%	0.6%	0.0%	0.0%	0.0%	4.9%	1.3%	0.7%	0.1%
Windsor and Maidenhead	0.0%	0.2%	0.2%	11.5%	1.4%	0.0%	0.0%	0.0%	2.4%	56.0%	5.7%	1.2%
Other centres	0.1%	0.0%	0.0%	0.0%	0.2%	0.4%	1.3%	0.0%	4.1%	0.1%	0.7%	0.1%
Sub Total: Competing Centres	21.4%	3.5%	3.9%	18.2%	19.4%	55.6%	67.3%	87.7%	84.1%	78.9%	52.4%	15.9%
Online	7.5%	6.2%	7.4%	17.6%	7.8%	6.6%	8.8%	5.2%	10.9%	8.4%	8.0%	8.0%
LEAKAGE TO COMPETING CENTRES & ONLINE	28.8%	9.7%	11.3%	35.8%	27.1%	62.2%	76.1%	92.9%	95.0%	87.3%	60.4%	23.9%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: MAIN FOOD PURCHASES - 2022 MARKET SHARE ANALYSIS (%)
Including internet shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area	Borough Area Zones 1-6
Tesco Extra, Station Road, Addlestone	56.4%	26.4%	0.0%	8.9%	59.5%	11.4%	1.8%	6.1%	0.5%	0.0%	11.1%	23.9%
Waitrose, Station Road / Market Street, Addlestone	2.5%	0.4%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%
Iceland, Station Road, Addlestone	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other shops, Addlestone Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Addlestone Town Centre	58.9%	27.2%	0.0%	8.9%	62.8%	11.4%	1.8%	6.1%	0.5%	0.0%	11.4%	24.8%
Aldi, Gogmore Lane, Chertsey	7.7%	31.0%	9.8%	4.8%	3.4%	2.0%	3.2%	4.1%	2.7%	0.0%	6.3%	11.1%
Sainsbury's Superstore, The Sainsbury Centre, Cherts	1.5%	28.1%	0.8%	3.2%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	5.9%
Londis, Guildford Street, Chertsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Windsor Street, Chertsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Chertsey Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Chertsey Town Centre	9.2%	59.1%	10.7%	8.0%	8.0%	2.0%	3.2%	4.1%	2.7%	0.0%	8.6%	17.0%
Tesco Superstore, High Street, Egham	0.0%	0.0%	32.0%	9.0%	0.4%	0.0%	0.0%	0.0%	0.0%	3.2%	5.4%	11.5%
Waitrose, Church Road, Egham	0.0%	0.8%	11.1%	6.4%	0.4%	0.0%	3.5%	0.0%	0.0%	3.7%	3.0%	4.4%
Iceland, High Street, Egham	0.0%	0.0%	0.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Other shops, Egham Town Centre	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Sub Total: Egham Town Centre	0.0%	0.8%	44.1%	19.0%	0.8%	0.0%	3.5%	0.0%	0.0%	6.9%	8.6%	16.5%
Spar, St Jude's Road, Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Englefield Green Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Broadway, New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	2.9%	0.0%	0.8%	1.1%
Other shops, New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: New Haw Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	2.9%	0.0%	0.8%	1.1%
Londis, Brox Road, Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Brox Road, Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Ottershaw Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budgens, Station Approach, Wentworth, Virginia Water	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Londis, The Parade, Trumps Green Road, Virginia Water	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose (Little), London Road, Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Virginia Water Local Centre	0.0%	0.0%	0.0%	2.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Woodham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other smaller centres and local shops in Runnymede	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, The Causeway, Staines-upon-	0.0%	1.2%	32.1%	17.1%	0.9%	0.0%	21.5%	0.0%	0.0%	7.7%	10.5%	12.4%
Bourne Valley Garden Centre, Woodham Park Road, .	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Farm Shop, Hardwick Lane, Lyne, Chertsey	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda Petrol Station, Chertsey Lane, Egham Hythe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budgens Shell Garage, Chertsey Road, Addlestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S (Simply Food BP), Egham Hill, Egham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Out of Centre	0.0%	1.2%	32.1%	17.6%	0.9%	0.0%	21.5%	0.0%	0.0%	7.7%	10.5%	12.4%
RUNNYMEDE BOROUGH (RETENTION):	68.0%	88.3%	86.9%	55.5%	73.0%	23.1%	30.0%	10.2%	6.2%	14.6%	40.0%	72.1%
Walton-on-Thames, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	1.0%	0.0%	0.0%	1.6%	0.0%
Weybridge, Elmbridge	2.0%	0.8%	0.0%	0.0%	1.3%	2.2%	3.2%	24.0%	0.0%	0.0%	5.3%	0.9%
Brooklands Retail Park (M&S), Elmbridge	5.2%	1.6%	0.0%	2.7%	1.7%	36.5%	1.3%	34.1%	2.2%	0.0%	9.1%	5.9%
The Paddock Retail Park (Lidl), Elmbridge	5.1%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	5.1%	0.5%	0.0%	1.6%	1.6%
Other, Elmbridge	1.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	3.5%	0.0%	0.0%	0.8%	0.4%
Sub Total: Elmbridge	13.2%	2.4%	0.0%	2.7%	3.0%	44.7%	11.4%	67.7%	2.7%	0.0%	18.5%	8.9%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	1.1%	0.0%
Staines-upon-Thames, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunbury-on-Thames, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	1.1%	0.0%
Spelthorne Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.4%	0.0%	0.0%	0.5%	6.6%	0.0%
Other, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.0%	0.4%	0.0%
Sub Total: Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	43.3%	0.0%	0.0%	1.4%	9.1%	0.0%
Knaphill, Woking	0.0%	0.0%	0.0%	0.0%	1.2%	0.7%	0.0%	0.0%	9.7%	0.0%	1.2%	0.2%
West Byfleet, Woking	1.5%	0.0%	0.0%	0.0%	3.6%	13.2%	0.0%	10.0%	2.7%	0.0%	3.0%	2.1%
Woking, Woking	1.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	15.3%	0.0%	1.9%	0.3%
Woking Out of Centre	5.7%	0.0%	0.0%	0.0%	3.5%	7.4%	0.0%	3.0%	32.2%	0.0%	5.3%	2.4%
Other, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.5%	0.0%
Sub Total: Woking	8.2%	0.0%	0.0%	0.0%	8.3%	22.2%	0.0%	13.0%	64.2%	0.0%	11.9%	5.0%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	28.5%	2.4%	0.0%
Slough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.1%	0.0%
Surrey Heath	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	1.4%	0.2%	0.0%
Windsor and Maidenhead	0.0%	0.4%	0.0%	16.2%	2.2%	0.0%	0.0%	0.0%	3.3%	40.1%	4.2%	1.6%
Other centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	2.7%	0.0%	0.6%	0.0%
Sub Total: Competing Centres	21.4%	2.8%	0.0%	19.4%	13.4%	66.9%	56.1%	80.8%	73.9%	72.8%	47.0%	15.4%
Online	10.6%	8.9%	13.1%	25.1%	13.6%	10.0%	13.9%	9.0%	19.9%	12.6%	13.0%	12.5%
LEAKAGE TO COMPETING CENTRES & ONLINE	32.0%	11.7%	13.1%	44.5%	27.0%	76.9%	70.0%	89.8%	93.8%	85.4%	60.0%	27.9%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area	Borough Area Zones 1-6
Tesco Extra, Station Road, Addlestone	19.5%	10.6%	7.2%	2.6%	14.7%	14.5%	0.0%	0.0%	2.6%	0.0%	5.4%	11.6%
Waitrose, Station Road / Market Street, Addlestone	7.8%	0.5%	0.0%	0.0%	4.2%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	2.3%
Iceland, Station Road, Addlestone	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Other shops, Addlestone Town Centre	0.8%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Sub Total: AddlestoneTown Centre	30.5%	11.1%	7.2%	2.6%	22.5%	15.2%	0.0%	0.0%	2.6%	0.0%	6.8%	14.9%
Aldi, Gogmore Lane, Chertsey	14.2%	21.4%	11.0%	11.7%	16.1%	0.8%	9.0%	1.9%	0.0%	0.0%	8.2%	12.8%
Sainsbury's Superstore, The Sainsbury Centre, Cherts	4.8%	44.4%	0.0%	1.2%	13.4%	0.0%	1.5%	0.9%	0.0%	0.0%	5.2%	9.6%
Londis, Guildford Street, Chertsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Windsor Street, Chertsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Chertsey Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Chertsey Town Centre	19.0%	65.8%	11.0%	12.9%	29.5%	0.8%	10.5%	2.8%	0.0%	0.0%	13.4%	22.4%
Tesco Superstore, High Street, Egham	0.0%	0.0%	20.3%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	3.9%	7.6%
Waitrose, Church Road, Egham	0.0%	1.1%	29.4%	21.8%	0.7%	0.0%	5.1%	0.0%	0.0%	4.1%	7.0%	11.9%
Iceland, High Street, Egham	0.0%	0.0%	1.3%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.5%	0.9%
Other shops, Egham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Egham Town Centre	0.0%	1.1%	51.0%	37.1%	0.7%	0.0%	5.1%	0.0%	0.0%	9.8%	11.4%	20.3%
Spar, St Jude's Road, Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Englefield Green Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Broadway, New Haw	0.0%	0.0%	0.0%	0.0%	0.7%	16.7%	0.0%	0.0%	2.8%	0.0%	0.9%	1.9%
Other shops, New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Sub Total: New Haw Local Centre	0.0%	0.0%	0.0%	0.0%	0.7%	20.6%	0.0%	0.0%	2.8%	0.0%	1.1%	2.3%
Londis, Brox Road, Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Brox Road, Ottershaw	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other shops, Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Ottershaw Local Centre	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Budgens, Station Approach, Wentworth, Virginia Water	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Londis, The Parade, Trumps Green Road, Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose (Little), London Road, Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Virginia Water Local Centre	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Woodham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other smaller centres and local shops in Runnymede	2.3%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%
Sub Total: Out of Centre	0.8%	4.7%	22.1%	11.2%	0.0%	0.0%	8.9%	0.0%	0.0%	8.3%	7.1%	9.3%
RUNNYMEDE BOROUGH (RETENTION):	52.6%	88.8%	91.4%	65.0%	54.0%	36.6%	24.5%	2.8%	5.4%	18.1%	40.6%	70.9%
Walton-on-Thames, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	4.7%	0.0%	0.0%	2.8%	0.0%
Weybridge, Elmbridge	12.0%	0.5%	0.7%	1.2%	5.6%	0.8%	5.1%	28.8%	0.0%	0.0%	7.6%	3.7%
Brooklands Retail Park (M&S), Elmbridge	11.2%	2.1%	0.7%	2.4%	6.4%	22.9%	0.0%	25.0%	24.1%	0.0%	8.8%	6.4%
The Paddock Retail Park (Lidl), Elmbridge	0.0%	1.1%	0.0%	0.0%	0.0%	8.5%	1.5%	0.0%	0.0%	0.0%	0.8%	1.1%
Other, Elmbridge	0.8%	0.0%	0.0%	1.2%	0.0%	4.2%	0.0%	17.3%	0.0%	0.0%	3.2%	0.7%
Sub Total: Elmbridge	24.0%	3.8%	1.3%	4.9%	12.0%	36.4%	15.5%	75.8%	24.1%	0.0%	23.1%	11.9%
Shepperton, Spelthorne	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	1.8%	0.1%
Staines-upon-Thames, Spelthorne	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.0%	1.3%
Sunbury-on-Thames, Spelthorne	0.8%	0.5%	0.7%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	1.7%	0.5%
Spelthorne Out of Centre	0.0%	0.0%	0.7%	7.5%	0.0%	0.0%	26.3%	0.0%	0.0%	0.0%	6.1%	0.8%
Other, Spelthorne	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	8.1%	0.0%	0.0%	0.0%	1.8%	0.1%
Sub Total: Spelthorne	0.8%	1.1%	5.3%	8.8%	0.0%	0.0%	50.3%	0.0%	0.0%	0.0%	12.5%	2.9%
Knaphill, Woking	4.3%	0.0%	0.0%	1.2%	1.3%	3.0%	0.0%	0.0%	10.8%	0.0%	1.5%	1.5%
West Byfleet, Woking	4.0%	0.0%	0.0%	0.0%	5.1%	4.6%	0.0%	8.4%	1.3%	0.0%	2.3%	1.8%
Woking, Woking	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	1.9%	27.2%	0.0%	2.7%	0.5%
Woking Out of Centre	5.6%	0.0%	0.0%	0.0%	19.6%	15.5%	0.0%	11.1%	20.3%	0.0%	5.3%	4.5%
Other, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Woking	13.8%	0.0%	0.0%	1.2%	32.6%	23.1%	0.0%	21.4%	59.6%	0.0%	11.8%	8.3%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.0%	1.3%	0.0%
Slough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	1.6%	0.4%	0.0%
Windsor and Maidenhead	0.0%	0.0%	0.7%	6.3%	0.0%	0.0%	0.0%	0.0%	1.3%	57.5%	5.0%	0.7%
Other centres	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	6.8%	0.8%	1.4%	0.2%
Sub Total: Competing Centres	39.4%	4.9%	7.3%	21.2%	44.6%	59.5%	68.7%	97.2%	94.6%	75.8%	55.4%	24.0%
Online	8.1%	6.3%	1.3%	13.9%	1.4%	3.9%	6.8%	0.0%	0.0%	6.0%	4.1%	5.0%
LEAKAGE TO COMPETING CENTRES & ONLINE	47.4%	11.2%	8.6%	35.0%	46.0%	63.4%	75.5%	97.2%	94.6%	81.9%	59.4%	29.1%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: TOP UP FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area	Borough Area Zones 1-6
Tesco Extra, Station Road, Addlestone		18.2%	12.1%	3.3%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	7.8%
Waitrose, Station Road / Market Street, Addlestone		21.7%	1.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	5.3%
Iceland, Station Road, Addlestone		1.9%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Other shops, Addlestone Town Centre		1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Sub Total: Addlestone Town Centre		43.1%	13.5%	3.3%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	13.8%
Aldi, Gogmore Lane, Chertsey		4.5%	27.2%	0.0%	4.3%	3.0%	0.4%	2.2%	0.0%	0.0%	0.0%	3.0%	6.2%
Sainsbury's Superstore, The Sainsbury Centre, Cherts		0.0%	39.1%	0.6%	1.2%	2.9%	1.8%	1.6%	0.0%	0.0%	0.0%	3.3%	7.2%
Londis, Guildford Street, Chertsey		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Windsor Street, Chertsey		0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Other shops, Chertsey Town Centre		0.0%	5.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.9%
Sub Total: Chertsey Town Centre		4.5%	73.5%	0.6%	5.5%	6.8%	2.2%	3.8%	0.0%	0.0%	2.8%	7.1%	14.7%
Tesco Superstore, High Street, Egham		0.0%	0.0%	33.6%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	4.9%	12.0%
Waitrose, Church Road, Egham		0.0%	0.0%	10.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.5%	3.8%
Iceland, High Street, Egham		0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.2%
Other shops, Egham Town Centre		0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Sub Total: Egham Town Centre		0.0%	0.0%	48.8%	13.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	7.1%	17.4%
Spar, St Jude's Road, Englefield Green		0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.5%
Other shops, Englefield Green		0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.1%
Sub Total: Englefield Green Local Centre		0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	3.6%
Co-op, The Broadway, New Haw		7.1%	0.0%	0.0%	0.0%	0.0%	69.4%	0.0%	4.7%	3.8%	0.0%	5.4%	9.3%
Other shops, New Haw		0.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Sub Total: New Haw Local Centre		7.7%	0.0%	0.0%	0.0%	0.0%	71.7%	0.0%	4.7%	3.8%	0.0%	5.5%	9.7%
Londis, Brox Road, Ottershaw		0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
One Stop, Brox Road, Ottershaw		0.0%	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%
Other shops, Ottershaw		0.0%	0.0%	0.0%	0.0%	47.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	3.6%
Sub Total: Ottershaw Local Centre		0.0%	0.0%	0.0%	0.0%	67.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	5.1%
Budgets, Station Approach, Wentworth, Virginia Water		0.0%	0.0%	3.6%	56.9%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	6.0%
Londis, The Parade, Trumps Green Road, Virginia Water		0.0%	0.0%	0.0%	1.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Waitrose (Little), London Road, Virginia Water		0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.4%	0.2%
Other shops, Virginia Water		0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Virginia Water Local Centre		0.0%	0.0%	3.6%	61.8%	1.5%	0.0%	0.0%	0.0%	0.0%	3.5%	2.7%	6.5%
Woodham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other smaller centres and local shops in Runnymede		32.9%	9.4%	0.6%	0.6%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	9.8%
Sainsbury's Superstore, The Causeway, Staines-upon-Bourne Valley Garden Centre, Woodham Park Road,		0.6%	0.0%	18.8%	1.8%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	3.7%	6.5%
The Farm Shop, Hardwick Lane, Lyne, Chertsey		0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Asda Petrol Station, Chertsey Lane, Egham Hythe		0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Budgets Shell Garage, Chertsey Road, Addlestone		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S (Simply Food BP), Egham Hill, Egham		0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Sub Total: Out of Centre		1.2%	0.0%	21.8%	4.8%	0.5%	0.0%	4.8%	0.0%	0.0%	0.0%	4.3%	8.0%
RUNNYMEDE BOROUGH (RETENTION):		89.4%	96.5%	89.4%	86.0%	89.4%	73.9%	8.6%	4.7%	3.8%	7.9%	39.6%	88.6%
Walton-on-Thames, Elmbridge		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	7.8%	0.0%	0.0%	2.0%	0.0%
Weybridge, Elmbridge		1.9%	0.0%	0.0%	3.6%	1.5%	0.0%	2.2%	20.6%	0.0%	0.0%	4.4%	0.9%
Brooklands Retail Park (M&S), Elmbridge		1.9%	1.5%	0.0%	2.5%	1.0%	2.7%	0.0%	10.3%	1.4%	0.0%	2.5%	1.3%
The Paddock Retail Park (Lidl), Elmbridge		0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	7.2%	0.0%	0.0%	1.3%	0.0%
Other, Elmbridge		0.0%	0.0%	0.0%	0.0%	1.0%	2.4%	0.5%	16.9%	0.0%	2.8%	3.5%	0.3%
Sub Total: Elmbridge		3.9%	1.5%	0.0%	6.1%	3.5%	5.4%	5.5%	62.7%	1.4%	2.8%	13.7%	2.5%
Shepperton, Spelthorne		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.8%	0.0%	0.0%	0.0%	7.2%	0.0%
Staines-upon-Thames, Spelthorne		0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	11.2%	0.0%	0.0%	0.0%	2.9%	1.1%
Sunbury-on-Thames, Spelthorne		0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.5%	0.1%
Spelthorne Out of Centre		0.0%	1.0%	6.7%	0.0%	2.7%	0.0%	19.9%	0.0%	0.0%	1.7%	5.6%	2.6%
Other, Spelthorne		0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	19.9%	0.0%	0.0%	0.0%	4.4%	0.0%
Sub Total: Spelthorne		0.0%	1.0%	10.0%	1.2%	3.1%	0.0%	85.9%	0.0%	0.0%	1.7%	20.5%	3.8%
Knaphill, Woking		0.0%	0.0%	0.0%	1.2%	0.5%	0.0%	0.0%	0.0%	3.5%	0.0%	0.4%	0.1%
West Byfleet, Woking		1.9%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	15.9%	5.2%	0.0%	4.2%	1.8%
Woking, Woking		3.5%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	13.9%	0.0%	1.9%	0.9%
Woking Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	4.5%	27.1%	0.0%	4.1%	0.5%
Other, Woking		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.6%	28.0%	0.0%	5.2%	0.0%
Sub Total: Woking		5.4%	0.0%	0.0%	1.2%	1.5%	16.2%	0.0%	31.9%	77.7%	0.0%	15.8%	3.3%
Bracknell Forest		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.3%	0.0%
Slough		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Heath		0.0%	0.0%	0.6%	0.0%	1.0%	0.0%	0.0%	0.0%	11.3%	1.1%	1.5%	0.3%
Windsor and Maidenhead		0.0%	0.0%	0.0%	3.7%	1.0%	0.0%	0.0%	0.0%	2.1%	80.8%	7.3%	0.4%
Other centres		0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	3.8%	0.0%	0.5%	0.2%
Sub Total: Competing Centres		9.3%	2.5%	10.6%	12.3%	10.1%	23.9%	91.4%	94.6%	96.2%	89.8%	59.7%	10.5%
Online		1.3%	1.0%	0.0%	1.8%	0.5%	2.2%	0.0%	0.6%	0.0%	2.3%	0.7%	0.9%
LEAKAGE TO COMPETING CENTRES & ONLINE		10.6%	3.5%	10.6%	14.0%	10.6%	26.1%	91.4%	95.3%	96.2%	92.1%	60.4%	11.4%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area	Borough Area Zones 1-6
Tesco Extra, Station Road, Addlestone		22.2%	15.1%	0.0%	0.0%	10.7%	1.3%	0.0%	0.0%	0.0%	0.0%	3.8%	8.6%
Waitrose, Station Road / Market Street, Addlestone		19.7%	10.9%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	7.3%
Iceland, Station Road, Addlestone		2.6%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Other shops, Addlestone Town Centre		0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub Total: Addlestone Town Centre		44.5%	26.1%	0.0%	0.0%	27.5%	1.3%	0.0%	0.0%	0.0%	0.0%	7.2%	16.8%
Aldi, Gogmore Lane, Chertsey		0.0%	21.6%	1.3%	0.0%	2.1%	0.0%	10.2%	0.0%	0.0%	0.0%	4.4%	4.2%
Sainsbury's Superstore, The Sainsbury Centre, Cherts		1.3%	24.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	4.4%
Londis, Guildford Street, Chertsey		0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%
One Stop, Windsor Street, Chertsey		0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Other shops, Chertsey Town Centre		0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Sub Total: Chertsey Town Centre		1.3%	52.1%	1.3%	0.0%	2.1%	0.0%	10.2%	0.0%	0.0%	0.0%	7.3%	9.6%
Tesco Superstore, High Street, Egham		0.0%	0.0%	14.5%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	5.4%
Waitrose, Church Road, Egham		0.0%	0.0%	35.1%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	11.9%
Iceland, High Street, Egham		0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.8%
Other shops, Egham Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Egham Town Centre		0.0%	0.0%	55.1%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	19.2%
Spar, St Jude's Road, Englefield Green		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Englefield Green		0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total: Englefield Green Local Centre		0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Co-op, The Broadway, New Haw		6.9%	0.0%	0.0%	0.0%	2.1%	39.9%	0.0%	1.6%	0.0%	0.0%	2.5%	6.2%
Other shops, New Haw		0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Sub Total: New Haw Local Centre		6.9%	0.0%	0.0%	0.0%	2.1%	47.1%	0.0%	1.6%	0.0%	0.0%	2.7%	7.0%
Londis, Brox Road, Ottershaw		0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
One Stop, Brox Road, Ottershaw		0.0%	0.0%	0.0%	0.0%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.4%
Other shops, Ottershaw		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Ottershaw Local Centre		0.0%	0.0%	0.0%	0.0%	23.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.7%
Budgens, Station Approach, Wentworth, Virginia Water		0.0%	0.0%	0.0%	29.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.5%
Londis, The Parade, Trumps Green Road, Virginia Water		0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%
Waitrose (Little), London Road, Virginia Water		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Virginia Water		0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Sub Total: Virginia Water Local Centre		0.0%	0.0%	0.0%	52.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	4.4%
Woodham Local Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other smaller centres and local shops in Runnymede		37.7%	10.3%	1.3%	0.0%	20.0%	5.5%	0.0%	0.0%	0.0%	0.0%	5.4%	12.9%
Sainsbury's Superstore, The Causeway, Staines-upon-Bourne Valley Garden Centre, Woodham Park Road, ,		0.0%	4.6%	35.8%	4.2%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	6.9%	13.0%
The Farm Shop, Hardwick Lane, Lyne, Chertsey		0.0%	0.0%	0.0%	1.4%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Asda Petrol Station, Chertsey Lane, Egham Hythe		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budgens Shell Garage, Chertsey Road, Addlestone		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S (Simply Food BP), Egham Hill, Egham		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Out of Centre		0.0%	4.6%	35.8%	5.6%	2.1%	2.6%	6.3%	0.0%	0.0%	0.0%	7.1%	13.6%
RUNNYMEDE BOROUGH (RETENTION):		90.5%	93.1%	93.4%	70.7%	76.7%	56.5%	16.5%	1.6%	0.0%	0.0%	39.9%	85.4%
Walton-on-Thames, Elmbridge		0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.8%	5.1%	0.0%	0.0%	1.6%	0.1%
Weybridge, Elmbridge		0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	0.0%	34.4%	0.0%	0.0%	5.4%	0.7%
Brooklands Retail Park (M&S), Elmbridge		1.3%	2.6%	0.0%	0.0%	6.2%	13.9%	1.2%	23.8%	5.7%	0.0%	5.6%	2.7%
The Paddock Retail Park (Lidl), Elmbridge		5.6%	0.0%	0.0%	1.4%	2.1%	6.8%	0.0%	1.6%	0.0%	0.0%	1.1%	2.3%
Other, Elmbridge		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	5.1%	0.0%	0.0%	1.0%	0.0%
Sub Total: Elmbridge		6.9%	2.6%	0.0%	1.4%	16.9%	22.0%	6.2%	69.9%	5.7%	0.0%	14.9%	5.8%
Shepperton, Spelthorne		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	2.4%	0.0%
Staines-upon-Thames, Spelthorne		0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	1.8%	0.4%
Sunbury-on-Thames, Spelthorne		0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	13.8%	0.0%	0.0%	0.0%	3.0%	0.1%
Spelthorne Out of Centre		0.0%	3.5%	4.0%	5.8%	0.0%	0.0%	22.7%	0.0%	0.0%	0.0%	5.9%	2.4%
Other, Spelthorne		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.1%	0.0%	0.0%	0.0%	4.7%	0.0%
Sub Total: Spelthorne		0.0%	3.5%	5.3%	7.1%	0.0%	0.0%	77.3%	0.0%	0.0%	0.0%	17.8%	2.9%
Knaphill, Woking		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	0.0%	1.3%	0.0%
West Byfleet, Woking		0.0%	0.0%	0.0%	0.0%	0.0%	16.2%	0.0%	11.7%	16.2%	0.0%	4.5%	1.8%
Woking, Woking		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	1.3%	0.0%
Woking Out of Centre		1.3%	0.8%	0.0%	0.0%	0.0%	2.6%	0.0%	4.9%	8.6%	0.0%	2.2%	0.7%
Other, Woking		1.3%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	10.3%	19.0%	0.0%	4.3%	0.6%
Sub Total: Woking		2.6%	0.8%	0.0%	0.0%	0.0%	21.5%	0.0%	26.9%	63.9%	0.0%	13.5%	3.1%
Bracknell Forest		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.1%	0.0%
Slough		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Heath		0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	22.8%	0.0%	3.0%	0.3%
Windsor and Maidenhead		0.0%	0.0%	1.3%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	98.8%	9.2%	1.2%
Other centres		0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	7.7%	0.0%	1.0%	0.2%
Sub Total: Competing Centres		9.5%	6.9%	6.6%	17.4%	23.3%	43.5%	83.5%	96.8%	100.0%	100.0%	59.5%	13.6%
Online		0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.6%	1.0%
LEAKAGE TO COMPETING CENTRES & ONLINE		9.5%	6.9%	6.6%	29.3%	23.3%	43.5%	83.5%	98.4%	100.0%	100.0%	60.1%	14.6%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

**APPENDIX B.3 MARKET SHARE ANALYSIS:
COMPARISON GOODS (INCL SFT)**

TABLE 1: ALL COMPARISON GOODS - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	22.1%	10.1%	0.2%	1.9%	11.0%	2.2%	0.1%	1.8%	0.7%	0.4%	3.7%	7.8%
Chertsey Town Centre	0.4%	13.6%	0.2%	0.9%	0.8%	0.0%	0.1%	0.3%	0.0%	0.0%	1.1%	2.5%
Egham Town Centre	0.0%	0.1%	11.6%	3.3%	0.1%	0.0%	0.3%	0.0%	0.0%	0.9%	1.9%	4.2%
Englefield Green	0.0%	0.0%	1.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
New Haw	0.3%	0.0%	0.0%	0.0%	0.1%	10.9%	0.0%	0.9%	0.1%	0.0%	0.7%	1.3%
Ottershaw	0.6%	0.3%	0.0%	0.1%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Virginia Water	0.0%	0.0%	0.3%	9.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.0%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.1%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.3%
The Causeway	1.0%	3.1%	5.7%	4.2%	1.3%	0.0%	3.9%	0.0%	0.0%	1.6%	2.2%	3.1%
Other, Out of Centre	11.7%	13.8%	11.0%	9.7%	11.3%	8.7%	1.4%	1.5%	0.5%	0.7%	5.3%	11.2%
Sub Total: Out of Centre	2.0%	3.4%	5.9%	4.8%	2.1%	0.4%	4.1%	0.6%	0.4%	1.6%	2.6%	3.6%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	25.2%	27.6%	20.3%	20.8%	19.4%	13.5%	4.6%	3.5%	1.2%	3.2%	11.0%	21.8%
Walton-on-Thames, Elmbridge	2.2%	0.7%	0.0%	0.0%	1.8%	0.2%	2.3%	3.3%	0.4%	0.0%	1.4%	0.8%
Weybridge, Elmbridge	1.3%	0.9%	0.3%	0.5%	1.1%	0.7%	0.2%	8.8%	0.0%	0.0%	2.1%	0.7%
Brooklands, Elmbridge	2.8%	1.8%	0.7%	1.1%	1.7%	6.4%	1.4%	8.4%	2.0%	0.0%	3.0%	2.1%
The Paddock Retail Park, Elmbridge	2.5%	0.9%	0.4%	0.1%	1.0%	3.1%	0.4%	4.5%	0.4%	0.0%	1.5%	1.2%
Other Out of Centre, Elmbridge	0.4%	0.5%	0.0%	0.0%	0.2%	0.4%	0.0%	0.6%	0.0%	0.0%	0.2%	0.2%
Other, Elmbridge	0.9%	2.0%	0.5%	0.0%	0.7%	0.8%	0.2%	5.9%	1.0%	0.0%	1.7%	0.8%
Sub Total: Elmbridge	10.1%	6.8%	1.8%	1.8%	6.5%	11.6%	4.6%	31.5%	3.8%	0.0%	10.0%	5.9%
Shepperton, Spelthorne	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	5.8%	0.1%	0.0%	0.0%	1.1%	0.1%
Staines-upon-Thames, Spelthorne	8.7%	17.9%	23.0%	13.9%	5.5%	2.4%	17.0%	2.2%	1.2%	8.9%	10.5%	14.5%
Two Rivers Retail Park, Spelthorne	0.9%	1.2%	4.1%	2.8%	1.7%	0.8%	12.1%	0.0%	0.0%	1.0%	3.3%	2.3%
Other Out of Centre, Spelthorne	0.7%	1.2%	1.1%	1.3%	0.6%	0.1%	4.3%	0.2%	0.2%	0.6%	1.3%	0.9%
Other, Spelthorne	0.2%	0.8%	0.1%	0.1%	0.0%	0.1%	2.1%	0.0%	0.0%	0.6%	0.5%	0.2%
Sub Total: Spelthorne	10.6%	21.7%	28.3%	18.1%	7.8%	3.4%	41.3%	2.5%	1.3%	11.0%	16.7%	17.9%
West Byfleet, Woking	0.1%	0.0%	0.0%	0.0%	0.9%	3.7%	0.0%	1.4%	0.6%	0.0%	0.6%	0.5%
Woking, Woking	6.9%	2.4%	0.6%	0.1%	8.7%	13.0%	0.2%	3.2%	18.6%	0.3%	4.5%	4.3%
Out of Centre, Woking	3.8%	0.5%	0.0%	0.2%	4.4%	4.3%	0.1%	2.4%	12.4%	0.0%	2.6%	1.8%
Other Woking	0.1%	0.1%	0.0%	0.1%	0.2%	1.0%	0.0%	0.6%	8.0%	0.0%	1.0%	0.2%
Sub Total: Woking	10.9%	3.0%	0.6%	0.4%	14.3%	21.9%	0.2%	7.6%	39.6%	0.3%	8.6%	6.7%
Bracknell Forest	0.0%	0.2%	0.1%	0.6%	0.8%	0.0%	0.0%	0.1%	9.8%	1.0%	0.2%	0.2%
Guildford	0.9%	1.2%	0.3%	0.4%	2.8%	5.0%	0.0%	5.9%	10.7%	1.1%	3.0%	1.3%
Kingston	1.4%	2.7%	1.7%	0.7%	1.2%	1.8%	6.4%	9.3%	1.9%	0.4%	4.0%	1.7%
Slough	0.7%	0.1%	4.8%	0.7%	0.0%	0.0%	1.5%	1.0%	0.0%	4.3%	1.6%	1.8%
Surrey Heath	0.2%	0.1%	0.7%	0.7%	0.1%	0.0%	0.2%	0.0%	0.9%	1.7%	0.4%	0.4%
Windsor & Maidenhead	0.0%	0.4%	4.3%	3.3%	1.1%	0.0%	0.6%	0.0%	0.2%	24.7%	3.2%	1.9%
Other	3.1%	4.0%	2.8%	5.5%	4.4%	1.8%	3.0%	5.4%	4.4%	8.3%	4.3%	3.4%
Sub Total: Competing Centres	37.9%	40.1%	45.5%	32.3%	39.0%	45.6%	57.9%	63.3%	62.8%	61.5%	53.0%	41.2%
Internet	36.9%	32.2%	34.2%	46.9%	41.6%	40.9%	37.4%	33.2%	36.0%	35.4%	36.1%	37.1%
TOTAL LEAKAGE	74.8%	72.4%	79.7%	79.2%	80.6%	86.5%	95.4%	96.5%	98.8%	96.8%	89.0%	78.2%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2a: CLOTHING & FOOTWEAR - MAIN & SECOND CHOICE COMBINED - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	5.7%	6.8%	0.0%	0.9%	4.4%	1.4%	0.0%	1.6%	0.6%	0.0%	1.6%	2.9%
Chertsey Town Centre	0.0%	2.3%	0.0%	0.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.4%
Egham Town Centre	0.0%	0.0%	2.7%	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.5%	1.0%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Virginia Water	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Causeway	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other, Out of Centre	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total: Out of Centre	0.4%	0.0%	0.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	6.1%	9.1%	3.0%	4.1%	4.6%	2.3%	0.4%	1.6%	0.6%	1.1%	2.5%	4.8%
Walton-on-Thames, Elmbridge	2.4%	1.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.8%	0.0%	0.0%	0.7%	0.7%
Weybridge, Elmbridge	0.8%	0.4%	0.0%	0.4%	0.5%	0.0%	0.3%	2.4%	0.0%	0.0%	0.7%	0.3%
Brooklands, Elmbridge	8.7%	5.2%	2.5%	3.4%	5.9%	11.9%	5.1%	12.2%	5.8%	0.0%	6.4%	5.6%
The Paddock Retail Park, Elmbridge	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other Out of Centre, Elmbridge	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other, Elmbridge	0.6%	0.0%	0.3%	0.0%	0.7%	0.3%	0.2%	1.4%	0.0%	0.0%	0.4%	0.3%
Sub Total: Elmbridge	12.5%	7.2%	3.2%	3.8%	7.1%	12.1%	6.8%	16.8%	5.8%	0.0%	8.3%	7.2%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%
Staines-upon-Thames, Spelthorne	17.5%	38.6%	35.2%	19.1%	9.7%	4.0%	18.7%	3.6%	2.5%	11.6%	15.7%	25.0%
Two Rivers Retail Park, Spelthorne	1.3%	0.2%	4.6%	2.9%	5.6%	0.0%	11.8%	0.0%	0.0%	2.0%	3.4%	2.6%
Other Out of Centre, Spelthorne	0.0%	0.3%	0.0%	0.0%	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.3%	0.1%
Other, Spelthorne	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	1.9%	0.3%	0.1%
Sub Total: Spelthorne	19.1%	39.1%	39.8%	22.3%	15.4%	4.0%	33.0%	3.6%	2.5%	15.5%	19.8%	27.7%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking, Woking	18.5%	7.7%	2.8%	0.3%	13.9%	23.6%	0.7%	5.9%	21.1%	0.0%	7.7%	9.9%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	3.4%	0.0%	0.4%	0.1%
Other Woking	0.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.8%	3.7%	0.0%	0.6%	0.1%
Sub Total: Woking	18.8%	7.7%	2.8%	0.3%	14.3%	25.0%	0.7%	6.7%	28.2%	0.0%	8.8%	10.1%
Bracknell Forest	0.0%	1.0%	0.0%	2.6%	1.7%	0.0%	0.0%	0.5%	11.6%	1.3%	0.5%	0.5%
Guildford	0.4%	1.5%	0.0%	0.7%	6.5%	7.3%	0.0%	9.9%	16.5%	0.8%	4.6%	1.7%
Kingston	2.7%	4.2%	2.2%	1.7%	1.7%	3.2%	9.8%	15.8%	1.9%	1.0%	6.4%	2.6%
Slough	0.0%	0.0%	1.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	2.4%	0.4%	0.4%
Surrey Heath	0.0%	0.4%	2.5%	1.6%	0.4%	0.0%	0.9%	0.0%	3.3%	2.4%	1.2%	1.1%
Windsor & Maidenhead	0.0%	0.7%	11.3%	8.7%	2.4%	0.0%	2.7%	0.0%	0.9%	24.2%	4.9%	5.0%
Other	4.7%	2.4%	4.0%	6.1%	3.9%	2.1%	3.9%	5.7%	1.5%	6.2%	4.2%	3.9%
Sub Total: Competing Centres	58.1%	64.4%	66.9%	47.8%	53.3%	54.0%	57.8%	58.5%	61.0%	64.2%	59.9%	60.3%
Internet	35.8%	26.5%	30.1%	48.1%	42.2%	43.6%	41.9%	40.0%	38.3%	34.7%	37.6%	34.9%
TOTAL LEAKAGE	93.9%	90.9%	97.0%	95.9%	95.4%	97.7%	99.6%	98.4%	99.4%	98.9%	97.5%	95.2%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2b: CLOTHING & FOOTWEAR - MAIN CHOICE - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	5.8%	4.4%	0.0%	1.2%	5.3%	0.4%	0.0%	2.1%	0.5%	0.0%	1.5%	2.5%
Chertsey Town Centre	0.0%	3.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Egham Town Centre	0.0%	0.0%	3.6%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.7%	1.4%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Virginia Water	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Causeway	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other, Out of Centre	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub Total: Out of Centre	0.0%	0.0%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	5.8%	7.5%	4.1%	4.6%	5.3%	0.4%	0.0%	2.1%	0.5%	1.5%	2.5%	4.7%
Walton-on-Thames, Elmbridge	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%	0.7%
Weybridge, Elmbridge	1.1%	0.0%	0.0%	0.5%	0.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.4%	0.3%
Brooklands, Elmbridge	7.7%	6.0%	0.9%	2.8%	5.8%	12.3%	4.1%	13.4%	3.8%	0.0%	5.8%	5.0%
The Paddock Retail Park, Elmbridge	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Other Out of Centre, Elmbridge	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Other, Elmbridge	0.5%	0.0%	0.4%	0.0%	0.9%	0.4%	0.0%	0.5%	0.0%	0.0%	0.2%	0.4%
Sub Total: Elmbridge	12.5%	6.9%	1.7%	3.3%	7.1%	12.6%	5.0%	14.9%	3.8%	0.0%	6.9%	6.6%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Staines-upon-Thames, Spelthorne	16.9%	44.4%	38.1%	23.2%	9.6%	1.5%	15.2%	1.6%	3.0%	11.0%	16.0%	26.9%
Two Rivers Retail Park, Spelthorne	0.0%	0.0%	3.1%	3.9%	5.4%	0.0%	12.2%	0.0%	0.0%	2.7%	3.5%	1.8%
Other Out of Centre, Spelthorne	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.3%	0.1%
Other, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.2%	0.0%
Sub Total: Spelthorne	16.9%	44.8%	41.2%	27.1%	14.9%	1.5%	29.8%	1.6%	3.0%	16.3%	20.2%	28.8%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking, Woking	15.4%	3.6%	2.4%	0.0%	11.1%	23.8%	0.0%	4.7%	20.3%	0.0%	6.7%	8.2%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	0.4%	1.2%	0.0%	0.0%	3.9%	0.0%	0.5%	0.2%
Other Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.1%	3.4%	0.0%	0.6%	0.1%
Sub Total: Woking	15.4%	3.6%	2.4%	0.0%	11.5%	25.7%	0.0%	5.8%	27.7%	0.0%	7.8%	8.4%
Bracknell Forest	0.0%	0.0%	0.0%	1.2%	2.2%	0.0%	0.0%	0.0%	0.0%	8.5%	0.8%	0.3%
Guildford	0.0%	0.0%	0.0%	0.0%	1.8%	4.3%	0.0%	3.8%	11.5%	0.0%	2.3%	0.6%
Kingston	0.5%	2.6%	0.9%	0.0%	0.4%	1.8%	8.0%	15.7%	1.8%	1.0%	5.2%	1.0%
Slough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.3%	0.0%
Surrey Heath	0.0%	0.0%	3.1%	1.6%	0.0%	0.0%	0.0%	0.0%	2.9%	2.4%	1.1%	1.2%
Windsor & Maidenhead	0.0%	0.0%	10.4%	6.7%	3.2%	0.0%	2.3%	0.0%	1.2%	21.0%	4.2%	4.4%
Other	3.2%	2.8%	2.7%	2.8%	5.2%	1.6%	3.3%	7.3%	1.1%	5.2%	3.7%	2.9%
Sub Total: Competing Centres	48.5%	60.6%	62.2%	42.7%	46.4%	47.4%	48.5%	49.1%	52.7%	57.7%	52.5%	54.3%
Internet	45.7%	31.9%	33.7%	52.8%	48.3%	52.3%	51.5%	48.8%	46.8%	40.9%	45.0%	41.0%
TOTAL LEAKAGE	94.2%	92.5%	95.9%	95.4%	94.7%	99.6%	100.0%	97.9%	99.5%	98.5%	97.5%	95.3%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2c: CLOTHING & FOOTWEAR - SECOND CHOICE - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	5.4%	14.0%	0.0%	0.0%	1.5%	4.5%	0.0%	0.0%	0.9%	0.0%	1.7%	4.0%
Chertsey Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.3%	0.0%
Egham Town Centre	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Causeway	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Other, Out of Centre	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Sub Total: Out of Centre	1.7%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	7.1%	14.0%	0.0%	2.8%	2.2%	8.2%	1.5%	0.0%	0.9%	0.0%	2.4%	5.1%
Walton-on-Thames, Elmbridge	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	3.5%	3.2%	0.0%	0.0%	1.7%	0.6%
Weybridge, Elmbridge	0.0%	1.5%	0.0%	0.0%	0.7%	0.0%	0.0%	6.6%	0.0%	0.0%	1.4%	0.3%
Brooklands, Elmbridge	11.5%	2.8%	7.6%	5.4%	6.1%	10.7%	7.9%	8.7%	11.9%	0.0%	7.9%	7.7%
The Paddock Retail Park, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Elmbridge	0.8%	0.0%	0.0%	0.0%	0.0%	0.7%	4.0%	0.0%	0.0%	0.0%	1.0%	0.2%
Sub Total: Elmbridge	12.4%	8.3%	7.6%	5.4%	6.8%	10.7%	12.2%	22.5%	11.9%	0.0%	11.9%	8.8%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Staines-upon-Thames, Spelthorne	19.3%	21.4%	26.3%	6.7%	10.0%	11.5%	29.1%	9.6%	0.9%	13.2%	17.3%	19.3%
Two Rivers Retail Park, Spelthorne	5.4%	0.7%	9.4%	0.0%	6.1%	0.0%	10.4%	0.0%	0.0%	0.0%	4.4%	5.0%
Other Out of Centre, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.5%	0.0%	0.0%	0.0%	0.3%	0.1%
Other, Spelthorne	0.8%	0.0%	0.0%	1.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.4%	0.3%
Sub Total: Spelthorne	25.3%	22.1%	35.7%	8.0%	16.9%	11.5%	42.3%	9.6%	0.9%	13.2%	22.4%	24.6%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking, Woking	28.0%	20.2%	4.0%	1.3%	22.5%	23.0%	2.9%	9.4%	23.4%	0.0%	11.2%	15.0%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.2%	0.0%
Other Woking	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.6%	0.2%
Sub Total: Woking	28.9%	20.2%	4.0%	1.3%	22.5%	23.0%	2.9%	9.4%	29.8%	0.0%	12.1%	15.2%
Bracknell Forest	0.0%	3.9%	0.0%	6.8%	0.0%	0.0%	0.0%	1.9%	20.8%	2.2%	1.3%	1.3%
Guildford	1.7%	6.1%	0.0%	2.8%	20.7%	16.3%	0.0%	28.1%	31.5%	3.4%	11.2%	4.9%
Kingston	9.1%	9.1%	6.1%	6.7%	5.6%	8.2%	15.2%	16.2%	2.8%	0.8%	9.8%	7.5%
Slough	0.0%	0.0%	4.5%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.6%
Surrey Heath	0.0%	1.4%	0.7%	1.3%	1.5%	0.0%	3.6%	0.0%	4.6%	2.5%	1.8%	0.7%
Windsor & Maidenhead	0.0%	2.9%	14.1%	15.0%	0.0%	0.0%	3.6%	0.0%	33.5%	6.0%	6.7%	6.0%
Other	9.1%	1.5%	7.9%	16.2%	0.0%	3.7%	5.8%	0.8%	2.8%	9.4%	5.0%	6.9%
Sub Total: Competing Centres	86.8%	75.5%	80.7%	63.3%	74.0%	74.1%	85.7%	86.6%	86.0%	83.6%	83.2%	78.3%
Internet	6.1%	10.4%	19.3%	33.9%	23.8%	17.7%	12.8%	13.4%	13.1%	16.4%	14.4%	16.6%
TOTAL LEAKAGE	92.9%	86.0%	100.0%	97.2%	97.8%	91.8%	98.5%	100.0%	99.1%	100.0%	97.6%	94.9%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: RECORDED MEDIA, ETC - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	4.7%	4.2%	0.0%	0.0%	2.6%	4.1%	0.0%	0.0%	0.0%	0.0%	0.9%	2.4%
Chertsey Town Centre	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.4%
Egham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.0%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Causeway	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Out of Centre	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	4.7%	18.7%	0.0%	0.0%	2.6%	5.8%	0.0%	0.0%	0.0%	1.1%	1.8%	4.8%
Walton-on-Thames, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.6%	0.0%	0.0%	0.5%	0.0%
Weybridge, Elmbridge	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	6.5%	0.0%	0.0%	1.4%	0.7%
Brooklands, Elmbridge	0.0%	0.0%	0.0%	0.0%	1.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
The Paddock Retail Park, Elmbridge	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Other Out of Centre, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%	1.2%	0.0%
Sub Total: Elmbridge	4.8%	0.0%	0.0%	0.0%	1.2%	0.8%	2.0%	16.2%	0.0%	0.0%	3.3%	1.3%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Staines-upon-Thames, Spelthorne	4.8%	18.1%	29.6%	15.5%	8.9%	6.0%	14.8%	1.6%	0.0%	10.8%	11.9%	16.7%
Two Rivers Retail Park, Spelthorne	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	9.6%	0.0%	0.0%	0.0%	2.2%	0.1%
Other Out of Centre, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.5%	0.0%
Sub Total: Spelthorne	4.8%	18.1%	29.6%	15.5%	10.1%	6.0%	26.5%	1.6%	0.0%	10.8%	14.6%	16.8%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking, Woking	0.0%	0.0%	0.0%	0.0%	2.4%	6.7%	0.0%	0.0%	2.5%	0.0%	0.8%	0.9%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.2%	0.0%	0.0%
Other Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Woking	0.0%	0.0%	0.0%	0.0%	2.4%	6.7%	0.0%	0.0%	3.7%	0.0%	0.9%	0.9%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	3.9%	0.0%	0.0%	0.7%	0.0%
Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.7%	0.0%
Slough	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.8%
Surrey Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsor & Maidenhead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.3%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	11.4%	0.0%	0.0%	0.0%	1.7%	0.1%
Sub Total: Competing Centres	9.7%	18.1%	35.0%	15.5%	13.7%	14.2%	28.5%	35.3%	7.6%	14.1%	23.1%	21.0%
Internet	85.6%	63.2%	65.0%	84.5%	83.7%	80.0%	71.5%	64.7%	92.4%	84.8%	75.1%	74.2%
TOTAL LEAKAGE	95.3%	81.3%	100.0%	100.0%	97.4%	94.2%	100.0%	100.0%	100.0%	98.9%	98.2%	95.2%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: AUDIO VISUAL, COMPUTERS, ETC - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	20.3%	9.4%	0.5%	5.5%	4.7%	3.1%	0.0%	3.4%	0.7%	0.0%	3.8%	7.3%
Chertsey Town Centre	0.0%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.9%
Egham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	0.0%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Causeway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	20.3%	22.2%	0.5%	5.5%	4.7%	3.1%	0.0%	4.0%	0.7%	0.0%	4.7%	9.2%
Walton-on-Thames, Elmbridge	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Weybridge, Elmbridge	9.1%	4.4%	0.5%	3.5%	2.5%	0.0%	2.1%	6.4%	0.7%	0.0%	3.2%	3.3%
Brooklands, Elmbridge	6.7%	3.2%	0.0%	0.0%	0.6%	2.0%	1.0%	6.5%	2.3%	0.0%	2.7%	2.2%
The Paddock Retail Park, Elmbridge	17.1%	4.5%	1.4%	0.7%	10.5%	27.2%	7.5%	30.6%	4.6%	0.6%	11.6%	8.9%
Other Out of Centre, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Elmbridge	0.5%	2.7%	0.0%	0.0%	1.8%	1.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.8%
Sub Total: Elmbridge	35.7%	14.7%	1.9%	4.1%	15.3%	30.1%	10.6%	44.1%	7.6%	0.6%	18.1%	15.7%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Staines-upon-Thames, Spelthorne	0.5%	8.9%	18.8%	6.8%	1.2%	0.0%	6.3%	0.0%	4.5%	0.0%	5.5%	8.6%
Two Rivers Retail Park, Spelthorne	1.1%	1.0%	12.0%	4.1%	0.6%	0.0%	4.6%	0.0%	3.1%	3.5%	4.9%	0.0%
Other Out of Centre, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Other, Spelthorne	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	2.1%	0.0%	0.0%	0.0%	0.5%	0.2%
Sub Total: Spelthorne	1.7%	9.9%	30.8%	10.9%	4.2%	0.0%	13.9%	0.0%	7.6%	3.5%	9.7%	13.7%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%
Woking, Woking	1.1%	0.0%	0.0%	0.0%	6.9%	3.0%	0.0%	5.9%	0.0%	1.0%	1.0%	1.1%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	1.2%	6.6%	0.0%	1.0%	0.2%	0.0%
Other Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Woking	1.1%	0.0%	0.0%	0.0%	6.9%	5.0%	0.5%	12.6%	0.0%	2.1%	1.3%	1.1%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.6%	0.0%
Guildford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.8%	0.0%	0.0%
Kingston	2.3%	0.5%	5.4%	2.0%	1.2%	1.0%	7.5%	11.7%	3.0%	3.2%	5.6%	2.8%
Slough	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.7%	0.0%
Surrey Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsor & Maidenhead	0.0%	0.0%	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	9.9%	0.8%	0.3%	0.0%
Other	0.0%	0.5%	0.0%	5.5%	1.2%	5.0%	4.7%	4.6%	6.7%	6.8%	3.5%	1.3%
Sub Total: Competing Centres	40.7%	25.7%	40.5%	23.9%	28.8%	41.0%	37.2%	61.6%	37.4%	37.8%	41.7%	35.9%
Internet	39.1%	62.1%	59.0%	70.6%	66.5%	55.8%	62.8%	34.4%	61.9%	62.2%	53.0%	55.0%
TOTAL LEAKAGE	79.7%	77.8%	99.5%	94.5%	95.3%	96.9%	100.0%	96.0%	99.3%	100.0%	95.3%	90.8%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: DOMESTIC APPLIANCES - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	31.5%	21.2%	1.3%	8.1%	20.6%	8.4%	1.0%	7.9%	3.0%	3.2%	8.1%	14.2%
Chertsey Town Centre	0.0%	1.8%	0.9%	3.2%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%
Egham Town Centre	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Virginia Water	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Causeway	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	0.6%
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Out of Centre	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	0.6%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	31.5%	22.9%	4.2%	17.0%	23.0%	9.3%	1.5%	7.9%	3.0%	3.7%	9.2%	16.6%
Walton-on-Thames, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.2%	0.0%
Weybridge, Elmbridge	3.2%	0.4%	2.3%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	1.1%	1.5%
Brooklands, Elmbridge	2.7%	2.8%	0.0%	0.0%	0.5%	3.6%	0.0%	14.7%	1.9%	0.0%	3.6%	1.4%
The Paddock Retail Park, Elmbridge	16.1%	7.4%	2.3%	0.6%	6.6%	20.4%	3.1%	28.7%	3.1%	0.0%	9.9%	8.3%
Other Out of Centre, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Elmbridge	1.0%	9.5%	0.4%	0.0%	2.9%	4.8%	0.5%	4.8%	0.0%	0.0%	2.1%	2.7%
Sub Total: Elmbridge	22.9%	20.0%	5.1%	0.6%	10.0%	28.8%	3.6%	51.4%	5.0%	0.0%	16.9%	13.9%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.4%	0.0%
Staines-upon-Thames, Spelthorne	0.0%	1.8%	17.0%	3.2%	0.5%	0.0%	7.6%	0.0%	3.3%	6.5%	5.3%	6.2%
Two Rivers Retail Park, Spelthorne	0.0%	3.6%	6.5%	1.9%	0.0%	0.0%	4.5%	0.0%	0.0%	2.8%	2.4%	2.9%
Other Out of Centre, Spelthorne	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.8%	0.3%
Other, Spelthorne	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.4%	0.2%
Sub Total: Spelthorne	0.5%	5.8%	23.5%	8.2%	0.5%	0.0%	19.0%	0.0%	3.3%	9.3%	9.3%	9.6%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	2.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Woking, Woking	0.0%	0.0%	0.0%	0.0%	2.5%	1.3%	0.0%	0.0%	6.8%	0.0%	0.9%	0.4%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	12.3%	0.0%	1.5%	0.2%
Other Woking	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.0%	3.0%	0.0%	0.6%	0.1%
Sub Total: Woking	0.0%	0.0%	0.0%	0.6%	7.6%	1.8%	0.0%	1.0%	22.1%	0.0%	3.0%	0.9%
Bracknell Forest	0.0%	0.0%	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.8%	0.2%
Guildford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%	0.9%	0.0%
Kingston	1.1%	0.9%	3.7%	0.6%	0.5%	0.0%	13.7%	9.3%	3.1%	0.0%	5.7%	1.7%
Slough	0.0%	0.0%	1.9%	1.9%	0.0%	0.0%	0.0%	0.0%	9.0%	1.0%	0.8%	0.1%
Surrey Heath	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.1%	0.1%
Windsor & Maidenhead	0.0%	0.0%	2.8%	0.0%	2.6%	0.0%	0.0%	0.0%	6.1%	1.0%	1.1%	0.9%
Other	0.0%	0.0%	0.4%	6.5%	1.0%	0.4%	6.6%	1.0%	8.9%	6.3%	3.3%	0.9%
Sub Total: Competing Centres	24.5%	26.8%	37.8%	19.7%	22.2%	31.0%	42.9%	62.7%	51.2%	40.6%	42.0%	29.3%
Internet	44.0%	50.3%	58.0%	63.4%	54.8%	59.7%	55.6%	29.4%	45.8%	55.6%	48.8%	54.2%
TOTAL LEAKAGE	68.5%	77.1%	95.8%	83.1%	77.0%	90.7%	98.5%	92.1%	97.0%	96.3%	90.8%	83.4%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: BOOKS & STATIONARY - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	30.5%	16.5%	0.0%	4.1%	20.4%	0.0%	0.0%	1.7%	0.6%	0.0%	4.9%	11.1%
Chertsey Town Centre	0.0%	21.8%	0.5%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	3.7%
Egham Town Centre	0.0%	1.1%	10.3%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	1.9%	3.8%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Ottershaw	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Virginia Water	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
The Causeway	0.0%	0.5%	1.5%	0.7%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	1.3%	0.6%
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Out of Centre	0.0%	0.5%	1.5%	0.7%	0.5%	0.0%	4.8%	0.0%	0.0%	0.0%	1.3%	0.7%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	30.5%	39.9%	12.7%	11.8%	25.1%	6.5%	4.8%	1.7%	0.6%	2.5%	10.1%	20.9%
Walton-on-Thames, Elmbridge	3.1%	0.0%	0.0%	0.0%	3.9%	0.0%	5.3%	7.3%	0.0%	0.0%	2.9%	1.0%
Weybridge, Elmbridge	5.0%	5.5%	0.0%	0.0%	1.5%	3.2%	2.1%	23.7%	0.0%	0.0%	6.0%	2.4%
Brooklands, Elmbridge	0.0%	0.0%	2.7%	0.0%	0.5%	3.8%	2.1%	14.0%	0.6%	0.0%	3.8%	1.4%
The Paddock Retail Park, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.6%	0.0%	0.0%	0.7%	0.0%
Sub Total: Elmbridge	8.1%	5.5%	2.7%	0.0%	5.9%	7.0%	9.6%	48.4%	1.2%	0.0%	13.5%	4.8%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	1.5%	0.0%
Staines-upon-Thames, Spelthorne	5.0%	15.6%	23.5%	20.3%	3.7%	1.0%	34.5%	0.0%	3.5%	8.7%	14.2%	13.7%
Two Rivers Retail Park, Spelthorne	0.0%	0.0%	2.1%	0.0%	0.5%	0.0%	2.6%	0.0%	0.0%	0.6%	0.9%	0.7%
Other Out of Centre, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%
Other, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
Sub Total: Spelthorne	5.0%	15.6%	25.6%	20.3%	4.2%	1.0%	45.5%	0.0%	3.5%	9.3%	16.9%	14.5%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.2%	0.7%
Woking, Woking	7.0%	0.0%	0.0%	0.0%	14.4%	14.3%	0.0%	10.7%	26.2%	0.0%	6.8%	4.4%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	2.8%	1.1%	0.0%	0.0%	1.9%	0.0%	0.3%	0.4%
Other Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.2%	0.0%
Sub Total: Woking	7.0%	0.0%	0.0%	0.0%	17.2%	21.0%	0.0%	10.7%	29.9%	0.0%	7.6%	5.4%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.7%	0.0%
Guildford	0.0%	0.0%	0.0%	0.7%	0.0%	2.7%	0.0%	2.3%	0.0%	0.0%	0.6%	0.4%
Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Slough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Heath	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.6%	1.2%	0.2%	0.1%
Windsor & Maidenhead	0.0%	1.1%	3.1%	4.0%	1.1%	0.0%	0.0%	0.0%	15.9%	1.9%	1.7%	1.3%
Other	1.2%	0.0%	2.1%	3.4%	0.0%	0.0%	2.8%	0.6%	0.6%	1.2%	1.3%	0.9%
Sub Total: Competing Centres	21.2%	22.2%	33.6%	29.0%	28.4%	32.3%	55.1%	64.2%	35.9%	36.4%	42.4%	28.1%
Internet	48.3%	37.9%	53.7%	59.2%	46.5%	61.2%	40.1%	34.1%	63.5%	61.1%	47.5%	51.0%
TOTAL LEAKAGE	69.5%	60.1%	87.3%	88.2%	74.9%	93.5%	95.2%	98.3%	99.4%	97.5%	89.9%	79.1%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 7: TOYS, GAMES, SPORTS, BIKES, PETS & PET PRODUCTS, CAMPING EQUIPMENT ETC- 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	13.1%	7.4%	0.0%	1.6%	1.1%	0.0%	0.0%	1.4%	0.0%	0.0%	2.0%	4.0%
Chertsey Town Centre	0.0%	7.6%	0.5%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.4%
Egham Town Centre	0.0%	0.0%	7.4%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.8%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%
Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Virginia Water	0.0%	0.0%	1.7%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.7%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Causeway	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.7%	0.5%	0.4%
Other, Out of Centre	2.9%	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.7%	0.0%	0.0%	0.5%	0.8%
Sub Total: Out of Centre	2.9%	0.0%	0.5%	4.0%	0.0%	0.5%	1.7%	0.7%	0.0%	0.7%	1.0%	1.2%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	16.0%	14.9%	10.2%	20.1%	1.1%	5.8%	1.7%	2.1%	0.0%	0.7%	5.6%	11.7%
Walton-on-Thames, Elmbridge	2.9%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%	4.2%	0.0%	0.0%	1.4%	0.9%
Weybridge, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	2.0%	0.0%	0.0%	0.4%	0.0%
Brooklands, Elmbridge	0.0%	1.6%	0.0%	0.0%	0.0%	4.9%	0.0%	8.4%	0.7%	0.0%	1.9%	0.8%
The Paddock Retail Park, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	2.9%	0.0%	0.0%	0.5%	0.1%
Other Out of Centre, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Elmbridge	3.8%	2.2%	2.9%	0.0%	0.0%	0.0%	0.0%	10.7%	1.4%	0.0%	3.0%	2.1%
Sub Total: Elmbridge	6.7%	5.9%	2.9%	0.0%	0.5%	5.9%	1.1%	28.2%	2.1%	0.0%	7.1%	4.0%
Shepperton, Spelthorne	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	1.7%	0.4%
Staines-upon-Thames, Spelthorne	13.5%	22.3%	26.4%	12.7%	4.7%	3.0%	11.5%	0.7%	0.0%	10.6%	10.8%	17.4%
Two Rivers Retail Park, Spelthorne	0.0%	2.2%	0.0%	4.0%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	2.4%	0.7%
Other Out of Centre, Spelthorne	0.7%	0.5%	1.2%	0.0%	0.5%	0.0%	7.6%	0.0%	0.0%	0.7%	2.0%	0.7%
Other, Spelthorne	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.8%	0.2%
Sub Total: Spelthorne	14.2%	27.6%	28.1%	16.7%	5.2%	3.0%	39.2%	0.7%	0.0%	11.3%	17.7%	19.3%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	3.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Woking, Woking	1.5%	5.3%	0.0%	0.0%	13.0%	18.1%	0.0%	2.8%	17.6%	0.0%	4.4%	4.2%
Out of Centre, Woking	17.0%	3.8%	0.0%	0.8%	11.5%	4.0%	0.0%	10.8%	13.9%	0.0%	5.9%	5.5%
Other Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.4%	11.3%	0.0%	1.7%	0.1%
Sub Total: Woking	18.4%	9.1%	0.0%	0.8%	27.5%	25.0%	0.0%	15.1%	42.9%	0.0%	12.2%	10.3%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.7%	0.9%	0.0%
Guildford	0.0%	0.0%	0.0%	0.0%	1.7%	4.0%	0.0%	2.1%	7.9%	0.0%	1.6%	0.6%
Kingston	0.7%	1.6%	0.0%	1.5%	0.0%	0.0%	1.7%	2.1%	0.0%	0.0%	1.0%	0.5%
Slough	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	5.2%	2.0%	2.2%
Surrey Heath	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.3%	0.2%
Windsor & Maidenhead	0.0%	0.0%	1.2%	0.8%	1.1%	0.0%	0.0%	0.0%	0.0%	15.8%	1.3%	0.6%
Other	2.9%	0.0%	1.1%	0.0%	3.9%	0.5%	0.0%	0.0%	4.9%	5.9%	1.6%	1.4%
Sub Total: Competing Centres	43.0%	44.2%	39.3%	21.4%	40.1%	38.4%	45.1%	48.2%	57.8%	55.8%	45.7%	39.0%
Internet	41.0%	40.8%	50.5%	58.6%	58.8%	55.8%	53.2%	49.7%	42.2%	43.5%	48.6%	49.3%
TOTAL LEAKAGE	84.0%	85.1%	89.8%	79.9%	98.9%	94.2%	98.3%	97.9%	100.0%	99.3%	94.4%	88.3%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 8: FURNITURE, FLOORING AND CARPETS, HOUSEHOLD TEXTILES AND FURNISHINGS - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	19.3%	2.8%	0.0%	0.0%	2.5%	1.2%	0.0%	0.7%	0.0%	0.0%	2.1%	5.5%
Chertsey Town Centre	0.0%	0.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Egham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Englefield Green	0.0%	0.0%	7.9%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.6%
New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%
Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Virginia Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.2%	0.2%
The Causeway	0.0%	2.2%	1.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	0.7%
Other, Out of Centre	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub Total: Out of Centre	0.0%	2.2%	1.0%	1.9%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	0.9%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	19.3%	5.5%	8.9%	5.7%	3.1%	1.2%	0.6%	1.4%	0.0%	1.6%	4.5%	9.3%
Walton-on-Thames, Elmbridge	5.5%	0.5%	0.0%	0.0%	10.5%	0.6%	4.8%	8.1%	0.0%	0.0%	3.3%	2.3%
Weybridge, Elmbridge	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Brooklands, Elmbridge	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.7%	0.0%	0.0%	0.5%	0.2%
The Paddock Retail Park, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Elmbridge	0.7%	3.5%	0.0%	0.0%	1.3%	0.6%	0.6%	2.2%	0.0%	0.0%	0.9%	0.9%
Sub Total: Elmbridge	6.9%	4.0%	0.0%	0.9%	11.8%	1.2%	6.6%	11.0%	0.0%	0.0%	4.7%	3.5%
Shepperton, Spelthorne	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.5%	0.2%
Staines-upon-Thames, Spelthorne	8.4%	13.4%	12.9%	23.9%	8.7%	3.7%	15.0%	5.1%	0.0%	7.2%	9.8%	11.5%
Two Rivers Retail Park, Spelthorne	4.1%	2.7%	14.1%	7.5%	1.8%	5.8%	29.0%	0.0%	0.0%	1.6%	10.2%	7.3%
Other Out of Centre, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Other, Spelthorne	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	0.9%
Sub Total: Spelthorne	12.5%	22.4%	27.1%	31.4%	10.5%	9.6%	49.3%	5.1%	0.0%	8.8%	21.6%	19.9%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Woking, Woking	9.6%	0.0%	0.0%	0.0%	3.1%	10.8%	0.0%	0.7%	15.1%	0.0%	2.9%	3.8%
Out of Centre, Woking	3.9%	0.0%	0.0%	0.0%	2.5%	9.6%	0.0%	0.0%	22.4%	0.0%	3.0%	2.2%
Other Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.9%	0.0%	0.3%	0.1%
Sub Total: Woking	13.5%	0.0%	0.0%	0.0%	5.6%	25.4%	0.0%	0.7%	40.4%	0.0%	6.4%	6.6%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.3%
Guildford	3.1%	3.5%	2.7%	1.9%	3.4%	14.9%	0.0%	14.9%	19.0%	3.3%	6.5%	4.3%
Kingston	2.2%	5.5%	5.6%	0.0%	3.2%	3.1%	8.9%	15.6%	4.8%	0.8%	7.1%	3.8%
Slough	3.9%	0.5%	20.0%	0.9%	0.0%	0.0%	6.6%	4.6%	0.0%	10.5%	7.1%	7.4%
Surrey Heath	1.6%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.4%	0.5%
Windsor & Maidenhead	0.0%	1.1%	1.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	13.1%	1.3%	0.9%
Other	0.0%	14.0%	7.2%	9.4%	12.6%	3.7%	3.0%	13.8%	14.3%	30.0%	9.6%	6.8%
Sub Total: Competing Centres	43.7%	51.0%	64.0%	49.4%	50.4%	57.9%	74.5%	65.7%	78.6%	70.4%	64.9%	53.9%
Internet	37.1%	43.4%	27.0%	44.8%	46.5%	40.9%	24.9%	32.9%	21.4%	27.9%	30.7%	36.8%
TOTAL LEAKAGE	80.7%	84.5%	91.1%	94.3%	96.9%	98.8%	99.4%	98.6%	100.0%	98.4%	95.5%	90.7%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 9: DIY & GARDENING PRODUCTS - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	4.5%	0.6%	0.0%	0.0%	1.3%	0.5%	0.0%	0.6%	0.0%	0.0%	0.6%	1.2%
Chertsey Town Centre	0.6%	3.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Egham Town Centre	0.0%	0.0%	2.1%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	1.4%	0.0%	0.0%	0.0%	0.6%	20.8%	0.0%	1.4%	0.7%	0.0%	1.4%	2.7%
Ottershaw	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Virginia Water	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.9%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Causeway	14.7%	35.4%	58.7%	39.4%	16.9%	0.0%	31.2%	0.0%	0.0%	13.4%	22.6%	33.2%
Other, Out of Centre	7.2%	4.2%	2.1%	4.9%	10.0%	5.3%	3.6%	6.7%	5.0%	0.0%	4.5%	4.8%
Sub Total: Out of Centre	21.9%	39.6%	60.8%	44.3%	27.0%	5.3%	34.8%	6.7%	5.0%	13.4%	27.1%	38.1%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	28.3%	43.1%	62.9%	57.5%	28.9%	26.5%	34.8%	8.7%	5.7%	13.4%	30.0%	44.7%
Walton-on-Thames, Elmbridge	4.7%	2.4%	0.0%	0.0%	3.5%	1.0%	2.6%	5.4%	0.0%	0.0%	2.3%	1.8%
Weybridge, Elmbridge	0.0%	5.6%	0.0%	4.2%	6.6%	3.2%	0.0%	7.3%	0.0%	0.0%	2.0%	2.0%
Brooklands, Elmbridge	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	1.2%	1.2%
The Paddock Retail Park, Elmbridge	5.5%	0.0%	0.0%	0.0%	0.6%	0.5%	0.0%	3.4%	0.0%	0.0%	1.1%	1.3%
Other Out of Centre, Elmbridge	5.9%	5.5%	0.0%	0.0%	3.3%	5.7%	0.0%	8.1%	0.0%	0.0%	2.6%	3.1%
Other, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.7%	0.0%	0.5%	0.0%
Sub Total: Elmbridge	21.5%	13.6%	0.0%	4.2%	14.1%	10.5%	2.6%	31.0%	0.7%	0.0%	9.8%	9.6%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	1.4%	0.0%	0.0%	1.3%	0.0%
Staines-upon-Thames, Spelthorne	0.6%	16.2%	5.3%	10.9%	1.3%	0.0%	8.6%	0.0%	0.0%	8.7%	4.8%	5.6%
Two Rivers Retail Park, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Other Out of Centre, Spelthorne	9.4%	14.6%	13.5%	12.5%	6.0%	2.1%	23.0%	3.4%	2.2%	6.3%	11.2%	10.7%
Other, Spelthorne	2.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.5%	0.6%	0.0%	0.0%	0.7%	0.5%
Sub Total: Spelthorne	12.1%	30.8%	18.8%	23.4%	7.3%	2.5%	38.7%	5.4%	2.2%	14.9%	18.2%	16.9%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	0.6%	5.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Woking, Woking	0.6%	0.0%	0.0%	0.0%	6.7%	1.0%	0.0%	0.0%	7.9%	0.0%	1.2%	0.8%
Out of Centre, Woking	17.5%	0.6%	0.0%	1.7%	25.8%	28.2%	1.0%	12.0%	56.2%	0.0%	12.4%	9.5%
Other Woking	0.0%	0.0%	0.0%	0.0%	3.3%	4.8%	0.0%	0.0%	2.2%	0.0%	0.5%	0.8%
Sub Total: Woking	18.2%	0.6%	0.0%	1.7%	36.4%	39.0%	1.0%	12.0%	66.3%	0.0%	14.4%	11.8%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	1.1%	0.0%
Guildford	2.7%	0.6%	0.0%	0.0%	3.5%	7.1%	0.5%	11.5%	11.3%	3.2%	4.3%	1.8%
Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Slough	1.3%	0.0%	10.3%	5.1%	0.0%	0.0%	2.5%	4.9%	0.0%	6.2%	3.8%	4.1%
Surrey Heath	0.0%	0.0%	0.5%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.2%
Windsor & Maidenhead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.4%	2.2%	0.0%
Other	10.6%	3.0%	0.0%	0.8%	5.5%	0.0%	7.9%	7.6%	0.0%	0.8%	4.6%	3.3%
Sub Total: Competing Centres	66.4%	48.5%	29.6%	36.0%	66.9%	59.1%	53.2%	72.3%	80.4%	76.8%	58.5%	47.8%
Internet	5.3%	8.4%	7.5%	6.5%	4.2%	14.4%	12.1%	19.0%	13.9%	9.8%	11.5%	7.6%
TOTAL LEAKAGE	71.7%	56.9%	37.1%	42.5%	71.1%	73.5%	65.2%	91.3%	94.3%	86.6%	70.0%	55.3%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 10: PERSONAL GOODS AND APPLIANCES, AND COSMETICS ETC - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	46.6%	30.4%	0.0%	7.8%	32.4%	5.3%	0.0%	2.2%	1.1%	0.0%	8.3%	18.9%
Chertsey Town Centre	0.0%	14.1%	0.9%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.8%
Egham Town Centre	0.0%	1.0%	26.5%	6.0%	0.0%	0.0%	1.9%	0.0%	0.0%	4.6%	5.1%	9.2%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	3.2%	0.0%	0.8%	1.0%
Ottershaw	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Virginia Water	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Causeway	0.0%	0.9%	18.9%	2.4%	0.9%	0.0%	6.2%	0.0%	0.0%	5.4%	4.8%	6.5%
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Out of Centre	0.0%	0.9%	18.9%	2.4%	0.9%	0.0%	6.2%	0.0%	0.0%	5.4%	4.8%	6.5%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	46.6%	46.3%	46.3%	18.6%	38.5%	13.6%	8.1%	2.2%	4.3%	10.0%	20.2%	38.8%
Walton-on-Thames, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	4.3%	5.1%	0.0%	0.0%	1.9%	0.1%
Weybridge, Elmbridge	3.3%	1.0%	0.0%	0.0%	0.4%	0.4%	0.0%	19.9%	0.0%	0.0%	3.9%	0.9%
Brooklands, Elmbridge	2.2%	0.0%	0.0%	3.1%	1.3%	24.1%	0.0%	18.7%	1.8%	0.0%	5.0%	3.8%
The Paddock Retail Park, Elmbridge	1.6%	0.4%	0.0%	0.0%	0.0%	4.6%	0.5%	4.0%	0.0%	0.0%	1.2%	1.0%
Other Out of Centre, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Elmbridge	0.5%	2.5%	0.0%	0.0%	0.0%	5.0%	0.0%	6.2%	0.0%	0.0%	1.5%	1.1%
Sub Total: Elmbridge	7.7%	3.9%	0.0%	3.1%	2.1%	34.5%	4.7%	54.0%	1.8%	0.0%	13.4%	6.9%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Staines-upon-Thames, Spelthorne	7.6%	10.8%	29.1%	13.2%	3.9%	0.0%	18.8%	0.0%	0.0%	6.5%	10.9%	14.3%
Two Rivers Retail Park, Spelthorne	0.0%	0.0%	4.7%	3.1%	0.4%	0.0%	20.1%	0.0%	0.0%	0.0%	5.2%	1.8%
Other Out of Centre, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.9%	0.0%
Other, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.9%	0.8%	0.9%	0.0%	0.0%	0.0%	0.3%	0.2%
Sub Total: Spelthorne	7.6%	10.8%	33.8%	16.3%	5.2%	0.8%	48.0%	0.0%	0.0%	6.5%	18.1%	16.3%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	2.3%	7.1%	0.0%	0.5%	3.2%	0.0%	0.9%	1.1%
Woking, Woking	3.3%	2.8%	0.0%	0.0%	13.7%	14.9%	0.0%	5.1%	37.5%	2.3%	7.2%	4.1%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	0.4%	1.6%	0.0%	0.0%	8.7%	0.0%	1.1%	0.2%
Other Woking	0.5%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	10.0%	0.0%	1.5%	0.5%
Sub Total: Woking	3.9%	5.2%	0.0%	0.0%	16.5%	23.6%	0.0%	6.2%	59.3%	2.3%	10.6%	5.9%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	19.8%	1.5%	0.2%
Guildford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.0%
Kingston	2.7%	2.9%	0.0%	0.0%	0.4%	0.0%	0.0%	3.0%	1.2%	0.0%	1.1%	1.1%
Slough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.1%	0.0%
Surrey Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.2%	0.0%
Windsor & Maidenhead	0.0%	0.4%	2.9%	3.6%	0.9%	0.0%	0.0%	0.0%	0.0%	35.1%	3.1%	1.5%
Other	1.1%	2.5%	0.0%	4.3%	2.8%	0.0%	3.0%	1.1%	1.2%	4.8%	1.8%	1.3%
Sub Total: Competing Centres	23.0%	25.8%	36.7%	27.2%	30.3%	58.9%	55.7%	64.4%	64.6%	71.3%	50.1%	33.2%
Internet	30.5%	27.9%	16.9%	54.2%	31.3%	27.5%	36.2%	33.4%	31.1%	18.7%	29.7%	28.0%
TOTAL LEAKAGE	53.4%	53.7%	53.7%	81.4%	61.5%	86.4%	91.9%	97.8%	95.7%	90.0%	79.8%	61.2%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 11: MEDICAL GOODS AND THERAPUTIC APPLIANCES ETC - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	69.1%	21.5%	0.0%	0.5%	34.5%	0.8%	0.0%	0.0%	1.1%	0.0%	8.5%	21.9%
Chertsey Town Centre	2.3%	68.0%	0.0%	1.0%	2.6%	0.0%	0.0%	2.1%	0.0%	0.0%	5.1%	12.1%
Egham Town Centre	0.0%	0.0%	59.9%	12.4%	0.4%	0.0%	1.9%	0.0%	0.0%	2.0%	9.9%	20.6%
Englefield Green	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%
New Haw	1.2%	0.0%	0.0%	0.0%	0.0%	54.9%	0.0%	5.5%	0.0%	0.0%	3.6%	6.6%
Ottershaw	4.0%	1.9%	0.0%	0.0%	39.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	4.3%
Virginia Water	0.0%	0.0%	0.5%	49.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	4.8%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.9%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.7%
The Causeway	0.0%	0.0%	5.8%	3.2%	0.0%	0.0%	6.4%	0.0%	0.0%	2.8%	2.6%	2.2%
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Out of Centre	0.0%	0.0%	5.8%	3.2%	0.0%	0.0%	6.4%	0.0%	0.0%	2.8%	2.6%	2.2%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	76.6%	92.3%	74.1%	66.2%	77.8%	55.7%	8.3%	7.6%	1.1%	4.8%	34.1%	75.1%
Walton-on-Thames, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	3.7%	2.9%	0.0%	1.6%	0.0%
Weybridge, Elmbridge	2.3%	0.0%	0.0%	0.0%	0.4%	2.1%	0.0%	40.3%	0.0%	0.0%	7.7%	0.8%
Brooklands, Elmbridge	0.0%	0.4%	0.0%	2.2%	1.3%	13.9%	0.0%	8.9%	1.8%	0.0%	2.6%	2.0%
The Paddock Retail Park, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.4%	0.0%
Other Out of Centre, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	5.8%	0.0%	4.2%	0.0%
Sub Total: Elmbridge	2.3%	0.4%	0.0%	2.2%	1.8%	15.9%	2.7%	74.2%	10.4%	0.0%	16.5%	2.8%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.3%	0.0%	0.0%	0.0%	5.7%	0.0%
Staines-upon-Thames, Spelthorne	5.2%	2.7%	14.7%	5.0%	2.7%	0.0%	23.2%	0.0%	0.0%	5.3%	8.5%	7.1%
Two Rivers Retail Park, Spelthorne	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	14.2%	0.0%	0.0%	0.0%	3.2%	0.3%
Other Out of Centre, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.5%	0.0%
Other, Spelthorne	0.0%	0.4%	0.5%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	1.1%	1.0%	0.2%
Sub Total: Spelthorne	5.2%	3.1%	15.2%	7.7%	2.7%	0.0%	69.8%	0.0%	0.0%	6.4%	18.9%	7.5%
West Byfleet, Woking	0.6%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	11.0%	3.7%	0.0%	3.1%	1.6%
Woking, Woking	1.2%	0.0%	0.0%	0.0%	4.2%	8.0%	0.0%	1.0%	34.3%	1.6%	4.9%	1.5%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.0%	7.6%	0.0%	0.9%	0.1%
Other Woking	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.5%	28.6%	0.0%	3.5%	0.3%
Sub Total: Woking	1.7%	0.0%	0.0%	0.0%	4.6%	23.3%	0.0%	12.6%	74.2%	1.6%	12.4%	3.5%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.7%	0.0%
Guildford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.4%	0.0%
Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Slough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Surrey Heath	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.0%
Windsor & Maidenhead	0.0%	0.4%	2.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	66.8%	5.7%	1.0%
Other	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total: Competing Centres	9.3%	4.0%	18.0%	10.4%	11.9%	39.2%	73.0%	86.7%	88.4%	84.7%	54.9%	15.0%
Internet	14.1%	3.7%	7.9%	23.4%	10.3%	5.1%	18.7%	5.7%	10.5%	10.5%	11.0%	9.9%
TOTAL LEAKAGE	23.4%	7.7%	25.9%	33.8%	22.2%	44.3%	91.7%	92.4%	98.9%	95.2%	65.9%	24.9%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 12: OTHER GOODS INCLUDING JEWELLERY & WATCHES, GLASSWARE, CHINA, TABLEWARE & KITCHEN UTENSIL GOODS, ETC - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	Borough Area Zones: 1 to 6
Addlestone Town Centre	2.7%	0.8%	0.0%	0.0%	7.5%	3.9%	0.0%	0.0%	0.0%	0.0%	0.7%	1.7%
Chertsey Town Centre	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.0%
Egham Town Centre	0.0%	0.0%	13.5%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.4%	5.1%
Englefield Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Haw	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Ottershaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Virginia Water	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres/ local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Causeway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Out of Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total: Out of Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	2.7%	7.1%	14.2%	6.2%	7.5%	6.2%	0.0%	0.0%	0.0%	1.2%	3.8%	8.4%
Walton-on-Thames, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.8%	0.0%
Weybridge, Elmbridge	0.0%	1.6%	0.0%	0.0%	3.5%	0.0%	2.7%	0.0%	0.0%	0.0%	0.7%	0.5%
Brooklands, Elmbridge	0.0%	0.0%	0.0%	0.0%	1.4%	0.7%	1.8%	0.0%	0.0%	0.0%	0.5%	0.2%
The Paddock Retail Park, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Other Out of Centre, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Elmbridge	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.4%	0.2%
Sub Total: Elmbridge	0.9%	1.6%	0.0%	0.0%	4.9%	4.7%	4.3%	6.3%	0.0%	0.0%	2.6%	1.3%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Staines-upon-Thames, Spelthorne	8.9%	18.9%	30.5%	15.3%	7.7%	4.6%	29.0%	6.5%	0.9%	11.5%	16.5%	18.0%
Two Rivers Retail Park, Spelthorne	0.0%	1.6%	2.8%	0.0%	3.5%	0.0%	8.7%	0.0%	0.0%	0.0%	2.7%	1.5%
Other Out of Centre, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.3%	0.0%
Other, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	1.7%	0.0%
Sub Total: Spelthorne	8.9%	20.5%	33.3%	15.3%	11.2%	4.6%	46.4%	6.5%	0.9%	11.5%	21.2%	19.5%
West Byfleet, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Woking, Woking	9.2%	0.0%	0.0%	0.0%	16.9%	19.2%	0.0%	9.2%	17.6%	0.0%	5.9%	5.3%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	3.8%	0.9%	0.0%	0.8%	0.2%
Other Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	8.2%	0.0%	1.0%	0.1%
Sub Total: Woking	9.2%	0.0%	0.0%	0.0%	16.9%	23.0%	0.0%	13.0%	26.7%	0.0%	7.8%	5.8%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.6%	0.0%
Guildford	1.8%	4.7%	0.0%	0.0%	8.0%	3.2%	0.0%	4.6%	14.5%	2.6%	3.5%	2.1%
Kingston	2.6%	8.2%	0.0%	1.0%	5.9%	9.4%	15.2%	23.6%	5.6%	1.2%	9.7%	3.4%
Slough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsor & Maidenhead	0.0%	0.0%	7.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	22.8%	2.5%	2.9%
Other	13.7%	17.6%	9.8%	24.0%	6.6%	9.6%	3.8%	12.1%	5.5%	14.0%	9.6%	13.0%
Sub Total: Competing Centres	37.0%	52.7%	50.2%	44.5%	53.5%	54.5%	69.8%	66.1%	53.3%	62.6%	57.6%	47.9%
Internet	60.3%	40.3%	35.7%	49.3%	39.0%	39.2%	30.2%	33.9%	46.7%	36.1%	38.7%	43.7%
TOTAL LEAKAGE	97.3%	92.9%	85.8%	93.8%	92.5%	93.8%	100.0%	100.0%	100.0%	98.8%	96.2%	91.6%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX B.4 POPULATION PROJECTIONS & EXPENDITURE GROWTH

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2022 - 2042)

	2022	2027	2032	2037	2042	Growth 2022 to 2032:		Growth 2022 to 2042:	
						%	No.	%	No.
Zone 1 Addlestone	21,305	22,598	23,968	25,431	26,956	11.1%	2,663	26.5%	5,651
Zone 2 Chertsey	15,372	16,260	17,202	18,133	19,110	10.6%	1,830	24.3%	3,738
Zone 3 Egham	31,737	33,955	36,018	37,901	40,009	11.9%	4,281	26.1%	8,272
Zone 4 Virginia Water/ Wentworth	6,448	6,851	7,280	7,708	8,151	11.4%	832	26.4%	1,703
Zone 5 Longcross/ Lyne	6,373	6,790	7,203	7,588	8,005	11.5%	830	25.6%	1,632
Zone 6 Woodham/ New Haw	9,793	10,503	11,240	11,965	12,658	12.9%	1,446	29.2%	2,865
Zone 7 Staines-upon-Thames/ Shepperton	41,115	41,262	41,192	41,073	41,141	0.2%	77	0.1%	26
Zone 8 Weybridge	36,466	36,428	36,262	36,238	36,344	-0.6%	-204	-0.3%	-122
Zone 9 Chobham	23,350	23,158	22,970	22,856	22,899	-1.7%	-380	-1.9%	-451
Zone 1 Ascot, Sunningdale	16,979	17,069	16,994	16,955	16,975	0.1%	15	0.0%	-4
Total Study Area:	208,938	214,874	220,329	225,847	232,247	5.2%	11,391	11.2%	23,309
Runnymede Borough:	91,216	97,146	103,102	108,909	115,065	11.5%	11,886	26.1%	23,849

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

Notes: Population projections (2022 to 2042) derived from Experian and based on ONS 2018-based Sub-National Population Projections (released in June 2020). Population for Zones 1 to 6 are adjusted to account for an uplift in population identified for Runnymede Borough based on housing supply led population forecasts which informed the Council's Housing & Economic Development Needs Assessment.

TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading) (2022 to 2042)

	Including SFT	Excluding Special Forms of Trading (SFT)				
	2022	2022	2027	2032	2037	2042
Experian-based SFT Market Shares (%):	19.1%	5.7%	6.8%	7.2%	7.5%	7.7%
Survey-based SFT Market Shares (%):	8.0%	2.4%	2.9%	3.0%	0.0%	0.0%
Zone 1 Addlestone	£2,682	£2,618	£2,618	£2,627	£2,637	£2,648
Zone 2 Chertsey	£2,706	£2,641	£2,642	£2,651	£2,661	£2,672
Zone 3 Egham	£2,614	£2,551	£2,552	£2,560	£2,570	£2,580
Zone 4 Virginia Water/ Wentworth	£3,209	£3,132	£3,133	£3,143	£3,155	£3,168
Zone 5 Longcross/ Lyne	£2,956	£2,885	£2,886	£2,895	£2,906	£2,918
Zone 6 Woodham/ New Haw	£2,818	£2,750	£2,751	£2,760	£2,770	£2,782
Zone 7 Staines-upon-Thames/ Shepperton	£2,790	£2,723	£2,724	£2,733	£2,743	£2,754
Zone 8 Weybridge	£3,067	£2,994	£2,995	£3,005	£3,016	£3,028
Zone 9 Chobham	£2,749	£2,683	£2,684	£2,692	£2,702	£2,713
Zone 1 Ascot, Sunningdale	£3,089	£3,015	£3,015	£3,025	£3,037	£3,049
Study Area Average:	£2,926	£2,799	£2,800	£2,809	£2,820	£2,831
Runnymede Borough Average:	£2,691	£2,627	£2,618	£2,627	£2,638	£2,650

Source: Average spend per capita estimates (2020 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 19 published by Experian Business Strategies (February 2022).

Notes: At the Base Year (2022) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 19 (February 2022).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (emillion) (2022 to 2042)

	Including SFT	Excluding Special Forms of Trading (SFT)					Growth 2022 to 2032:		Growth 2022 to 2042:	
	2022	2022	2027	2032	2037	2042	%	No.	%	No.
Zone 1 Addlestone	£57.1	£55.8	£59.2	£63.0	£67.1	£71.4	12.9%	£7.2	28.0%	£15.6
Zone 2 Chertsey	£41.6	£40.6	£43.0	£45.6	£48.2	£51.1	12.3%	£5.0	25.7%	£10.4
Zone 3 Egham	£83.0	£81.0	£86.7	£92.2	£97.4	£103.2	13.9%	£11.2	27.5%	£22.3
Zone 4 Virginia Water/ Wentworth	£20.7	£20.2	£21.5	£22.9	£24.3	£25.8	13.3%	£2.7	27.9%	£5.6
Zone 5 Longcross/ Lyne	£18.8	£18.4	£19.6	£20.9	£22.1	£23.4	13.4%	£2.5	27.0%	£5.0
Zone 6 Woodham/ New Haw	£27.6	£26.9	£28.9	£31.0	£33.1	£35.2	15.2%	£4.1	30.7%	£8.3
Zone 7 Staines-upon-Thames/ Shepperton	£114.7	£112.0	£112.4	£112.6	£112.7	£113.3	0.5%	£0.6	1.2%	£1.4
Zone 8 Weybridge	£111.9	£109.2	£109.1	£109.0	£109.3	£110.1	-0.2%	£0.2	0.8%	£0.9
Zone 9 Chobham	£64.2	£62.6	£62.1	£61.8	£61.8	£62.1	-1.3%	£0.8	-0.8%	£0.5
Zone 1 Ascot, Sunningdale	£52.4	£51.2	£51.5	£51.4	£51.5	£51.8	0.4%	£0.2	1.1%	£0.6
Total Study Area:	£592.0	£577.8	£593.8	£610.3	£627.4	£647.3	5.6%	£32.5	12.0%	£69.5
Runnymede Borough:	£245.5	£239.6	£273.8	£291.5	£309.1	£327.9	21.7%	£51.9	36.8%	£88.3

TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading) (2022 to 2042)

	Including SFT	Excluding Special Forms of Trading (SFT)				
	2022	2022	2027	2032	2037	2042
Experian-based SFT Market Shares (%):	35.5%	23.9%	27.2%	28.9%	29.8%	30.3%
Survey-based SFT Market Shares (%):	36.1%	27.1%	30.8%	32.7%	33.7%	34.3%
Zone 1 Addlestone	£4,432	£3,233	£3,521	£3,930	£4,444	£5,058
Zone 2 Chertsey	£4,409	£3,216	£3,503	£3,910	£4,421	£5,032
Zone 3 Egham	£4,530	£3,304	£3,599	£4,017	£4,542	£5,170
Zone 4 Virginia Water/ Wentworth	£6,416	£4,680	£5,098	£5,690	£6,433	£7,323
Zone 5 Longcross/ Lyne	£5,456	£3,980	£4,335	£4,839	£5,471	£6,227
Zone 6 Woodham/ New Haw	£4,916	£3,586	£3,906	£4,359	£4,929	£5,610
Zone 7 Staines-upon-Thames/ Shepperton	£4,688	£3,420	£3,725	£4,157	£4,701	£5,350
Zone 8 Weybridge	£5,723	£4,175	£4,547	£5,076	£5,739	£6,532
Zone 9 Chobham	£4,822	£3,517	£3,831	£4,276	£4,835	£5,503
Zone 1 Ascot, Sunningdale	£5,793	£4,225	£4,603	£5,137	£5,808	£6,611
Total Study Area Average:	£5,119	£3,734	£4,067	£4,539	£5,132	£5,842
Runnymede Borough:	£4,642	£3,386	£3,663	£4,088	£4,622	£5,261

Source: Average spend per capita estimates (2020 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 19 published by Experian Business Strategies (February 2022).

Notes: At the Base Year (2022) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 19 (February 2022).

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (emillion) (2022 to 2042)

	Including SFT	Excluding Special Forms of Trading (SFT)					Growth 2022 to 2032:		Growth 2022 to 2042:	
	2022	2022	2027	2032	2037	2042	%	No.	%	No.
Zone 1 Addlestone	£94.4	£68.9	£79.6	£94.2	£113.0	£136.3	36.8%	£25.3	98.0%	£67.5
Zone 2 Chertsey	£67.8	£49.4	£57.0	£67.3	£80.2	£96.2	36.1%	£17.8	94.5%	£46.7
Zone 3 Egham	£143.8	£104.9	£122.2	£144.7	£172.1	£206.8	38.0%	£39.8	97.3%	£102.0
Zone 4 Virginia Water/ Wentworth	£41.4	£30.2	£34.9	£41.4	£49.6	£59.7	37.3%	£11.2	97.8%	£29.5
Zone 5 Longcross/ Lyne	£34.8	£25.4	£29.4	£34.9	£41.5	£49.8	37.4%	£9.5	96.5%	£24.5
Zone 6 Woodham/ New Haw	£48.1	£35.1	£41.0	£49.0	£59.0	£71.0	39.5%	£13.9	102.2%	£35.9
Zone 7 Staines-upon-Thames/ Shepperton	£192.7	£140.6	£153.7	£171.2	£193.1	£220.1	21.8%	£30.7	56.6%	£79.5
Zone 8 Weybridge	£208.7	£152.2	£165.7	£184.1	£208.0	£237.4	20.9%	£31.8	55.9%	£85.2
Zone 9 Chobham	£112.6	£82.1	£88.7	£98.2	£110.5	£126.0	19.6%	£16.1	53.4%	£43.9
Zone 1 Ascot, Sunningdale	£98.4	£71.7	£78.6	£87.3	£98.5	£112.2	21.7%	£15.6	56.4%	£40.5
Total Study Area:	£1,042.7	£760.5	£850.7	£972.2	£1,125.4	£1,315.7	27.8%	£211.7	73.0%	£555.1
West Suffolk District:	£423.4	£308.8	£355.8	£421.5	£503.4	£605.4	36.5%	£112.7	96.0%	£296.6

APPENDIX B.5 CONVENIENCE GOODS TURNOVER FORECASTS

TABLE 1: ALL CONVENIENCE GOODS - 2022 MARKET SHARE ANALYSIS (%)

Excluding Internet Shopping and other Special Forms of Trading

	Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Tesco Extra, Station Road, Addlestone		42.9%	21.2%	2.1%	6.5%	40.4%	9.6%	1.1%	3.5%	0.9%	0.0%	8.9%
Waitrose, Station Road / Market Street, Addlestone		9.2%	1.7%	0.0%	0.0%	4.2%	0.1%	0.0%	0.0%	0.0%	0.0%	1.2%
Iceland, Station Road, Addlestone		1.1%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other shops, Addlestone Town Centre		0.4%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub Total: Addlestone Town Centre		53.5%	23.1%	2.1%	6.5%	45.8%	9.8%	1.1%	3.5%	0.9%	0.0%	10.3%
Aldi, Gogmore Lane, Chertsey		8.2%	29.5%	8.1%	6.7%	6.0%	1.4%	5.1%	2.7%	1.7%	0.0%	6.2%
Sainsbury's Superstore, The Sainsbury Centre, Chertsey		2.0%	34.9%	0.6%	2.6%	5.9%	0.3%	0.6%	0.2%	0.0%	0.0%	3.2%
Londis, Guildford Street, Chertsey		0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Windsor Street, Chertsey		0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Chertsey Town Centre		0.0%	1.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
Sub Total: Chertsey Town Centre		10.1%	66.4%	8.7%	9.4%	12.1%	1.7%	5.7%	2.9%	1.7%	0.6%	9.6%
Tesco Superstore, High Street, Egham		0.0%	0.0%	30.9%	11.1%	0.2%	0.0%	0.0%	0.0%	0.0%	2.9%	5.0%
Waitrose, Church Road, Egham		0.0%	0.7%	17.8%	10.1%	0.4%	0.0%	3.1%	0.0%	0.0%	3.1%	3.8%
Iceland, High Street, Egham		0.0%	0.0%	2.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Other shops, Egham Town Centre		0.0%	0.0%	0.2%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub Total: Egham Town Centre		0.0%	0.7%	51.0%	24.8%	0.6%	0.0%	3.1%	0.0%	0.0%	6.4%	9.2%
Spar, St Jude's Road, Englefield Green		0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other shops, Englefield Green		0.0%	0.0%	1.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub Total: Englefield Green Local Centre		0.0%	0.0%	2.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Co-op, The Broadway, New Haw		2.1%	0.0%	0.0%	0.0%	0.3%	26.3%	0.0%	1.1%	3.1%	0.0%	2.0%
Other shops, New Haw		0.1%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub Total: New Haw Local Centre		2.2%	0.0%	0.0%	0.0%	0.3%	28.2%	0.0%	1.1%	3.1%	0.0%	2.1%
Londis, Brox Road, Ottershaw		0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Brox Road, Ottershaw		0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other shops, Ottershaw		0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Sub Total: Ottershaw Local Centre		0.0%	0.0%	0.0%	0.0%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Budgens, Station Approach, Wentworth, Virginia Water		0.0%	0.0%	0.7%	17.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Londis, The Parade, Trumps Green Road, Virginia Water		0.0%	0.0%	0.0%	1.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Waitrose (Little), London Road, Virginia Water		0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%
Other shops, Virginia Water		0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total: Virginia Water Local Centre		0.0%	0.0%	0.7%	21.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.8%
Other smaller centres and local shops in Runnymede		10.6%	4.0%	0.2%	0.1%	3.1%	0.5%	0.0%	0.0%	0.0%	0.0%	1.5%
Sainsbury's Superstore, The Causeway, Staines-upon-Thames		0.3%	1.5%	30.4%	14.4%	0.5%	0.0%	16.2%	0.0%	0.0%	6.2%	8.6%
Bourne Valley Garden Centre, Woodham Park Road, Addlestone		0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
The Farm Shop, Hardwick Lane, Lyne, Chertsey		0.0%	0.6%	0.0%	1.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Asda Petrol Station, Chertsey Lane, Egham Hythe		0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budgens Shell Garage, Chertsey Road, Addlestone		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S (Simply Food BP), Egham Hill, Egham		0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub Total: Out of Centre		0.4%	2.0%	31.0%	15.8%	0.8%	0.3%	16.2%	0.0%	0.0%	6.2%	8.8%
RUNNYMEDE BOROUGH (RETENTION):		76.9%	96.2%	95.8%	77.9%	79.0%	40.5%	26.2%	7.5%	5.6%	13.9%	43.0%
Walton-on-Thames, Elmbridge		0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	6.8%	3.5%	0.0%	0.0%	2.0%
Weybridge, Elmbridge		3.9%	0.6%	0.1%	1.1%	3.0%	1.4%	3.4%	26.6%	0.0%	0.0%	6.5%
Brooklands Retail Park (M&S), Elmbridge		5.8%	1.9%	0.1%	2.8%	3.1%	27.6%	0.9%	28.7%	7.1%	0.0%	8.7%
The Paddock Retail Park (Lidl), Elmbridge		3.5%	0.2%	0.0%	0.2%	0.2%	4.9%	0.3%	4.5%	0.3%	0.0%	1.6%
Other, Elmbridge		0.7%	0.0%	0.0%	0.3%	0.2%	2.4%	0.2%	9.0%	0.0%	0.6%	2.0%
Sub Total: Elmbridge		13.9%	2.7%	0.3%	4.3%	6.5%	36.4%	11.6%	72.2%	7.4%	0.6%	20.8%
Shepperton, Spelthorne		0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	2.4%
Staines-upon-Thames, Spelthorne		0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.8%
Sunbury-on-Thames, Spelthorne		0.2%	0.1%	0.1%	0.4%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	1.2%
Spelthorne Out of Centre		0.0%	0.5%	1.8%	2.3%	0.5%	0.0%	30.3%	0.0%	0.0%	0.6%	6.3%
Other, Spelthorne		0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	8.6%	0.0%	0.0%	0.6%	1.7%
Sub Total: Spelthorne		0.2%	0.7%	3.5%	3.0%	0.6%	0.0%	60.8%	0.0%	0.0%	1.2%	12.4%
Knaphill, Woking		0.8%	0.0%	0.0%	0.5%	1.1%	1.0%	0.0%	0.0%	9.9%	0.0%	1.2%
West Byfleet, Woking		2.1%	0.0%	0.0%	0.0%	3.1%	12.5%	0.0%	11.5%	4.6%	0.0%	3.6%
Woking, Woking		1.3%	0.0%	0.0%	0.0%	1.5%	0.4%	0.0%	0.4%	18.7%	0.0%	2.2%
Woking Out of Centre		4.6%	0.1%	0.0%	0.0%	5.9%	8.5%	0.0%	5.2%	30.2%	0.0%	5.2%
Other, Woking		0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	3.2%	10.3%	0.0%	1.7%
Sub Total: Woking		8.9%	0.1%	0.0%	0.5%	11.6%	22.7%	0.0%	20.3%	73.8%	0.0%	14.0%
Bracknell Forest		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	20.9%	1.9%
Slough		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%
Surrey Heath		0.0%	0.0%	0.1%	0.3%	0.6%	0.0%	0.0%	0.0%	5.5%	1.4%	0.7%
Windsor and Maidenhead		0.0%	0.2%	0.3%	13.9%	1.5%	0.0%	0.0%	0.0%	2.7%	61.1%	6.2%
Other centres		0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	1.4%	0.0%	4.6%	0.2%	0.8%
LEAKAGE TO COMPETING CENTRES		23.1%	3.8%	4.2%	22.1%	21.0%	59.5%	73.8%	92.5%	94.4%	86.1%	57.0%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: 2022 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:										TOTAL STUDY AREA
	1	2	3	4	5	6	7	8	9	10	
Total Available Spend (excluding SFT):	£55.8	£40.6	£81.0	£20.2	£18.4	£26.9	£112.0	£109.2	£62.6	£51.2	£577.8
Tesco Extra, Station Road, Addlestone	£23.9	£8.6	£1.7	£1.3	£7.4	£2.6	£1.2	£3.9	£0.5	£0.0	£51.1
Waitrose, Station Road / Market Street, Addlestone	£5.1	£0.7	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6
Iceland, Station Road, Addlestone	£0.6	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Other shops, Addlestone Town Centre	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Sub Total: Addlestone Town Centre	£29.9	£9.4	£1.7	£1.3	£8.4	£2.6	£1.2	£3.9	£0.5	£0.0	£58.9
Aldi, Gogmore Lane, Chertsey	£4.6	£12.0	£6.6	£1.4	£1.1	£0.4	£5.7	£3.0	£1.0	£0.0	£35.7
Sainsbury's Superstore, The Sainsbury Centre, Chertsey	£1.1	£14.2	£0.5	£0.5	£1.1	£0.1	£0.7	£0.2	£0.0	£0.0	£18.3
Londis, Guildford Street, Chertsey	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
One Stop, Windsor Street, Chertsey	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Other shops, Chertsey Town Centre	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.8
Sub Total: Chertsey Town Centre	£5.7	£26.9	£7.0	£1.9	£2.2	£0.5	£6.4	£3.2	£1.0	£0.3	£55.2
Tesco Superstore, High Street, Egham	£0.0	£0.0	£25.0	£2.2	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5	£28.8
Waitrose, Church Road, Egham	£0.0	£0.3	£14.4	£2.0	£0.1	£0.0	£3.5	£0.0	£0.0	£1.6	£21.9
Iceland, High Street, Egham	£0.0	£0.0	£1.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.1
Other shops, Egham Town Centre	£0.0	£0.0	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Sub Total: Egham Town Centre	£0.0	£0.3	£41.3	£5.0	£0.1	£0.0	£3.5	£0.0	£0.0	£3.3	£53.5
Spar, St Jude's Road, Englefield Green	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Other shops, Englefield Green	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Sub Total: Englefield Green Local Centre	£0.0	£0.0	£1.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
Co-op, The Broadway, New Haw	£1.2	£0.0	£0.0	£0.0	£0.1	£7.1	£0.0	£1.2	£2.0	£0.0	£11.4
Other shops, New Haw	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.6
Sub Total: New Haw Local Centre	£1.2	£0.0	£0.0	£0.0	£0.1	£7.6	£0.0	£1.2	£2.0	£0.0	£12.0
Londis, Brox Road, Ottershaw	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
One Stop, Brox Road, Ottershaw	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Other shops, Ottershaw	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Sub Total: Ottershaw Local Centre	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
Budgens, Station Approach, Wentworth, Virginia Water	£0.0	£0.0	£0.6	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1
Londis, The Parade, Trumps Green Road, Virginia Water	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Waitrose (Little), London Road, Virginia Water	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5
Other shops, Virginia Water	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sub Total: Virginia Water Local Centre	£0.0	£0.0	£0.6	£4.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£5.3
Other smaller centres and local shops in Runnymede	£5.9	£1.6	£0.2	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£8.5
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	£0.2	£0.6	£24.6	£2.9	£0.1	£0.0	£18.2	£0.0	£0.0	£3.2	£49.7
Bourne Valley Garden Centre, Woodham Park Road, Addlestone	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
The Farm Shop, Hardwick Lane, Lyne, Chertsey	£0.0	£0.2	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Asda Petrol Station, Chertsey Lane, Egham Hythe	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Budgens Shell Garage, Chertsey Road, Addlestone	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
M&S (Simply Food BP), Egham Hill, Egham	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Sub Total: Out of Centre	£0.2	£0.8	£25.1	£3.2	£0.1	£0.1	£18.2	£0.0	£0.0	£3.2	£50.9
RUNNYMEDE BOROUGH (RETENTION):	£42.9	£39.1	£77.6	£15.7	£14.5	£10.9	£29.3	£8.2	£3.5	£7.1	£248.9
Walton-on-Thames, Elmbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.6	£3.8	£0.0	£0.0	£11.4
Weybridge, Elmbridge	£2.2	£0.2	£0.1	£0.2	£0.6	£0.4	£3.8	£29.0	£0.0	£0.0	£36.5
Brooklands Retail Park (M&S), Elmbridge	£3.2	£0.8	£0.1	£0.6	£0.6	£7.4	£1.0	£31.3	£4.4	£0.0	£49.4
The Paddock Retail Park (Lidl), Elmbridge	£2.0	£0.1	£0.0	£0.0	£0.0	£1.3	£0.3	£4.9	£0.2	£0.0	£8.8
Other, Elmbridge	£0.4	£0.0	£0.0	£0.1	£0.0	£0.6	£0.2	£9.9	£0.0	£0.3	£11.5
Sub Total: Elmbridge	£7.8	£1.1	£0.2	£0.9	£1.2	£9.8	£13.0	£78.8	£4.6	£0.3	£117.8
Shepperton, Spelthorne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.0	£0.0	£0.0	£0.0	£14.1
Staines-upon-Thames, Spelthorne	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£4.9
Sunbury-on-Thames, Spelthorne	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£6.8	£0.0	£0.0	£0.0	£7.2
Spelthorne Out of Centre	£0.0	£0.2	£1.5	£0.5	£0.1	£0.0	£33.9	£0.0	£0.0	£0.3	£36.5
Other, Spelthorne	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£9.6	£0.0	£0.0	£0.3	£10.0
Sub Total: Spelthorne	£0.1	£0.3	£2.9	£0.6	£0.1	£0.0	£68.0	£0.0	£0.0	£0.6	£72.6
Knaphill, Woking	£0.5	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£6.2	£0.0	£7.2
West Byfleet, Woking	£1.1	£0.0	£0.0	£0.0	£0.6	£3.4	£0.0	£12.6	£2.9	£0.0	£20.6
Woking, Woking	£0.7	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.4	£11.7	£0.0	£13.2
Woking Out of Centre	£2.5	£0.0	£0.0	£0.0	£1.1	£2.3	£0.0	£5.7	£18.9	£0.0	£30.5
Other, Woking	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.5	£6.5	£0.0	£10.1
Sub Total: Woking	£4.9	£0.0	£0.0	£0.1	£2.1	£6.1	£0.0	£22.2	£46.2	£0.0	£81.7
Bracknell Forest	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£10.7	£10.9
Slough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Surrey Heath	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£3.5	£0.7	£4.4
Windsor and Maidenhead	£0.0	£0.1	£0.2	£2.8	£0.3	£0.0	£0.0	£0.0	£1.7	£31.3	£36.4
Other centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.0	£2.9	£0.1	£4.8
LEAKAGE TO COMPETING CENTRES	£12.9	£1.5	£3.4	£4.5	£3.9	£16.0	£82.6	£101.0	£59.1	£44.1	£329.0
TOTAL MARKET SHARE	£55.8	£40.6	£81.0	£20.2	£18.4	£26.9	£112.0	£109.2	£62.6	£51.2	£577.8

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: 2027 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:										TOTAL STUDY AREA
	1	2	3	4	5	6	7	8	9	10	
Total Available Spend (excluding SFT):	£59.2	£43.0	£86.7	£21.5	£19.6	£28.9	£112.4	£109.1	£62.1	£51.5	£593.8
Tesco Extra, Station Road, Addlestone	£25.4	£9.1	£1.8	£1.4	£7.9	£2.8	£1.2	£3.9	£0.5	£0.0	£53.9
Waitrose, Station Road / Market Street, Addlestone	£5.4	£0.7	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0
Iceland, Station Road, Addlestone	£0.7	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Other shops, Addlestone Town Centre	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Sub Total: Addlestone Town Centre	£31.7	£9.9	£1.8	£1.4	£9.0	£2.8	£1.2	£3.9	£0.5	£0.0	£62.2
Aldi, Gogmore Lane, Chertsey	£4.9	£12.7	£7.0	£1.4	£1.2	£0.4	£5.8	£3.0	£1.0	£0.0	£37.3
Sainsbury's Superstore, The Sainsbury Centre, Chertsey	£1.2	£15.0	£0.5	£0.6	£1.2	£0.1	£0.7	£0.2	£0.0	£0.0	£19.4
Londis, Guildford Street, Chertsey	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
One Stop, Windsor Street, Chertsey	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Other shops, Chertsey Town Centre	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.8
Sub Total: Chertsey Town Centre	£6.0	£28.5	£7.5	£2.0	£2.4	£0.5	£6.5	£3.2	£1.0	£0.3	£57.9
Tesco Superstore, High Street, Egham	£0.0	£0.0	£26.8	£2.4	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£30.7
Waitrose, Church Road, Egham	£0.0	£0.3	£15.4	£2.2	£0.1	£0.0	£3.5	£0.0	£0.0	£1.6	£23.1
Iceland, High Street, Egham	£0.0	£0.0	£1.8	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.2
Other shops, Egham Town Centre	£0.0	£0.0	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Sub Total: Egham Town Centre	£0.0	£0.3	£44.2	£5.3	£0.1	£0.0	£3.5	£0.0	£0.0	£3.3	£56.7
Spar, St Jude's Road, Englefield Green	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Other shops, Englefield Green	£0.0	£0.0	£1.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Sub Total: Englefield Green Local Centre	£0.0	£0.0	£1.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Co-op, The Broadway, New Haw	£1.2	£0.0	£0.0	£0.0	£0.1	£7.6	£0.0	£1.2	£1.9	£0.0	£12.0
Other shops, New Haw	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.6
Sub Total: New Haw Local Centre	£1.3	£0.0	£0.0	£0.0	£0.1	£8.2	£0.0	£1.2	£1.9	£0.0	£12.6
Londis, Brox Road, Ottershaw	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
One Stop, Brox Road, Ottershaw	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Other shops, Ottershaw	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
Sub Total: Ottershaw Local Centre	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1
Budgens, Station Approach, Wentworth, Virginia Water	£0.0	£0.0	£0.6	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4
Londis, The Parade, Trumps Green Road, Virginia Water	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Waitrose (Little), London Road, Virginia Water	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5
Other shops, Virginia Water	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub Total: Virginia Water Local Centre	£0.0	£0.0	£0.6	£4.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£5.6
Other smaller centres and local shops in Runnymede	£6.3	£1.7	£0.2	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£9.0
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	£0.2	£0.6	£26.4	£3.1	£0.1	£0.0	£18.2	£0.0	£0.0	£3.2	£51.8
Bourne Valley Garden Centre, Woodham Park Road, Addlestone	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
The Farm Shop, Hardwick Lane, Lyne, Chertsey	£0.0	£0.2	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Asda Petrol Station, Chertsey Lane, Egham Hythe	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Budgens Shell Garage, Chertsey Road, Addlestone	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
M&S (Simply Food BP), Egham Hill, Egham	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Sub Total: Out of Centre	£0.2	£0.9	£26.9	£3.4	£0.2	£0.1	£18.2	£0.0	£0.0	£3.2	£53.1
RUNNYMEDE BOROUGH (RETENTION):	£45.5	£41.3	£83.0	£16.7	£15.5	£11.7	£29.4	£8.2	£3.5	£7.1	£262.0
Walton-on-Thames, Elmbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.6	£3.8	£0.0	£0.0	£11.5
Weybridge, Elmbridge	£2.3	£0.3	£0.1	£0.2	£0.6	£0.4	£3.8	£29.0	£0.0	£0.0	£36.7
Brooklands Retail Park (M&S), Elmbridge	£3.4	£0.8	£0.1	£0.6	£0.6	£8.0	£1.0	£31.3	£4.4	£0.0	£50.2
The Paddock Retail Park (Lidl), Elmbridge	£2.1	£0.1	£0.0	£0.0	£0.0	£1.4	£0.3	£4.9	£0.2	£0.0	£9.1
Other, Elmbridge	£0.4	£0.0	£0.0	£0.1	£0.0	£0.7	£0.3	£9.8	£0.0	£0.3	£11.6
Sub Total: Elmbridge	£8.3	£1.2	£0.2	£0.9	£1.3	£10.5	£13.1	£78.8	£4.6	£0.3	£119.1
Shepperton, Spelthorne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.1	£0.0	£0.0	£0.0	£14.1
Staines-upon-Thames, Spelthorne	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£0.0	£5.0
Sunbury-on-Thames, Spelthorne	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£6.9	£0.0	£0.0	£0.0	£7.2
Spelthorne Out of Centre	£0.0	£0.2	£1.6	£0.5	£0.1	£0.0	£34.1	£0.0	£0.0	£0.3	£36.8
Other, Spelthorne	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£9.7	£0.0	£0.0	£0.3	£10.0
Sub Total: Spelthorne	£0.1	£0.3	£3.1	£0.6	£0.1	£0.0	£68.3	£0.0	£0.0	£0.6	£73.1
Knaphill, Woking	£0.5	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£6.1	£0.0	£7.3
West Byfleet, Woking	£1.2	£0.0	£0.0	£0.0	£0.6	£3.6	£0.0	£12.6	£2.9	£0.0	£20.9
Woking, Woking	£0.8	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.4	£11.6	£0.0	£13.2
Woking Out of Centre	£2.7	£0.0	£0.0	£0.0	£1.2	£2.4	£0.0	£5.7	£18.8	£0.0	£30.8
Other, Woking	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.5	£6.4	£0.0	£10.1
Sub Total: Woking	£5.2	£0.0	£0.0	£0.1	£2.3	£6.6	£0.0	£22.1	£45.9	£0.0	£82.2
Bracknell Forest	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£10.8	£11.0
Slough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Surrey Heath	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£3.4	£0.7	£4.4
Windsor and Maidenhead	£0.0	£0.1	£0.2	£3.0	£0.3	£0.0	£0.0	£0.0	£1.7	£31.5	£36.7
Other centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.0	£2.9	£0.1	£4.8
LEAKAGE TO COMPETING CENTRES	£13.7	£1.6	£3.6	£4.7	£4.1	£17.2	£82.9	£100.9	£58.6	£44.3	£331.8
TOTAL MARKET SHARE	£59.2	£43.0	£86.7	£21.5	£19.6	£28.9	£112.4	£109.1	£62.1	£51.5	£593.8

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: 2032 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:										TOTAL STUDY AREA
Total Available Spend (excluding SFT):	1	2	3	4	5	6	7	8	9	10	
Tesco Extra, Station Road, Addlestone	£27.0	£9.7	£1.9	£1.5	£8.4	£3.0	£1.2	£3.9	£0.5	£0.0	£57.0
Waitrose, Station Road / Market Street, Addlestone	£5.8	£0.8	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£7.5
Iceland, Station Road, Addlestone	£0.7	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Other shops, Addlestone Town Centre	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Sub Total: Addlestone Town Centre	£33.7	£10.5	£1.9	£1.5	£9.6	£3.0	£1.2	£3.9	£0.5	£0.0	£65.8
Aldi, Gogmore Lane, Chertsey	£5.2	£13.5	£7.5	£1.5	£1.2	£0.4	£5.8	£3.0	£1.0	£0.0	£39.1
Sainsbury's Superstore, The Sainsbury Centre, Chertsey	£1.2	£15.9	£0.6	£0.6	£1.2	£0.1	£0.7	£0.2	£0.0	£0.0	£20.5
Londis, Guildford Street, Chertsey	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
One Stop, Windsor Street, Chertsey	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Other shops, Chertsey Town Centre	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.8
Sub Total: Chertsey Town Centre	£6.4	£30.3	£8.0	£2.1	£2.5	£0.5	£6.5	£3.1	£1.0	£0.3	£60.8
Tesco Superstore, High Street, Egham	£0.0	£0.0	£28.5	£2.5	£0.1	£0.0	£0.0	£0.0	£1.5	£0.0	£32.6
Waitrose, Church Road, Egham	£0.0	£0.3	£16.4	£2.3	£0.1	£0.0	£3.5	£0.0	£0.0	£1.6	£24.3
Iceland, High Street, Egham	£0.0	£0.0	£1.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.4
Other shops, Egham Town Centre	£0.0	£0.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Sub Total: Egham Town Centre	£0.0	£0.3	£47.0	£5.7	£0.1	£0.0	£3.5	£0.0	£0.0	£3.3	£59.9
Spar, St Jude's Road, Englefield Green	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Other shops, Englefield Green	£0.0	£0.0	£1.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Sub Total: Englefield Green Local Centre	£0.0	£0.0	£1.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
Co-op, The Broadway, New Haw	£1.3	£0.0	£0.0	£0.0	£0.1	£8.2	£0.0	£1.2	£1.9	£0.0	£12.6
Other shops, New Haw	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.7
Sub Total: New Haw Local Centre	£1.4	£0.0	£0.0	£0.0	£0.1	£8.8	£0.0	£1.2	£1.9	£0.0	£13.3
Londis, Brox Road, Ottershaw	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
One Stop, Brox Road, Ottershaw	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Other shops, Ottershaw	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
Sub Total: Ottershaw Local Centre	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3
Budgens, Station Approach, Wentworth, Virginia Water	£0.0	£0.0	£0.7	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7
Londis, The Parade, Trumps Green Road, Virginia Water	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Waitrose (Little), London Road, Virginia Water	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5
Other shops, Virginia Water	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub Total: Virginia Water Local Centre	£0.0	£0.0	£0.7	£4.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£5.9
Other smaller centres and local shops in Runnymede	£6.7	£1.8	£0.2	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£9.6
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	£0.2	£0.7	£28.1	£3.3	£0.1	£0.0	£18.3	£0.0	£0.0	£3.2	£53.8
Bourne Valley Garden Centre, Woodham Park Road, Addlestone	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2
The Farm Shop, Hardwick Lane, Lyne, Chertsey	£0.0	£0.3	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Asda Petrol Station, Chertsey Lane, Egham Hythe	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Budgens Shell Garage, Chertsey Road, Addlestone	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
M&S (Simply Food BP), Egham Hill, Egham	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Sub Total: Out of Centre	£0.2	£0.9	£28.6	£3.6	£0.2	£0.1	£18.3	£0.0	£0.0	£3.2	£55.1
RUNNYMEDE BOROUGH (RETENTION):	£48.4	£43.9	£88.4	£17.8	£16.5	£12.6	£29.5	£8.2	£3.5	£7.1	£275.8
Walton-on-Thames, Elmbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.7	£3.8	£0.0	£0.0	£11.5
Weybridge, Elmbridge	£2.5	£0.3	£0.1	£0.2	£0.6	£0.4	£3.8	£29.0	£0.0	£0.0	£37.0
Brooklands Retail Park (M&S), Elmbridge	£3.6	£0.9	£0.1	£0.7	£0.6	£8.6	£1.0	£31.2	£4.4	£0.0	£51.1
The Paddock Retail Park (Lidl), Elmbridge	£2.2	£0.1	£0.0	£0.0	£0.0	£1.5	£0.3	£4.9	£0.2	£0.0	£9.3
Other, Elmbridge	£0.5	£0.0	£0.0	£0.1	£0.0	£0.7	£0.3	£9.8	£0.0	£0.3	£11.7
Sub Total: Elmbridge	£8.8	£1.2	£0.2	£1.0	£1.3	£11.3	£13.1	£78.7	£4.6	£0.3	£120.5
Shepperton, Spelthorne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.1	£0.0	£0.0	£0.0	£14.1
Staines-upon-Thames, Spelthorne	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£0.0	£5.1
Sunbury-on-Thames, Spelthorne	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£6.9	£0.0	£0.0	£0.0	£7.2
Spelthorne Out of Centre	£0.0	£0.2	£1.7	£0.5	£0.1	£0.0	£34.1	£0.0	£0.0	£0.3	£37.0
Other, Spelthorne	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£9.7	£0.0	£0.0	£0.3	£10.0
Sub Total: Spelthorne	£0.1	£0.3	£3.3	£0.7	£0.1	£0.0	£68.4	£0.0	£0.0	£0.6	£73.5
Knaphill, Woking	£0.5	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£6.1	£0.0	£7.3
West Byfleet, Woking	£1.3	£0.0	£0.0	£0.0	£0.6	£3.9	£0.0	£12.6	£2.9	£0.0	£21.2
Woking, Woking	£0.8	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.4	£11.6	£0.0	£13.2
Woking Out of Centre	£2.9	£0.0	£0.0	£0.0	£1.2	£2.6	£0.0	£5.7	£18.7	£0.0	£31.1
Other, Woking	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.5	£6.4	£0.0	£10.1
Sub Total: Woking	£5.6	£0.0	£0.0	£0.1	£2.4	£7.0	£0.0	£22.1	£45.6	£0.0	£82.9
Bracknell Forest	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£10.8	£11.0
Slough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Surrey Heath	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£3.4	£0.7	£4.4
Windsor and Maidenhead	£0.0	£0.1	£0.2	£3.2	£0.3	£0.0	£0.0	£0.0	£1.7	£31.4	£36.9
Other centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.0	£2.9	£0.1	£4.8
LEAKAGE TO COMPETING CENTRES	£14.5	£1.7	£3.8	£5.1	£4.4	£18.5	£83.1	£100.8	£58.3	£44.3	£334.5
TOTAL MARKET SHARE	£63.0	£45.6	£92.2	£22.9	£20.9	£31.0	£112.6	£109.0	£61.8	£51.4	£610.3

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: 2037 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:										TOTAL STUDY AREA
	1	2	3	4	5	6	7	8	9	10	
Total Available Spend (excluding SFT):	£67.1	£48.2	£97.4	£24.3	£22.1	£33.1	£112.7	£109.3	£61.8	£51.5	£627.4
Tesco Extra, Station Road, Addlestone	£28.7	£10.2	£2.0	£1.6	£8.9	£3.2	£1.2	£3.9	£0.5	£0.0	£60.3
Waitrose, Station Road / Market Street, Addlestone	£6.2	£0.8	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£7.9
Iceland, Station Road, Addlestone	£0.7	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Other shops, Addlestone Town Centre	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Sub Total: Addlestone Town Centre	£35.9	£11.1	£2.0	£1.6	£10.1	£3.2	£1.2	£3.9	£0.5	£0.0	£69.6
Aldi, Gogmore Lane, Chertsey	£5.5	£14.2	£7.9	£1.6	£1.3	£0.5	£5.8	£3.0	£1.0	£0.0	£40.8
Sainsbury's Superstore, The Sainsbury Centre, Chertsey	£1.3	£16.8	£0.6	£0.6	£1.3	£0.1	£0.7	£0.2	£0.0	£0.0	£21.7
Londis, Guildford Street, Chertsey	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
One Stop, Windsor Street, Chertsey	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Other shops, Chertsey Town Centre	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.9
Sub Total: Chertsey Town Centre	£6.8	£32.0	£8.5	£2.3	£2.7	£0.6	£6.5	£3.2	£1.0	£0.3	£63.8
Tesco Superstore, High Street, Egham	£0.0	£0.0	£30.1	£2.7	£0.1	£0.0	£0.0	£0.0	£0.0	£1.5	£34.3
Waitrose, Church Road, Egham	£0.0	£0.3	£17.4	£2.5	£0.1	£0.0	£3.5	£0.0	£0.0	£1.6	£25.4
Iceland, High Street, Egham	£0.0	£0.0	£2.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.5
Other shops, Egham Town Centre	£0.0	£0.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Sub Total: Egham Town Centre	£0.0	£0.3	£49.6	£6.0	£0.1	£0.0	£3.5	£0.0	£0.0	£3.3	£63.0
Spar, St Jude's Road, Englefield Green	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Other shops, Englefield Green	£0.0	£0.0	£1.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Sub Total: Englefield Green Local Centre	£0.0	£0.0	£2.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Co-op, The Broadway, New Haw	£1.4	£0.0	£0.0	£0.0	£0.1	£8.7	£0.0	£1.2	£1.9	£0.0	£13.3
Other shops, New Haw	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.7
Sub Total: New Haw Local Centre	£1.5	£0.0	£0.0	£0.0	£0.1	£9.4	£0.0	£1.2	£1.9	£0.0	£14.0
Londis, Brox Road, Ottershaw	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
One Stop, Brox Road, Ottershaw	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Other shops, Ottershaw	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Sub Total: Ottershaw Local Centre	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
Budgens, Station Approach, Wentworth, Virginia Water	£0.0	£0.0	£0.7	£4.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0
Londis, The Parade, Trumps Green Road, Virginia Water	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Waitrose (Little), London Road, Virginia Water	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5
Other shops, Virginia Water	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub Total: Virginia Water Local Centre	£0.0	£0.0	£0.7	£5.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£6.3
Other smaller centres and local shops in Runnymede	£7.1	£1.9	£0.2	£0.0	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£10.2
Bourne Valley Garden Centre, Woodham Park Road, Addlestone	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2
The Farm Shop, Hardwick Lane, Lyne, Chertsey	£0.0	£0.3	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Asda Petrol Station, Chertsey Lane, Egham Hythe	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Budgens Shell Garage, Chertsey Road, Addlestone	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
M&S (Simply Food BP), Egham Hill, Egham	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Sub Total: Out of Centre	£0.3	£1.0	£30.2	£3.8	£0.2	£0.1	£18.3	£0.0	£0.0	£3.2	£57.1
RUNNYMEDE BOROUGH (RETENTION):	£51.6	£46.4	£93.3	£18.9	£17.4	£13.4	£29.5	£8.2	£3.5	£7.1	£289.4
Walton-on-Thames, Elmbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.7	£3.8	£0.0	£0.0	£11.5
Weybridge, Elmbridge	£2.6	£0.3	£0.1	£0.3	£0.7	£0.5	£3.8	£29.1	£0.0	£0.0	£37.3
Brooklands Retail Park (M&S), Elmbridge	£3.9	£0.9	£0.1	£0.7	£0.7	£9.2	£1.0	£31.3	£4.4	£0.0	£52.2
The Paddock Retail Park (Lidl), Elmbridge	£2.4	£0.1	£0.0	£0.0	£0.0	£1.6	£0.3	£4.9	£0.2	£0.0	£9.6
Other, Elmbridge	£0.5	£0.0	£0.0	£0.1	£0.0	£0.8	£0.3	£9.9	£0.0	£0.3	£11.8
Sub Total: Elmbridge	£9.4	£1.3	£0.2	£1.1	£1.4	£12.1	£13.1	£78.9	£4.6	£0.3	£122.3
Shepperton, Spelthorne	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£14.1	£0.0	£0.0	£0.0	£14.1
Staines-upon-Thames, Spelthorne	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£0.0	£5.2
Sunbury-on-Thames, Spelthorne	£0.1	£0.1	£0.1	£0.1	£0.0	£0.0	£6.9	£0.0	£0.0	£0.0	£7.3
Spelthorne Out of Centre	£0.0	£0.3	£1.8	£0.6	£0.1	£0.0	£34.1	£0.0	£0.0	£0.3	£37.2
Other, Spelthorne	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£9.7	£0.0	£0.0	£0.3	£10.1
Sub Total: Spelthorne	£0.1	£0.4	£3.4	£0.7	£0.1	£0.0	£68.5	£0.0	£0.0	£0.6	£73.8
Knaphill, Woking	£0.6	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£6.1	£0.0	£7.4
West Byfleet, Woking	£1.4	£0.0	£0.0	£0.0	£0.7	£4.1	£0.0	£12.6	£2.9	£0.0	£21.7
Woking, Woking	£0.9	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.4	£11.6	£0.0	£13.3
Woking Out of Centre	£3.1	£0.0	£0.0	£0.0	£1.3	£2.8	£0.0	£5.7	£18.7	£0.0	£31.5
Other, Woking	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.5	£6.4	£0.0	£10.1
Sub Total: Woking	£5.9	£0.0	£0.0	£0.1	£2.6	£7.5	£0.0	£22.2	£45.6	£0.0	£83.9
Bracknell Forest	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£10.8	£11.0
Slough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Surrey Heath	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£3.4	£0.7	£4.5
Windsor and Maidenhead	£0.0	£0.1	£0.2	£3.4	£0.3	£0.0	£0.0	£0.0	£1.7	£31.5	£37.2
Other centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.0	£2.9	£0.1	£4.8
LEAKAGE TO COMPETING CENTRES	£15.5	£1.8	£4.1	£5.4	£4.6	£19.7	£83.1	£101.1	£58.3	£44.3	£337.9
TOTAL MARKET SHARE	£67.1	£48.2	£97.4	£24.3	£22.1	£33.1	£112.7	£109.3	£61.8	£51.5	£627.4

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:										TOTAL STUDY AREA
	1	2	3	4	5	6	7	8	9	10	
Total Available Spend (excluding SFT):	£71.4	£51.1	£103.2	£25.8	£23.4	£35.2	£113.3	£110.1	£62.1	£51.8	£647.3
Tesco Extra, Station Road, Addlestone	£30.6	£10.8	£2.1	£1.7	£9.4	£3.4	£1.2	£3.9	£0.5	£0.0	£63.7
Waitrose, Station Road / Market Street, Addlestone	£6.5	£0.9	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£8.4
Iceland, Station Road, Addlestone	£0.8	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Other shops, Addlestone Town Centre	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Sub Total: Addlestone Town Centre	£38.2	£11.8	£2.1	£1.7	£10.7	£3.4	£1.2	£3.9	£0.5	£0.0	£73.6
Aldi, Gogmore Lane, Chertsey	£5.9	£15.1	£8.4	£1.7	£1.4	£0.5	£5.8	£3.0	£1.0	£0.0	£42.7
Sainsbury's Superstore, The Sainsbury Centre, Chertsey	£1.4	£17.8	£0.6	£0.7	£1.4	£0.1	£0.7	£0.2	£0.0	£0.0	£22.9
Londis, Guildford Street, Chertsey	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
One Stop, Windsor Street, Chertsey	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Other shops, Chertsey Town Centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.9
Sub Total: Chertsey Town Centre	£7.2	£33.9	£9.0	£2.4	£2.8	£0.6	£6.5	£3.2	£1.0	£0.3	£67.0
Tesco Superstore, High Street, Egham	£0.0	£0.0	£31.9	£2.9	£0.1	£0.0	£0.0	£0.0	£0.0	£1.5	£36.3
Waitrose, Church Road, Egham	£0.0	£0.4	£18.4	£2.6	£0.1	£0.0	£3.5	£0.0	£0.0	£1.6	£26.6
Iceland, High Street, Egham	£0.0	£0.0	£2.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.6
Other shops, Egham Town Centre	£0.0	£0.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub Total: Egham Town Centre	£0.0	£0.4	£52.6	£6.4	£0.1	£0.0	£3.5	£0.0	£0.0	£3.3	£66.4
Spar, St Jude's Road, Englefield Green	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Other shops, Englefield Green	£0.0	£0.0	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Sub Total: Englefield Green Local Centre	£0.0	£0.0	£2.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
Co-op, The Broadway, New Haw	£1.5	£0.0	£0.0	£0.0	£0.1	£9.3	£0.0	£1.2	£1.9	£0.0	£13.9
Other shops, New Haw	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.8
Sub Total: New Haw Local Centre	£1.6	£0.0	£0.0	£0.0	£0.1	£9.9	£0.0	£1.2	£1.9	£0.0	£14.7
Londis, Brox Road, Ottershaw	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
One Stop, Brox Road, Ottershaw	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Other shops, Ottershaw	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
Sub Total: Ottershaw Local Centre	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7
Budgens, Station Approach, Wentworth, Virginia Water	£0.0	£0.0	£0.7	£4.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3
Londis, The Parade, Trumps Green Road, Virginia Water	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Waitrose (Little), London Road, Virginia Water	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5
Other shops, Virginia Water	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub Total: Virginia Water Local Centre	£0.0	£0.0	£0.7	£5.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£6.7
Other smaller centres and local shops in Runnymede	£7.6	£2.0	£0.2	£0.0	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£10.8
Other smaller centres and local shops in Runnymede	£0.2	£0.7	£31.4	£3.7	£0.1	£0.0	£18.4	£0.0	£0.0	£3.2	£57.8
Bourne Valley Garden Centre, Woodham Park Road, Addlestone	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2
The Farm Shop, Hardwick Lane, Lyne, Chertsey	£0.0	£0.3	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Asda Petrol Station, Chertsey Lane, Egham Hythe	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Budgens Shell Garage, Chertsey Road, Addlestone	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
M&S (Simply Food BP), Egham Hill, Egham	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Sub Total: Out of Centre	£0.3	£1.0	£32.1	£4.1	£0.2	£0.1	£18.4	£0.0	£0.0	£3.2	£59.3
RUNNYMEDE BOROUGH (RETENTION):	£54.9	£49.1	£98.9	£20.1	£18.5	£14.3	£29.7	£8.2	£3.5	£7.2	£304.4
Walton-on-Thames, Elmbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.7	£3.8	£0.0	£0.0	£11.6
Weybridge, Elmbridge	£2.8	£0.3	£0.1	£0.3	£0.7	£0.5	£3.9	£29.3	£0.0	£0.0	£37.8
Brooklands Retail Park (M&S), Elmbridge	£4.1	£1.0	£0.1	£0.7	£0.7	£9.7	£1.0	£31.5	£4.4	£0.0	£53.4
The Paddock Retail Park (Lidl), Elmbridge	£2.5	£0.1	£0.0	£0.0	£0.0	£1.7	£0.3	£4.9	£0.2	£0.0	£9.9
Other, Elmbridge	£0.5	£0.0	£0.0	£0.1	£0.0	£0.8	£0.3	£9.9	£0.0	£0.3	£12.0
Sub Total: Elmbridge	£10.0	£1.4	£0.3	£1.1	£1.5	£12.8	£13.2	£79.5	£4.6	£0.3	£124.6
Shepperton, Spelthorne	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£14.2	£0.0	£0.0	£0.0	£14.2
Staines-upon-Thames, Spelthorne	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£0.0	£5.3
Sunbury-on-Thames, Spelthorne	£0.1	£0.1	£0.1	£0.1	£0.0	£0.0	£6.9	£0.0	£0.0	£0.0	£7.3
Spelthorne Out of Centre	£0.0	£0.3	£1.9	£0.6	£0.1	£0.0	£34.3	£0.0	£0.0	£0.3	£37.5
Other, Spelthorne	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£9.7	£0.0	£0.0	£0.3	£10.1
Sub Total: Spelthorne	£0.1	£0.4	£3.6	£0.8	£0.1	£0.0	£68.9	£0.0	£0.0	£0.6	£74.5
Knaphill, Woking	£0.6	£0.0	£0.0	£0.1	£0.3	£0.4	£0.0	£0.0	£6.1	£0.0	£7.5
West Byfleet, Woking	£1.5	£0.0	£0.0	£0.0	£0.7	£4.4	£0.0	£12.7	£2.9	£0.0	£22.2
Woking, Woking	£0.9	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.4	£11.6	£0.0	£13.5
Woking Out of Centre	£3.2	£0.0	£0.0	£0.0	£1.4	£3.0	£0.0	£5.7	£18.8	£0.0	£32.1
Other, Woking	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.5	£6.4	£0.0	£10.1
Sub Total: Woking	£6.3	£0.0	£0.0	£0.1	£2.7	£8.0	£0.0	£22.3	£45.8	£0.0	£85.4
Bracknell Forest	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£10.8	£11.0
Slough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Surrey Heath	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£3.4	£0.7	£4.5
Windsor and Maidenhead	£0.0	£0.1	£0.3	£3.6	£0.3	£0.0	£0.0	£0.0	£1.7	£31.6	£37.6
Other centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£1.6	£0.0	£2.9	£0.1	£4.8
LEAKAGE TO COMPETING CENTRES	£16.5	£1.9	£4.3	£5.7	£4.9	£21.0	£83.6	£101.8	£58.6	£44.6	£342.9
TOTAL MARKET SHARE	£71.4	£51.1	£103.2	£25.8	£23.4	£35.2	£113.3	£110.1	£62.1	£51.8	£647.3

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX B.6 COMPARISON GOODS TURNOVER FORECASTS

TABLE 1: ALL COMPARISON GOODS - MARKET SHARE 2022 (%)

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
Addlestone Town Centre	35.0%	14.9%	0.2%	3.6%	18.8%	3.7%	0.2%	2.6%	1.1%	0.6%	5.8%
Chertsey Town Centre	0.6%	20.1%	0.3%	1.7%	1.4%	0.0%	0.1%	0.4%	0.0%	0.0%	1.7%
Egham Town Centre	0.0%	0.1%	17.7%	6.3%	0.2%	0.0%	0.5%	0.0%	0.0%	1.4%	3.0%
Englefield Green	0.0%	0.0%	2.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
New Haw/ Woodham	0.4%	0.0%	0.0%	0.0%	0.2%	18.5%	0.0%	1.3%	0.2%	0.0%	1.1%
Ottershaw	0.9%	0.4%	0.0%	0.1%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Virginia Water	0.0%	0.0%	0.5%	17.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Smaller centres/ local shops	0.0%	0.2%	1.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%
Out of Centre	3.1%	5.0%	9.0%	9.1%	3.5%	0.8%	6.6%	0.8%	0.6%	2.5%	4.0%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	40.0%	40.8%	30.9%	39.1%	33.2%	22.9%	7.4%	5.2%	1.9%	4.9%	17.2%
Walton-on-Thames, Elmbridge	3.4%	1.1%	0.0%	0.0%	3.1%	0.3%	3.7%	5.0%	0.6%	0.0%	2.3%
Weybridge, Elmbridge	2.1%	1.4%	0.4%	1.0%	1.8%	1.1%	0.4%	13.2%	0.0%	0.0%	3.3%
Brooklands, Elmbridge	4.4%	2.6%	1.1%	2.1%	2.8%	10.9%	2.3%	12.5%	3.1%	0.0%	4.7%
The Paddock Retail Park, Elmbridge	4.0%	1.4%	0.5%	0.1%	1.7%	5.2%	0.7%	6.8%	0.6%	0.0%	2.4%
Other Out of Centre, Elmbridge	0.6%	0.8%	0.0%	0.0%	0.4%	0.7%	0.0%	0.8%	0.0%	0.0%	0.3%
Other, Elmbridge	1.4%	2.9%	0.8%	0.0%	1.2%	1.4%	0.3%	8.9%	1.6%	0.0%	2.6%
Sub Total: Elmbridge	16.0%	10.1%	2.8%	3.3%	11.0%	19.6%	7.3%	47.2%	5.9%	0.0%	15.6%
Shepperton, Spelthorne	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	9.2%	0.1%	0.0%	0.0%	1.7%
Staines-upon-Thames, Spelthorne	13.8%	26.4%	34.9%	26.1%	9.4%	4.0%	27.2%	3.2%	1.8%	13.7%	16.4%
Two Rivers Retail Park, Spelthorne	1.5%	1.8%	6.2%	5.3%	2.9%	1.3%	19.4%	0.0%	0.0%	1.6%	5.1%
Other Out of Centre, Spelthorne	1.2%	1.7%	1.7%	2.5%	1.0%	0.3%	6.9%	0.4%	0.2%	0.9%	2.0%
Other, Spelthorne	0.4%	1.2%	0.2%	0.1%	0.1%	0.1%	3.3%	0.1%	0.0%	0.9%	0.9%
Sub Total: Spelthorne	16.8%	32.0%	43.0%	34.1%	13.3%	5.7%	66.0%	3.8%	2.1%	17.1%	26.2%
West Byfleet, Woking	0.1%	0.0%	0.0%	0.0%	1.5%	6.2%	0.0%	2.2%	0.9%	0.0%	0.9%
Woking, Woking	10.9%	3.6%	1.0%	0.1%	15.0%	21.9%	0.3%	4.8%	29.0%	0.4%	7.0%
Out of Centre, Woking	6.0%	0.7%	0.0%	0.4%	7.6%	7.3%	0.1%	3.6%	19.4%	0.0%	4.0%
Other Woking	0.1%	0.1%	0.0%	0.1%	0.4%	1.7%	0.0%	0.8%	12.5%	0.0%	1.6%
Sub Total: Woking	17.2%	4.4%	1.0%	0.7%	24.5%	37.1%	0.4%	11.4%	61.8%	0.4%	13.5%
Bracknell Forest	0.0%	0.3%	0.1%	1.2%	1.4%	0.0%	0.0%	0.0%	0.2%	15.1%	1.6%
Guildford	1.4%	1.8%	0.5%	0.8%	4.8%	8.5%	0.1%	8.8%	16.7%	1.7%	4.7%
Kingston	2.2%	3.9%	2.6%	1.4%	2.1%	3.1%	10.3%	13.9%	2.9%	0.7%	6.2%
Slough	1.1%	0.1%	7.3%	1.4%	0.0%	0.1%	2.4%	1.5%	0.0%	6.6%	2.6%
Surrey Heath	0.4%	0.1%	1.0%	1.4%	0.2%	0.0%	0.3%	0.0%	1.5%	2.6%	0.7%
Windsor & Maidenhead	0.0%	0.6%	6.5%	6.3%	1.8%	0.0%	0.9%	0.0%	0.3%	38.1%	5.1%
Other	5.0%	5.9%	4.3%	10.4%	7.5%	3.1%	4.8%	8.2%	6.8%	12.8%	6.7%
LEAKAGE TO COMPETING CENTRES	60.0%	59.2%	69.1%	60.9%	66.8%	77.1%	92.6%	94.8%	98.1%	95.1%	82.8%
TOTAL MARKET SHARE EXCL SFT	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: 2022 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
	£68.9	£49.4	£104.9	£30.2	£25.4	£35.1	£140.6	£152.2	£82.1	£71.7	£760.5
Addlestone Town Centre	£24.1	£7.4	£0.3	£1.1	£4.8	£1.3	£0.3	£4.0	£0.9	£0.4	£44.5
Chertsey Town Centre	£0.4	£10.0	£0.4	£0.5	£0.4	£0.0	£0.2	£0.6	£0.0	£0.0	£12.4
Egham Town Centre	£0.0	£0.0	£18.5	£1.9	£0.0	£0.0	£0.7	£0.0	£0.0	£1.0	£22.2
Englefield Green	£0.0	£0.0	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
New Haw/ Woodham	£0.3	£0.0	£0.0	£0.0	£0.0	£6.5	£0.0	£2.0	£0.2	£0.0	£9.0
Ottershaw	£0.6	£0.2	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1
Virginia Water	£0.0	£0.0	£0.5	£5.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8
Smaller centres/ local shops	£0.0	£0.1	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.5
Out of Centre	£2.1	£2.5	£9.5	£2.8	£0.9	£0.3	£9.3	£1.3	£0.5	£1.8	£30.8
TOTAL RETENTION (RUNNYMEDE BOROUGH)	£27.5	£20.2	£32.4	£11.8	£8.4	£8.0	£10.4	£7.9	£1.5	£3.5	£131.8
Walton-on-Thames, Elmbridge	£2.3	£0.5	£0.0	£0.0	£0.8	£0.1	£5.1	£7.5	£0.5	£0.0	£17.0
Weybridge, Elmbridge	£1.5	£0.7	£0.4	£0.3	£0.5	£0.4	£0.5	£20.2	£0.0	£0.0	£24.4
Brooklands, Elmbridge	£3.1	£1.3	£1.1	£0.6	£0.7	£3.8	£3.2	£19.1	£2.5	£0.0	£35.4
The Paddock Retail Park, Elmbridge	£2.7	£0.7	£0.6	£0.0	£0.4	£1.8	£0.9	£10.3	£0.5	£0.0	£18.0
Other Out of Centre, Elmbridge	£0.4	£0.4	£0.0	£0.0	£0.1	£0.2	£0.0	£1.3	£0.0	£0.0	£2.5
Other, Elmbridge	£1.0	£1.4	£0.8	£0.0	£0.3	£0.5	£0.4	£13.5	£1.3	£0.0	£19.3
Sub Total: Elmbridge	£11.0	£5.0	£2.9	£1.0	£2.8	£6.9	£10.2	£71.9	£4.9	£0.0	£116.7
Shepperton, Spelthorne	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£13.0	£0.2	£0.0	£0.0	£13.5
Staines-upon-Thames, Spelthorne	£9.5	£13.1	£36.6	£7.9	£2.4	£1.4	£38.3	£4.9	£1.5	£9.8	£125.5
Two Rivers Retail Park, Spelthorne	£1.0	£0.9	£6.5	£1.6	£0.7	£0.5	£27.3	£0.0	£0.0	£1.2	£39.7
Other Out of Centre, Spelthorne	£0.8	£0.9	£1.7	£0.8	£0.2	£0.1	£9.7	£0.5	£0.2	£0.6	£15.5
Other, Spelthorne	£0.3	£0.6	£0.2	£0.0	£0.0	£0.0	£4.6	£0.1	£0.0	£0.6	£6.5
Sub Total: Spelthorne	£11.6	£15.8	£45.1	£10.3	£3.4	£2.0	£92.9	£5.8	£1.7	£12.3	£200.7
West Byfleet, Woking	£0.1	£0.0	£0.0	£0.0	£0.4	£2.2	£0.0	£3.3	£0.7	£0.0	£6.7
Woking, Woking	£7.5	£1.8	£1.0	£0.0	£3.8	£7.7	£0.4	£7.3	£23.8	£0.3	£53.6
Out of Centre, Woking	£4.2	£0.4	£0.0	£0.1	£1.9	£2.6	£0.2	£5.5	£15.9	£0.0	£30.8
Other Woking	£0.1	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	£1.3	£10.3	£0.0	£12.4
Sub Total: Woking	£11.9	£2.2	£1.0	£0.2	£6.2	£13.0	£0.5	£17.4	£50.7	£0.3	£103.4
Bracknell Forest	£0.0	£0.2	£0.1	£0.4	£0.4	£0.0	£0.0	£0.0	£0.1	£10.9	£12.0
Guildford	£0.9	£0.9	£0.6	£0.2	£1.2	£3.0	£0.1	£13.4	£13.7	£1.2	£35.2
Kingston	£1.5	£1.9	£2.7	£0.4	£0.5	£1.1	£14.5	£21.1	£2.4	£0.5	£46.6
Slough	£0.7	£0.1	£7.7	£0.4	£0.0	£0.0	£3.4	£2.2	£0.0	£4.7	£19.3
Surrey Heath	£0.3	£0.1	£1.1	£0.4	£0.1	£0.0	£0.4	£0.0	£1.2	£1.8	£5.4
Windsor & Maidenhead	£0.0	£0.3	£6.8	£1.9	£0.5	£0.0	£1.3	£0.0	£0.3	£27.4	£38.4
Other	£3.4	£2.9	£4.5	£3.1	£1.9	£1.1	£6.8	£12.4	£5.6	£9.2	£51.0
LEAKAGE TO COMPETING CENTRES	£41.3	£29.3	£72.5	£18.4	£16.9	£27.1	£130.2	£144.3	£80.6	£68.2	£628.7
TOTAL MARKET SHARE EXCL SFT	£68.9	£49.4	£104.9	£30.2	£25.4	£35.1	£140.6	£152.2	£82.1	£71.7	£760.5

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: 2027 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
	£79.6	£57.0	£122.2	£34.9	£29.4	£41.0	£153.7	£165.7	£88.7	£78.6	
Addlestone Town Centre	£27.9	£8.5	£0.3	£1.2	£5.5	£1.5	£0.3	£4.4	£1.0	£0.5	£51.1
Chertsey Town Centre	£0.5	£11.5	£0.4	£0.6	£0.4	£0.0	£0.2	£0.7	£0.0	£0.0	£14.2
Egham Town Centre	£0.0	£0.1	£21.6	£2.2	£0.0	£0.0	£0.7	£0.0	£0.0	£1.1	£25.8
Englefield Green	£0.0	£0.0	£2.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
New Haw/ Woodham	£0.3	£0.0	£0.0	£0.0	£0.1	£7.6	£0.0	£2.2	£0.2	£0.0	£10.4
Ottershaw	£0.7	£0.2	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Virginia Water	£0.0	£0.0	£0.6	£6.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.7
Smaller centres/ local shops	£0.0	£0.1	£1.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.8
Out of Centre	£2.5	£2.9	£11.0	£3.2	£1.0	£0.3	£10.2	£1.4	£0.5	£2.0	£34.9
TOTAL RETENTION (RUNNYMEDE BOROUGH)	£31.8	£23.2	£37.8	£13.7	£9.8	£9.4	£11.4	£8.6	£1.6	£3.9	£151.2
Walton-on-Thames, Elmbridge	£2.7	£0.6	£0.0	£0.0	£0.9	£0.1	£5.6	£8.2	£0.6	£0.0	£18.7
Weybridge, Elmbridge	£1.7	£0.8	£0.5	£0.4	£0.5	£0.5	£0.6	£21.9	£0.0	£0.0	£26.8
Brooklands, Elmbridge	£3.5	£1.5	£1.3	£0.7	£0.8	£4.5	£3.5	£20.7	£2.7	£0.0	£39.3
The Paddock Retail Park, Elmbridge	£3.1	£0.8	£0.7	£0.1	£0.5	£2.1	£1.0	£11.3	£0.5	£0.0	£20.1
Other Out of Centre, Elmbridge	£0.5	£0.5	£0.0	£0.0	£0.1	£0.3	£0.0	£1.4	£0.0	£0.0	£2.8
Other, Elmbridge	£1.1	£1.7	£1.0	£0.0	£0.4	£0.6	£0.4	£14.7	£1.4	£0.0	£21.3
Sub Total: Elmbridge	£12.7	£5.8	£3.4	£1.2	£3.2	£8.1	£11.2	£78.3	£5.3	£0.0	£129.1
Shepperton, Spelthorne	£0.0	£0.4	£0.0	£0.0	£0.0	£14.2	£0.2	£0.0	£0.0	£0.0	£14.8
Staines-upon-Thames, Spelthorne	£11.0	£15.1	£42.7	£9.1	£2.8	£1.7	£41.9	£5.4	£1.6	£10.8	£141.9
Two Rivers Retail Park, Spelthorne	£1.2	£1.0	£7.6	£1.9	£0.9	£0.6	£29.8	£0.0	£0.0	£1.3	£44.2
Other Out of Centre, Spelthorne	£0.9	£1.0	£2.0	£0.9	£0.3	£0.1	£10.6	£0.6	£0.2	£0.7	£17.2
Other, Spelthorne	£0.3	£0.7	£0.3	£0.0	£0.0	£0.0	£5.1	£0.1	£0.0	£0.7	£7.2
Sub Total: Spelthorne	£13.4	£18.2	£52.6	£11.9	£3.9	£2.4	£101.5	£6.3	£1.8	£13.4	£225.4
West Byfleet, Woking	£0.1	£0.0	£0.0	£0.0	£0.4	£2.5	£0.0	£3.6	£0.8	£0.0	£7.5
Woking, Woking	£8.7	£2.0	£1.2	£0.0	£4.4	£9.0	£0.4	£8.0	£25.7	£0.3	£59.8
Out of Centre, Woking	£4.8	£0.4	£0.0	£0.1	£2.2	£3.0	£0.2	£6.0	£17.2	£0.0	£34.0
Other Woking	£0.1	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£1.4	£11.1	£0.0	£13.4
Sub Total: Woking	£13.7	£2.5	£1.2	£0.2	£7.2	£15.2	£0.6	£19.0	£54.8	£0.3	£114.7
Bracknell Forest	£0.0	£0.2	£0.1	£0.4	£0.4	£0.0	£0.0	£0.0	£0.1	£11.9	£13.2
Guildford	£1.1	£1.0	£0.6	£0.3	£1.4	£3.5	£0.1	£14.6	£14.8	£1.3	£38.7
Kingston	£1.8	£2.2	£3.1	£0.5	£0.6	£1.3	£15.8	£23.0	£2.6	£0.5	£51.4
Slough	£0.8	£0.1	£9.0	£0.5	£0.0	£0.0	£3.7	£2.4	£0.0	£5.2	£21.7
Surrey Heath	£0.3	£0.1	£1.2	£0.5	£0.1	£0.0	£0.5	£0.0	£1.3	£2.0	£6.0
Windsor & Maidenhead	£0.0	£0.4	£7.9	£2.2	£0.5	£0.0	£1.4	£0.0	£0.3	£30.0	£42.7
Other	£4.0	£3.4	£5.3	£3.6	£2.2	£1.3	£7.4	£13.5	£6.1	£10.0	£56.7
LEAKAGE TO COMPETING CENTRES	£47.8	£33.7	£84.5	£21.3	£19.7	£31.6	£142.3	£157.0	£87.1	£74.7	£699.6
TOTAL MARKET SHARE EXCL SFT	£79.6	£57.0	£122.2	£34.9	£29.4	£41.0	£153.7	£165.7	£88.7	£78.6	£850.7

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: 2032 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
	£94.2	£67.3	£144.7	£41.4	£34.9	£49.0	£171.2	£184.1	£98.2	£87.3	
Addlestone Town Centre	£33.0	£10.0	£0.4	£1.5	£6.6	£1.8	£0.3	£4.8	£1.1	£0.5	£60.0
Chertsey Town Centre	£0.5	£13.5	£0.5	£0.7	£0.5	£0.0	£0.2	£0.8	£0.0	£0.0	£16.8
Egham Town Centre	£0.0	£0.1	£25.6	£2.6	£0.1	£0.0	£0.8	£0.0	£0.0	£1.3	£30.4
Englefield Green	£0.0	£0.0	£3.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3
New Haw/ Woodham	£0.4	£0.0	£0.0	£0.0	£0.1	£9.0	£0.0	£2.5	£0.2	£0.0	£12.2
Ottershaw	£0.8	£0.3	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
Virginia Water	£0.0	£0.0	£0.7	£7.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£8.0
Smaller centres/ local shops	£0.0	£0.1	£1.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.1
Out of Centre	£2.9	£3.4	£13.1	£3.8	£1.2	£0.4	£11.3	£1.5	£0.5	£2.2	£40.4
TOTAL RETENTION (RUNNYMEDE BOROUGH)	£37.7	£27.4	£44.7	£16.2	£11.6	£11.2	£12.7	£9.6	£1.8	£4.3	£177.2
Walton-on-Thames, Elmbridge	£3.2	£0.7	£0.0	£0.0	£1.1	£0.1	£6.3	£9.1	£0.6	£0.0	£21.2
Weybridge, Elmbridge	£2.0	£0.9	£0.6	£0.4	£0.6	£0.6	£0.6	£24.4	£0.0	£0.0	£30.1
Brooklands, Elmbridge	£4.2	£1.7	£1.5	£0.9	£1.0	£5.3	£3.9	£23.0	£3.0	£0.0	£44.7
The Paddock Retail Park, Elmbridge	£3.7	£0.9	£0.8	£0.1	£0.6	£2.5	£1.1	£12.5	£0.6	£0.0	£22.9
Other Out of Centre, Elmbridge	£0.6	£0.5	£0.0	£0.0	£0.1	£0.3	£0.0	£1.6	£0.0	£0.0	£3.2
Other, Elmbridge	£1.3	£2.0	£1.2	£0.0	£0.4	£0.7	£0.5	£16.4	£1.6	£0.0	£24.0
Sub Total: Elmbridge	£15.1	£6.8	£4.1	£1.4	£3.8	£9.6	£12.5	£86.9	£5.8	£0.0	£146.0
Shepperton, Spelthorne	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£15.8	£0.3	£0.0	£0.0	£16.5
Staines-upon-Thames, Spelthorne	£13.0	£17.8	£50.6	£10.8	£3.3	£2.0	£46.7	£6.0	£1.8	£12.0	£163.8
Two Rivers Retail Park, Spelthorne	£1.4	£1.2	£9.0	£2.2	£1.0	£0.7	£33.2	£0.0	£0.0	£1.4	£50.1
Other Out of Centre, Spelthorne	£1.1	£1.2	£2.4	£1.0	£0.3	£0.1	£11.8	£0.6	£0.2	£0.8	£19.6
Other, Spelthorne	£0.4	£0.8	£0.3	£0.1	£0.0	£0.0	£5.6	£0.1	£0.0	£0.7	£8.1
Sub Total: Spelthorne	£15.8	£21.5	£62.2	£14.1	£4.7	£2.8	£113.1	£7.0	£2.0	£14.9	£258.2
West Byfleet, Woking	£0.1	£0.0	£0.0	£0.0	£0.5	£3.0	£0.0	£4.0	£0.9	£0.0	£8.5
Woking, Woking	£10.3	£2.4	£1.4	£0.1	£5.2	£10.7	£0.4	£8.8	£28.5	£0.4	£68.2
Out of Centre, Woking	£5.7	£0.5	£0.0	£0.2	£2.6	£3.6	£0.2	£6.7	£19.1	£0.0	£38.6
Other Woking	£0.1	£0.1	£0.0	£0.1	£0.1	£0.8	£0.0	£1.5	£12.3	£0.0	£15.0
Sub Total: Woking	£16.2	£2.9	£1.4	£0.3	£8.5	£18.2	£0.6	£21.1	£60.7	£0.4	£130.3
Bracknell Forest	£0.0	£0.2	£0.1	£0.5	£0.5	£0.0	£0.0	£0.0	£0.2	£13.2	£14.7
Guildford	£1.3	£1.2	£0.8	£0.3	£1.7	£4.1	£0.1	£16.2	£16.4	£1.5	£43.6
Kingston	£2.1	£2.6	£3.7	£0.6	£0.7	£1.5	£17.6	£25.5	£2.9	£0.6	£57.8
Slough	£1.0	£0.1	£10.6	£0.6	£0.0	£0.0	£4.1	£2.7	£0.0	£5.8	£24.9
Surrey Heath	£0.4	£0.1	£1.5	£0.6	£0.1	£0.0	£0.5	£0.0	£1.4	£2.3	£6.8
Windsor & Maidenhead	£0.0	£0.4	£9.4	£2.6	£0.6	£0.0	£1.6	£0.0	£0.3	£33.3	£48.3
Other	£4.7	£4.0	£6.2	£4.3	£2.6	£1.5	£8.3	£15.0	£6.7	£11.2	£64.5
LEAKAGE TO COMPETING CENTRES	£56.5	£39.8	£100.0	£25.2	£23.3	£37.8	£158.5	£174.4	£96.4	£83.0	£795.0
TOTAL MARKET SHARE EXCL SFT	£94.2	£67.3	£144.7	£41.4	£34.9	£49.0	£171.2	£184.1	£98.2	£87.3	£972.2

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: 2037 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
	£113.0	£80.2	£172.1	£49.6	£41.5	£59.0	£193.1	£208.0	£110.5	£98.5	
Addlestone Town Centre	£39.6	£12.0	£0.4	£1.8	£7.8	£2.2	£0.4	£5.5	£1.2	£0.6	£71.4
Chertsey Town Centre	£0.6	£16.1	£0.6	£0.8	£0.6	£0.0	£0.2	£0.9	£0.0	£0.0	£19.9
Egham Town Centre	£0.0	£0.1	£30.4	£3.1	£0.1	£0.0	£0.9	£0.0	£0.0	£1.4	£36.0
Englefield Green	£0.0	£0.0	£3.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
New Haw/ Woodham	£0.5	£0.0	£0.0	£0.0	£0.1	£10.9	£0.0	£2.8	£0.0	£0.0	£14.4
Ottershaw	£1.0	£0.3	£0.0	£0.1	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1
Virginia Water	£0.0	£0.0	£0.8	£8.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£9.5
Smaller centres/ local shops	£0.0	£0.2	£1.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.4
Out of Centre	£3.5	£4.0	£15.6	£4.5	£1.5	£0.4	£12.8	£1.7	£0.6	£2.5	£47.1
TOTAL RETENTION (RUNNYMEDE BOROUGH)	£45.2	£32.7	£53.2	£19.4	£13.8	£13.5	£14.3	£10.8	£2.1	£4.8	£209.8
Walton-on-Thames, Elmbridge	£3.9	£0.9	£0.0	£0.0	£1.3	£0.2	£7.1	£10.3	£0.7	£0.0	£24.2
Weybridge, Elmbridge	£2.4	£1.1	£0.7	£0.5	£0.8	£0.7	£0.7	£27.5	£0.0	£0.0	£34.4
Brooklands, Elmbridge	£5.0	£2.1	£1.8	£1.1	£1.2	£6.4	£4.4	£26.0	£3.4	£0.0	£51.4
The Paddock Retail Park, Elmbridge	£4.5	£1.1	£0.9	£0.1	£0.7	£3.1	£1.3	£14.1	£0.7	£0.0	£26.4
Other Out of Centre, Elmbridge	£0.7	£0.6	£0.0	£0.0	£0.2	£0.4	£0.0	£1.8	£0.0	£0.0	£3.7
Other, Elmbridge	£1.6	£2.3	£1.4	£0.0	£0.5	£0.8	£0.6	£18.5	£1.8	£0.0	£27.5
Sub Total: Elmbridge	£18.1	£8.1	£4.8	£1.6	£4.6	£11.6	£14.0	£98.2	£6.6	£0.0	£167.7
Shepperton, Spelthorne	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£17.8	£0.3	£0.0	£0.0	£18.7
Staines-upon-Thames, Spelthorne	£15.6	£21.2	£60.2	£13.0	£3.9	£2.4	£52.6	£6.7	£2.0	£13.5	£191.0
Two Rivers Retail Park, Spelthorne	£1.6	£1.5	£10.7	£2.6	£1.2	£0.8	£37.5	£0.0	£0.0	£1.6	£57.5
Other Out of Centre, Spelthorne	£1.3	£1.4	£2.8	£1.2	£0.4	£0.1	£13.3	£0.7	£0.3	£0.9	£22.5
Other, Spelthorne	£0.4	£1.0	£0.4	£0.1	£0.0	£0.1	£6.4	£0.1	£0.0	£0.8	£9.3
Sub Total: Spelthorne	£19.0	£25.6	£74.0	£16.9	£5.5	£3.4	£127.5	£7.9	£2.3	£16.8	£299.0
West Byfleet, Woking	£0.1	£0.0	£0.0	£0.0	£0.6	£3.6	£0.0	£4.5	£1.0	£0.0	£9.9
Woking, Woking	£12.4	£2.9	£1.7	£0.1	£6.2	£12.9	£0.5	£32.0	£0.4	£0.0	£79.0
Out of Centre, Woking	£6.8	£0.6	£0.0	£0.2	£3.2	£4.3	£0.2	£7.6	£21.4	£0.0	£44.3
Other Woking	£0.1	£0.1	£0.0	£0.1	£0.2	£1.0	£0.0	£1.7	£13.8	£0.0	£16.9
Sub Total: Woking	£19.5	£3.5	£1.7	£0.4	£10.2	£21.9	£0.7	£23.8	£68.3	£0.4	£150.2
Bracknell Forest	£0.0	£0.3	£0.1	£0.6	£0.6	£0.0	£0.0	£0.0	£0.2	£14.9	£16.7
Guildford	£1.5	£1.4	£0.9	£0.4	£2.0	£5.0	£0.1	£18.4	£18.4	£1.6	£49.8
Kingston	£2.5	£3.1	£4.4	£0.7	£0.9	£1.8	£19.9	£28.8	£3.2	£0.7	£66.0
Slough	£1.2	£0.1	£12.6	£0.7	£0.0	£0.0	£4.7	£3.0	£0.0	£6.5	£28.8
Surrey Heath	£0.4	£0.1	£1.8	£0.7	£0.1	£0.0	£0.6	£0.0	£1.6	£2.5	£7.8
Windsor & Maidenhead	£0.0	£0.5	£11.2	£3.1	£0.8	£0.0	£1.8	£0.0	£0.3	£37.6	£55.3
Other	£5.6	£4.7	£7.4	£5.2	£3.1	£1.8	£9.4	£17.0	£7.5	£12.6	£74.3
LEAKAGE TO COMPETING CENTRES	£67.8	£47.5	£119.0	£30.2	£27.7	£45.5	£178.7	£197.1	£108.5	£93.7	£915.6
TOTAL MARKET SHARE EXCL SFT	£113.0	£80.2	£172.1	£49.6	£41.5	£59.0	£193.1	£208.0	£110.5	£98.5	£1,125.4

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: 2042 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
	£136.3	£96.2	£206.8	£59.7	£49.8	£71.0	£220.1	£237.4	£126.0	£112.2	
Addlestone Town Centre	£47.8	£14.4	£0.5	£2.1	£9.4	£2.6	£0.4	£6.2	£1.4	£0.7	£85.5
Chertsey Town Centre	£0.8	£19.4	£0.7	£1.0	£0.7	£0.0	£0.3	£1.0	£0.0	£0.0	£23.8
Egham Town Centre	£0.0	£0.1	£36.5	£3.8	£0.1	£0.0	£1.1	£0.0	£0.0	£1.6	£43.2
Englefield Green	£0.0	£0.0	£4.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7
New Haw/ Woodham	£0.6	£0.0	£0.0	£0.0	£0.1	£13.1	£0.0	£3.2	£0.3	£0.0	£17.2
Ottershaw	£1.2	£0.4	£0.0	£0.1	£4.5	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1
Virginia Water	£0.0	£0.0	£0.9	£10.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£11.5
Smaller centres/ local shops	£0.0	£0.2	£2.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£2.9
Out of Centre	£4.2	£4.9	£18.7	£5.4	£1.8	£0.5	£14.6	£2.0	£0.7	£2.8	£55.6
TOTAL RETENTION (RUNNYMEDE BOROUGH)	£54.5	£39.2	£63.9	£23.3	£16.6	£16.3	£16.3	£12.4	£2.3	£5.5	£250.4
Walton-on-Thames, Elmbridge	£4.7	£1.0	£0.0	£0.0	£1.5	£0.2	£8.1	£11.8	£0.8	£0.0	£28.0
Weybridge, Elmbridge	£2.9	£1.3	£0.9	£0.6	£0.9	£0.8	£0.8	£31.4	£0.0	£0.0	£39.6
Brooklands, Elmbridge	£6.0	£2.5	£2.2	£1.3	£1.4	£7.7	£5.1	£29.7	£3.9	£0.0	£59.8
The Paddock Retail Park, Elmbridge	£5.4	£1.3	£1.1	£0.1	£0.8	£3.7	£1.5	£16.1	£0.8	£0.0	£30.8
Other Out of Centre, Elmbridge	£0.9	£0.8	£0.0	£0.0	£0.2	£0.5	£0.0	£2.0	£0.0	£0.0	£4.4
Other, Elmbridge	£1.9	£2.8	£1.6	£0.0	£0.6	£1.0	£0.6	£21.1	£2.1	£0.0	£31.8
Sub Total: Elmbridge	£21.8	£9.7	£5.8	£2.0	£5.5	£13.9	£16.0	£112.1	£7.5	£0.0	£194.4
Shepperton, Spelthorne	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£20.3	£0.3	£0.0	£0.0	£21.3
Staines-upon-Thames, Spelthorne	£18.8	£25.4	£72.3	£15.6	£4.7	£2.9	£60.0	£7.7	£2.3	£15.4	£225.0
Two Rivers Retail Park, Spelthorne	£2.0	£1.8	£12.8	£3.2	£1.5	£1.0	£42.7	£0.0	£0.0	£1.8	£66.7
Other Out of Centre, Spelthorne	£1.6	£1.7	£3.4	£1.5	£0.5	£0.2	£15.1	£0.8	£0.3	£1.0	£26.1
Other, Spelthorne	£0.5	£1.2	£0.4	£0.1	£0.0	£0.1	£7.2	£0.2	£0.0	£1.0	£10.7
Sub Total: Spelthorne	£22.9	£30.7	£89.0	£20.3	£6.7	£4.1	£145.4	£9.0	£2.6	£19.2	£349.8
West Byfleet, Woking	£0.2	£0.0	£0.0	£0.0	£0.7	£4.4	£0.0	£5.1	£1.1	£0.0	£11.6
Woking, Woking	£14.9	£3.4	£2.0	£0.1	£7.5	£15.6	£0.6	£11.4	£36.5	£0.5	£92.4
Out of Centre, Woking	£8.2	£0.7	£0.0	£0.3	£3.8	£5.2	£0.3	£8.6	£24.5	£0.0	£51.5
Other Woking	£0.1	£0.1	£0.0	£0.1	£0.2	£1.2	£0.0	£2.0	£15.7	£0.0	£19.4
Sub Total: Woking	£23.5	£4.2	£2.0	£0.4	£12.2	£26.3	£0.8	£27.2	£77.9	£0.5	£174.9
Bracknell Forest	£0.0	£0.3	£0.2	£0.7	£0.7	£0.0	£0.0	£0.0	£0.2	£17.0	£19.1
Guildford	£1.9	£1.7	£1.1	£0.5	£2.4	£6.0	£0.1	£21.0	£21.0	£1.9	£57.5
Kingston	£3.0	£3.8	£5.3	£0.8	£1.1	£2.2	£22.7	£32.9	£3.7	£0.7	£76.1
Slough	£1.4	£0.1	£15.2	£0.8	£0.0	£0.0	£5.3	£3.5	£0.0	£7.4	£33.8
Surrey Heath	£0.5	£0.1	£2.1	£0.8	£0.1	£0.0	£0.7	£0.0	£1.8	£2.9	£9.1
Windsor & Maidenhead	£0.0	£0.6	£13.4	£3.7	£0.9	£0.0	£2.1	£0.0	£0.4	£42.8	£64.0
Other	£6.8	£5.7	£8.9	£6.2	£3.7	£2.2	£10.7	£19.4	£8.6	£14.3	£86.5
LEAKAGE TO COMPETING CENTRES	£81.8	£56.9	£142.9	£36.3	£33.3	£54.8	£203.8	£225.0	£123.7	£106.7	£1,065.3
TOTAL MARKET SHARE EXCL SFT	£136.3	£96.2	£206.8	£59.7	£49.8	£71.0	£220.1	£237.4	£126.0	£112.2	£1,315.7

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

APPENDIX B.7 TURNOVER OF COMMITTED RETAIL & LEISURE FLOORSPEACE

FORECAST TURNOVER OF COMMITTED RETAIL AND FOOD & BEVERAGE FLOORSPACE IN RUNNYMEDE BOROUGH - 2022 TO 2042
(i.e. with planning permission or under construction at the time of preparing the capacity assessment)

Committed scheme/site location	Location	Planning Ref	Town Centre Use	Gross Floorspace (sqm)	Net Sales (sqm)	Sales Density 2022 (£ per sqm)	Turnover (£m)				
							2022	2027	2032	2037	2042
1 Mixed use incl residential & flexible retail, Addlestone East, 159-175 Station Rd	Addlestone Town Centre	RU.18/0743	Convenience retail	384	269	£9,000	£2.4	£2.5	£2.5	£2.5	£2.6
2 23-27 Guildford Street, Chertsey	Chertsey Town Centre	RU.19/0561	Restaurant/ Café	125	n/a	£1,500	£0.2	£0.2	£0.2	£0.2	£0.2
3 Egham Gateway East - Mixed use incl residential & flexible retail, Land at the High Street, Station Road North and Church Road, Egham	Egham Town Centre	RU.19/0437	Convenience retail	1,311	734	£11,376	£8.4	£8.5	£8.6	£8.8	£8.9
			Comparison retail		184	£10,190	£1.9	£2.1	£2.5	£2.8	£3.2
			Café/ restaurant/ takeaway		656	n/a	£1,500	£1.0	£1.0	£1.1	£1.1
4 Student halls and retail unit, 40-44a High Street, Egham	Egham Town Centre	RU.18/1660	Convenience retail	239	167	£9,000	£1.5	£1.5	£1.6	£1.6	£1.6
5 6 Station Rd North, Egham	Egham Town Centre	RU.18/1334	Café/ restaurant	250	n/a	£1,500	£0.4	£0.4	£0.4	£0.4	£0.5
6 5-6 High Street, Egham	Egham Town Centre	RU.19/0789	Public house	636	n/a	£2,000	£1.3	£1.3	£1.4	£1.5	£1.5
7 Office scheme with commercial at ground floor, Land fronting the Glanty & Lovett Rd	Out of centre, Egham	RU.15/1933	Convenience retail	108	108	£9,000	£0.97	£1.1	£1.3	£1.5	£1.7
8 Student halls and convenience store, 12 Victoria Street, Englefield Green	Englefield Green Local Centre	RU.18/0420	Convenience retail	1,050	662	£11,376	£7.5	£7.7	£7.8	£7.9	£8.0
			Comparison retail		147	£10,190	£1.5	£1.7	£2.0	£2.3	£2.6
9 28 St Judes Road, Englefield Green	Englefield Green Local Centre	RU.19/0592	Takeaway	107	n/a	£1,500	£0.2	£0.2	£0.2	£0.2	£0.2
10 Longcross North, former DEFRA site, Chobham Lane	New local centre	RU.13/0856	Convenience retail	1,421	796	£11,376	£9.1	£9.2	£9.4	£9.5	£9.6
			Comparison retail		199	£10,190	£2.0	£2.3	£2.7	£3.1	£3.5
			Café/ restaurant/public house		1805	n/a	£2,000	£3.6	£3.8	£4.0	£4.2
Sub-Total Committed Convenience Goods Turnover:							£29.8	£30.5	£31.1	£31.8	£32.3
Sub-Total Committed Comparison Goods Turnover:							£5.4	£6.2	£7.1	£8.2	£9.2
TOTAL COMMITTED RETAIL TURNOVER							£35.2	£36.7	£38.2	£40.0	£41.5
TOTAL COMMITTED FOOD & BEVERAGE TURNOVER							£6.6	£6.9	£7.3	£7.6	£8.0

General Notes:

Where the exact convenience floorspace has not been specified by planning permission, LSH estimated the likely figure.

It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2027.

Notes on permitted schemes:

- 1) Addlestone East - the mixed use scheme includes 384 sqm of retail floorspace. It is assumed that the entirety of the permitted floorspace would be occupied by a convenience store and the applied sales density reflects this.
- 2) 23-27 Guildford Street, Chertsey - applied sales density reflects the assumed turnover of a café or restaurant.
- 3) Egham Gateway East - mixed use scheme including residential, boutique cinema, and flexible commercial floorspace for retail and food & beverage. The scheme will result in the loss of commercial floorspace that was previously in retail use (reducing from 2,477sqm to 1,311 sqm gross). It is assumed that 50% (656 sqm will support restaurant/cafe uses that will be ancillary to the boutique cinema which forms part of the scheme).
- 4) 40-44a High Street, Egham - Permission for student halls includes 239 sqm of flexible commercial space. It is assumed that the floorspace would be occupied by a convenience retailer as reflected in the applied sales density.
- 5) 6 Station Road North, Egham - applied sales density reflects the assumed turnover of a café or restaurant.
- 6) 5-6 High Street, Egham - applied sales density reflects the assumed turnover of a public house.
- 7) Office scheme, Glanty & Lovett Road - includes 108 sqm of retail floorspace. It is assumed that the entirety of the permitted floorspace would be occupied by a convenience store and the applied sales density reflects this.
- 8) Student halls, 12 Victoria Road, Englefield Green - includes 1,050 sqm of retail floorspace. It is assumed that 90% of the permitted floorspace would be occupied by a convenience store and the remainder by a comparison goods retailer. The applied sales density reflects this.
- 9) 28 St Judes Road, Englefield - applied sales density reflects the assumed turnover of a takeaway.
- 10) Longcross Garden Village - urban extension for new residential settlements that includes a new local centre. Approximately 1,421 sqm gross for retail uses and 1,805 sqm gross for food and beverage uses including a public house.

APPENDIX B.8 RETAIL CAPACITY FORECASTS

APPENDIX 8.1 CONVENIENCE GOODS RETAIL CAPACITY FORECAST TABLES:

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

	2022	2027	2032	2037	2042
Addlestone Town Centre	£58.9	£62.2	£65.8	£69.6	£73.6
Chertsey Town Centre	£55.2	£57.9	£60.8	£63.8	£67.0
Egham Town Centre	£53.5	£56.7	£59.9	£63.0	£66.4
Englefield Green	£1.8	£1.9	£2.0	£2.1	£2.2
New Haw	£12.0	£12.6	£13.3	£14.0	£14.7
Ottershaw	£2.9	£3.1	£3.3	£3.5	£3.7
Virginia Water	£5.3	£5.6	£5.9	£6.3	£6.7
Smaller Centres, Villages, Local Shops	£8.5	£9.0	£9.6	£10.2	£10.8
Edge and Out of Centre	£50.9	£53.1	£55.1	£57.1	£59.3
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:	£248.9	£262.0	£275.8	£289.4	£304.4

Notes:

- Excludes SFT & 'Inflow' from outside Study Area
- Assume constant market shares over forecast period.

TABLE 2: ALL CONVENIENCE GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW

	Estimated 'Inflow' from outside Study Area	2022	2027	2032	2037	2042
Addlestone Town Centre	5%	£62.0	£65.5	£69.3	£73.2	£77.5
Chertsey Town Centre	5%	£58.1	£60.9	£64.0	£67.1	£70.5
Egham Town Centre	10%	£59.4	£63.0	£66.6	£70.0	£73.8
Englefield Green	0%	£1.8	£1.9	£2.0	£2.1	£2.2
New Haw	0%	£12.0	£12.6	£13.3	£14.0	£14.7
Ottershaw	0%	£2.9	£3.1	£3.3	£3.5	£3.7
Virginia Water	0%	£5.3	£5.6	£5.9	£6.3	£6.7
Smaller Centres, Villages, Local Shops	0%	£8.5	£9.0	£9.6	£10.2	£10.8
Edge and Out of Centre	5%	£53.6	£55.9	£58.0	£60.1	£62.5
BOROUGH CONVENIENCE GOODS TURNOVER:		£263.5	£277.5	£292.0	£306.5	£322.3

Notes:

- Includes 'Inflow' from outside Study Area
- Assumes equilibrium at the base year (2022) and constant market shares

TABLE 3: RUNNYMEDE BOROUGH - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£263.5	£277.5	£292.0	£306.5	£322.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£263.5	£267.2	£271.2	£275.3	£279.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£10.3	£20.8	£31.1	£42.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£30.5	£31.1	£31.8	£32.3
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£20.3	-£10.3	-£0.6	£10.5
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	-1,998	-1,003	-62	989
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-2,854	-1,433	-88	582

Notes:

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
- STEP 2: It has been assumed for the purpose of this assessment that the Borough's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (2022) and other research evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2027.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer), supermarket (e.g. Co-op, Budgens, etc) and limited assortment discount (LAD) operators (e.g. Aldi and Lidl).

TABLE 4: ADDLESTONE TOWN CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£62.0	£65.5	£69.3	£73.2	£77.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£62.0	£62.9	£63.8	£64.8	£65.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.6	£5.5	£8.5	£11.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£2.5	£2.5	£2.5	£2.6
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.1	£3.0	£5.9	£9.2
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	14	289	568	863
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		20	413	812	508

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 5: CHERTSEY TOWN CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£58.1	£60.9	£64.0	£67.1	£70.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£58.1	£58.9	£59.8	£60.7	£61.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.0	£4.3	£6.5	£8.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£2.0	£4.3	£6.5	£8.9
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	201	413	618	841
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		288	590	883	495

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 6: EGHAM TOWN CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£59.4	£63.0	£66.6	£70.0	£73.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£59.4	£60.2	£61.1	£62.1	£63.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.8	£5.5	£7.9	£10.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£11.2	£11.5	£11.8	£12.1
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£8.4	-£6.0	-£3.9	-£1.4
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	-825	-585	-376	-129
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-1,179	-835	-537	-76

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 7: ENGLEFIELD GREEN LOCAL CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.8	£1.9	£2.0	£2.1	£2.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.8	£1.8	£1.8	£1.8	£1.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.2	£0.3	£0.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£7.7	£7.8	£7.9	£8.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£7.6	-£7.6	-£7.6	-£7.6
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	-747	-738	-730	-718
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-1,067	-1,054	-1,042	-423

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 8: NEW HAW LOCAL CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£12.0	£12.6	£13.3	£14.0	£14.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£12.0	£12.2	£12.4	£12.5	£12.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£0.9	£1.4	£2.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.4	£0.9	£1.4	£2.0
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	44	91	139	185
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		63	130	198	109

Note: Assumes Equilibrium at Base Year and Constant Market Shares

TABLE 9: OTTERSHAW LOCAL CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.9	£3.1	£3.3	£3.5	£3.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.9	£2.9	£3.0	£3.0	£3.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.3	£0.4	£0.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.1	£0.3	£0.4	£0.6
STEP 6: CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	15	29	43	57
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		21	42	61	34

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 10: VIRGINIA WATER LOCAL CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£5.3	£5.6	£5.9	£6.3	£6.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£5.3	£5.4	£5.4	£5.5	£5.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.5	£0.8	£1.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.2	£0.5	£0.8	£1.1
STEP 6: CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	-	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	24	49	73	99
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		34	70	105	58

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 11: SMALLER CENTRES, VILLAGES, LOCAL SHOPS - COMBINED CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£8.5	£9.0	£9.6	£10.2	£10.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£8.5	£8.6	£8.7	£8.9	£9.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£0.8	£1.3	£1.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0	£0	£0	£0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.4	£0.8	£1.3	£1.8
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	39	82	126	172
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		56	117	180	101

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 12: REST OF BOROUGH - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£53.6	£55.9	£58.0	£60.1	£62.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£53.6	£54.4	£55.2	£56.0	£56.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.5	£2.8	£4.0	£5.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£9.2	£9.4	£9.5	£9.6
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£7.7	-£6.5	-£5.5	-£4.0
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	-763	-634	-523	-381
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-1,091	-906	-747	-224

Notes:

Assumes Equilibrium at Base Year (2022) and Constant Market Shares

Step 5 discounts turnover generated from committed convenience retail floorspace turnover associated with a new local centre at Longcross Garden Village.

TABLE 13: SUMMARY TABLE - CONVENIENCE GOODS FLOORSPACE CAPACITY (NET SQ M)

	2027	2032	2037	2042
Addlestone Town Centre	14	289	568	863
Chertsey Town Centre	201	413	618	841
Egham Town Centre	-825	-585	-376	-129
Englefield Green	-747	-738	-730	-718
New Haw	44	91	139	185
Ottershaw	15	29	43	57
Virginia Water	24	49	73	99
Smaller Centres, Villages, Local Shops	39	82	126	172
Rest of Borough	-763	-634	-523	-381
Total Convenience Goods Floorspace Capac	-1,998	-1,003	-62	989

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

APPENDIX 8.2 - COMPARISON GOODS RETAIL CAPACITY FORECAST TABLES:

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
 Excluding SFT & 'Inflow' from outside Study Area

	2022	2027	2032	2037	2042
Addlestone Town Centre	£44.5	£51.1	£60.0	£71.4	£85.5
Chertsey Town Centre	£12.4	£14.2	£16.8	£19.9	£23.8
Egham Town Centre	£22.2	£25.8	£30.4	£36.0	£43.2
Englefield Green	£2.4	£2.8	£3.3	£3.9	£4.7
New Haw/ Woodham	£9.0	£10.4	£12.2	£14.4	£17.2
Ottershaw	£3.1	£3.6	£4.2	£5.1	£6.1
Virginia Water	£5.8	£6.7	£8.0	£9.5	£11.5
Smaller centres/ local shops	£1.5	£1.8	£2.1	£2.4	£2.9
Out of Centre	£30.8	£34.9	£40.4	£47.1	£55.6
TOTAL BOROUGH COMPARISON GOODS TURNOVER	£131.8	£151.2	£177.2	£209.8	£250.4

Notes: Assume constant market shares over forecast period.

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER
 Including 'Inflow' from outside Study Area

	Estimated 'Inflow' from outside Study Area	2022	2027	2032	2037	2042
Addlestone Town Centre	5%	£46.9	£53.8	£63.2	£75.1	£90.0
Chertsey Town Centre	5%	£13.0	£15.0	£17.6	£21.0	£25.1
Egham Town Centre	10%	£24.7	£28.6	£33.8	£40.0	£48.0
Englefield Green	0%	£2.4	£2.8	£3.3	£3.9	£4.7
New Haw/ Woodham	0%	£9.0	£10.4	£12.2	£14.4	£17.2
Ottershaw	0%	£3.1	£3.6	£4.2	£5.1	£6.1
Virginia Water	0%	£5.8	£6.7	£8.0	£9.5	£11.5
Smaller centres/ local shops	0%	£1.5	£1.8	£2.1	£2.4	£2.9
Out of Centre	5%	£32.5	£36.8	£42.5	£49.6	£58.5
BOROUGH COMPARISON GOODS TURNOVER:		£138.9	£159.3	£186.8	£221.1	£263.8

Notes: Assume constant market shares over forecast period. £0.0 £0.0 £0.0 £0.0 £0.0

TABLE 3: RUNNYMEDE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£138.9	£159.3	£186.8	£221.1	£263.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£138.9	£156.1	£179.2	£206.7	£238.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£3.3	£7.6	£14.4	£25.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£6.2	£7.1	£8.2	£9.2
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£2.9	£0.5	£6.2	£16.2
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-472	68	759	1,715
(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-674	97	1,084	2,451

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

STEP 2: It has been assumed for the purpose of this assessment that the Borough's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived January 2022) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2027.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

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

TABLE 4: ADDESTONE TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£46.9	£53.8	£63.2	£75.1	£90.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£46.9	£52.6	£60.4	£69.7	£80.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.1	£2.7	£5.4	£9.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£1.1	£2.7	£5.4	£9.5
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	179	383	659	1,009
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		256	547	942	1,441

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 5: CHERTSEY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£13.0	£15.0	£17.6	£21.0	£25.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£13.0	£14.7	£16.8	£19.4	£22.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.8	£1.6	£2.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.3	£0.8	£1.6	£2.7
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	53	115	190	286
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		76	164	271	408

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 6: EGHAM - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£24.7	£28.6	£33.8	£40.0	£48.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£24.7	£27.8	£31.9	£36.8	£42.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.9	£1.9	£3.3	£5.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£2.1	£2.5	£2.8	£3.2
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£1.3	£0.6	£0.4	£2.4
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-205	-81	53	249
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-293	-116	75	356

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 7: ENGLEFIELD GREEN LOCAL CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.8	£3.3	£3.9	£4.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.7	£3.1	£3.5	£4.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.1	£0.2	£0.4	£0.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£1.7	£2.0	£2.3	£2.6
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£1.6	£1.8	£1.9	£1.9
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-262	-248	-234	-206
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-374	-355	-334	-294

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 8: NEW HAW LOCAL CENTRE - COMPARISON GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.0	£10.4	£12.2	£14.4	£17.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£9.0	£10.1	£11.6	£13.4	£15.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.2	£0.5	£1.0	£1.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.2	£0.5	£1.0	£1.7
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	35	74	124	181
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		51	106	177	259

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 9: OTTERSHAW LOCAL CENTRE - COMPARISON GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.1	£3.6	£4.2	£5.1	£6.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.1	£3.5	£4.0	£4.6	£5.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.1	£0.3	£0.5	£0.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.1	£0.3	£0.5	£0.8
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	18	36	56	82
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		25	51	80	117

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 10: VIRGINIA WATER LOCAL CENTRE - COMPARISON GOODS CAPACITY

Assume Equilibrium at Base Year and Constant Market Shares

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£5.8	£6.7	£8.0	£9.5	£11.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£5.8	£6.5	£7.5	£8.6	£9.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.2	£0.5	£0.9	£1.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.2	£0.5	£0.9	£1.5
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	32	68	109	160
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		46	97	156	228

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 11: SMALLER CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.5	£1.8	£2.1	£2.4	£2.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.5	£1.7	£2.0	£2.3	£2.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.2	£0.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.0	£0.1	£0.2	£0.3
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	7	13	20	30
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		10	19	29	43

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 12: REST OF DISTRICT/ OUT OF CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£32.5	£36.8	£42.5	£49.6	£58.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£32.5	£36.5	£41.9	£48.3	£55.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.6	£1.3	£2.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£2.3	£2.7	£3.1	£3.5
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£2.0	-£2.1	-£1.8	-£0.7
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-330	-291	-220	-76
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-471	-416	-314	-108

Notes:

Assumes equilibrium at the base year (2022) and constant market shares

Step 5 discounts turnover generated from committed comparison retail floorspace turnover associated with comparison goods floorspace at Longcross Garden Village.

TABLE 13: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)

	2027	2032	2037	2042
Addlestone Town Centre	179	383	659	1,009
Chertsey Town Centre	53	115	190	286
Egham Town Centre	-205	-81	53	249
Englefield Green	-262	-248	-234	-206
New Haw	35	74	124	181
Ottershaw	18	36	56	82
Virginia Water	32	68	109	160
Smaller Centres, Villages, Local Shops	7	13	20	30
Rest of District/ Out of Centre	-330	-291	-220	-76
Total Comparison Goods Floorspace Capacity:	-472	68	759	1,715

Note: Assumes equilibrium at the base year (2022) and constant market shares

APPENDIX B.9 COMMERCIAL LEISURE EXPENDITURE

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2021 - 2042)

	2022	2027	2032	2037	2042
Zone 1 Addlestone	21,305	22,598	23,968	25,431	26,956
Zone 2 Chertsey	15,372	16,260	17,202	18,133	19,110
Zone 3 Egham	31,737	33,955	36,018	37,901	40,009
Zone 4 Virginia Water/ Wentworth	6,448	6,851	7,280	7,708	8,151
Zone 5 Longcross/ Lyne	6,373	6,790	7,203	7,588	8,005
Zone 6 Woodham/ New Haw	9,793	10,503	11,240	11,965	12,658
Zone 7 Staines-upon-Thames/ Shepperton	41,115	41,262	41,192	41,073	41,141
Zone 8 Weybridge	36,466	36,428	36,262	36,238	36,344
Zone 9 Chobham	23,350	23,158	22,970	22,856	22,899
Zone 1 Ascot, Sunningdale	16,979	17,069	16,994	16,955	16,975
Total Study Area:	208,938	214,874	220,329	225,847	232,247
Runnymede Borough:	91,216	97,146	103,102	108,909	115,065

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

Notes: Population projections (2022 to 2042) derived from Experian and based on ONS 2018-based Sub-National Population Projections (released in June 2020). Population for Zones 1 to 6 are adjusted to account for an uplift in population identified for Runnymede Borough based on housing supply led population forecasts which informed the Council's Housing & Economic Development Needs Assessment.

TABLE 2: LEISURE EXPENDITURE PER HEAD (2020 prices)

	Hotels, B&Bs, etc	Culture	Games of chance	Personal Grooming	Recreation & sport	Restaurants, cafes etc	Total
Zone 1 Addlestone	£168	£240	£257	£82	£171	£1,008	£1,925
Zone 2 Chertsey	£167	£248	£267	£81	£171	£1,012	£1,946
Zone 3 Egham	£186	£265	£206	£89	£190	£1,158	£2,094
Zone 4 Virginia Water/ Wentworth	£268	£388	£219	£141	£333	£1,517	£2,866
Zone 5 Longcross/ Lyne	£225	£332	£247	£114	£263	£1,184	£2,365
Zone 6 Woodham/ New Haw	£203	£273	£259	£103	£226	£1,100	£2,164
Zone 7 Staines-upon-Thames/ Shepperton	£192	£255	£243	£92	£207	£1,116	£2,105
Zone 8 Weybridge	£234	£335	£228	£118	£272	£1,387	£2,573
Zone 9 Chobham	£192	£288	£209	£98	£229	£1,123	£2,138
Zone 1 Ascot, Sunningdale	£241	£343	£226	£124	£287	£1,350	£2,572
Study Area Average:	£208	£297	£236	£104	£235	£1,195	£2,275
Runnymede Borough Average:	£189	£271	£238	£93	£202	£1,121	£2,114

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

TABLE 3: TOTAL AVAILABLE LEISURE EXPENDITURE - 2022 to 2042

	2022	2027	2032	2037	2042	Growth 2022-2032		Growth 2022-2042	
Zone 1 Addlestone	£62.0	£69.4	£77.3	£85.8	£95.1	£15.3	24.6%	£33.1	53.3%
Zone 2 Chertsey	£45.3	£50.5	£56.1	£61.9	£68.2	£10.9	24.0%	£22.9	50.6%
Zone 3 Egham	£100.5	£113.5	£126.4	£139.1	£153.5	£25.9	25.7%	£53.0	52.8%
Zone 4 Virginia Water/ Wentworth	£28.0	£31.3	£35.0	£38.7	£42.8	£7.0	25.1%	£14.9	53.2%
Zone 5 Longcross/ Lyne	£22.8	£25.6	£28.5	£31.4	£34.7	£5.7	25.2%	£11.9	52.2%
Zone 6 Woodham/ New Haw	£32.1	£36.3	£40.8	£45.4	£50.2	£8.7	27.2%	£18.2	56.6%
Zone 7 Staines-upon-Thames/ Shepperton	£130.9	£138.6	£145.3	£151.5	£158.7	£14.4	11.0%	£27.8	21.3%
Zone 8 Weybridge	£142.0	£149.6	£156.4	£163.4	£171.4	£14.4	10.2%	£29.5	20.8%
Zone 9 Chobham	£75.5	£79.0	£82.3	£85.7	£89.8	£6.8	9.0%	£14.2	18.8%
Zone 1 Ascot, Sunningdale	£66.1	£70.1	£73.2	£76.4	£80.0	£7.2	10.9%	£14.0	21.1%
Total Study Area:	£705.1	£764.1	£821.4	£879.4	£944.5	£116.3	16.5%	£239.4	34.0%
Runnymede Borough:	£291.1	£327.2	£364.6	£402.9	£445.2	£73.5	25.3%	£154.1	52.9%

TABLE 4: STUDY AREA LEISURE EXPENDITURE GROWTH BY LEISURE CATEGORY - 2022 to 2042

	2022	2027	2032	2037	2042	Growth (£m):	
						2022-32	2022-42
Accommodation services (hotels, guesthouses, B&Bs)	£64.34	£69.7	£75.0	£80.2	£86.19	£10.6	£21.8
Cultural services (cinema, theatre, concerts, etc)	£92.0	£99.7	£107.1	£114.7	£123.2	£15.2	£31.2
Games of chance (bingo, casino, betting)	£73.1	£79.3	£85.2	£91.2	£98.0	£12.1	£24.8
Personal grooming (hairdressers, barbers, etc)	£32.3	£35.0	£37.6	£40.3	£43.3	£5.3	£11.0
Recreational and sporting services (gym, fitness, etc)	£72.8	£78.9	£84.8	£90.8	£97.5	£12.0	£24.7
Restaurants, cafes, bars, etc	£370.5	£401.5	£431.6	£462.1	£496.4	£61.1	£125.8
Total Study Area Leisure Expenditure:	£705.1	£764.1	£821.4	£879.4	£944.5	£116.3	£239.4

TABLE 5: TOTAL FORECAST AVAILABLE EXPENDITURE FOR FOOD & BEVERAGE BY ZONE - 2022 to 2042

	2022	2027	2032	2037	2042	Growth (£m)	
						2022-32	2022-42
Zone 1 Addlestone	£32.5	£36.3	£40.4	£44.8	£49.2	£7.9	£16.8
Zone 2 Chertsey	£23.5	£26.3	£29.1	£32.1	£35.1	£5.6	£11.5
Zone 3 Egham	£55.6	£62.8	£69.8	£76.8	£84.0	£14.2	£28.4
Zone 4 Virginia Water/ Wentworth	£14.8	£16.6	£18.5	£20.5	£22.4	£3.7	£7.6
Zone 5 Longcross/ Lyne	£11.4	£12.8	£14.3	£15.7	£17.2	£2.8	£5.8
Zone 6 Woodham/ New Haw	£16.3	£18.4	£20.7	£23.0	£25.2	£4.4	£8.9
Zone 7 Staines-upon-Thames/ Shepperton	£69.4	£73.5	£76.9	£80.2	£83.2	£7.5	£13.8
Zone 8 Weybridge	£76.5	£80.6	£84.1	£87.9	£91.4	£7.6	£14.9
Zone 9 Chobham	£39.7	£41.5	£43.2	£44.9	£46.6	£3.5	£7.0
Zone 1 Ascot, Sunningdale	£34.7	£36.8	£38.4	£40.0	£41.6	£3.7	£6.9
Total Study Area:	£374.4	£405.7	£435.2	£465.9	£496.0	£60.9	£121.6
Runnymede Borough:	£154.6	£173.8	£193.3	£213.5	£233.8	£38.6	£79.2

TABLE 6: AVERAGE EXPENDITURE PER PERSON FOR FOOD & BEVERAGE CATEGORIES BY ZONE - 2020

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total Study Area
Restaurant and café meals	£696	£782	£822	£750	£518	£751	£839	£605	£797	£684	£724
Alcoholic drinks (away from home)	£257	£265	£278	£248	£191	£270	£282	£238	£271	£244	£254
Take away meals eaten at home	£189	£136	£132	£127	£161	£163	£147	£171	£136	£164	£152
Other take-away and snack food	£176	£153	£151	£147	£147	£162	£161	£158	£155	£169	£158
Contract catering (food)	£17	£19	£19	£18	£13	£18	£20	£16	£20	£18	£18
Average Spend on F&B per person	£1,334	£1,355	£1,402	£1,289	£1,030	£1,365	£1,448	£1,188	£1,379	£1,278	£1,307

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

TABLE 7: TOTAL FORECAST AVAILABLE EXPENDITURE BY FOOD & BEVERAGE CATEGORY - STUDY AREA (2022-2042)

	% Spend by Category	2022	2027	2032	2037	2042	Growth (£m)	
							2022-32	2022-42
Restaurant and café meals	55.4%	£207.55	£224.9	£241.3	£258.3	£275.0	£33.7	£67.4
Alcoholic drinks (away from home)	19.5%	£72.9	£79.0	£84.7	£90.7	£96.5	£11.8	£23.7
Take away meals eaten at home	11.7%	£43.7	£47.3	£50.8	£54.4	£57.9	£7.1	£14.2
Other take-away and snack food	12.1%	£45.2	£49.0	£52.6	£56.3	£59.95	£7.4	£14.7
Contract catering (food)	1.3%	£5.0	£5.5	£5.9	£6.3	£6.7	£0.8	£1.6
Total Study Area Spend on F&B	100%	£374.4	£405.7	£435.2	£465.9	£496.0	£60.9	£121.6

Notes:

% Spend by category is derived from Table 8 (Study Area average expenditure per person by F&B category).

TABLE 8: INDICATIVE FORECASTS FOR NEW FOOD & BEVERAGE FLOORSPACE (2022-2042)

	2022	2027	2032	2037	2042
Total Study Area Available Expenditure for restaurant, cafes, bars, etc (£m)	£280.4	£303.9	£326.0	£349.0	£371.5
Borough Retention rate for restaurants, cafes, bars, etc.		62%	62%	62%	62%
Current retained turnover for cafes, restaurants, bars, etc (£m)	£173.4	£187.9	£201.6	£215.8	£229.7
Benchmark turnover* (£m)	£173.4	£182.2	£191.5	£201.3	£211.6
Net Residual Excluding Commitments (£m)			£5.7	£10.0	£14.5
Turnover of Committed Floorspace* (£m)		£6.9	£7.3	£7.6	£8.0
Net Residual Capacity Excluding Committed Floorspace: (£m)		£-1.3	£2.8	£6.8	£10.2
Assumed sales density* (£/gross sqm)		£1,839	£1,933	£2,032	£2,135
Forecast capacity for new café/ restaurant/ bar floorspace (sqm gross):		-690	1,433	3,370	4,769

* Forecast years adjusted using an annual productivity growth rate of 1%

Primary Catchment Area
£4,320
£1,508
£907
£936
£103
£7,774