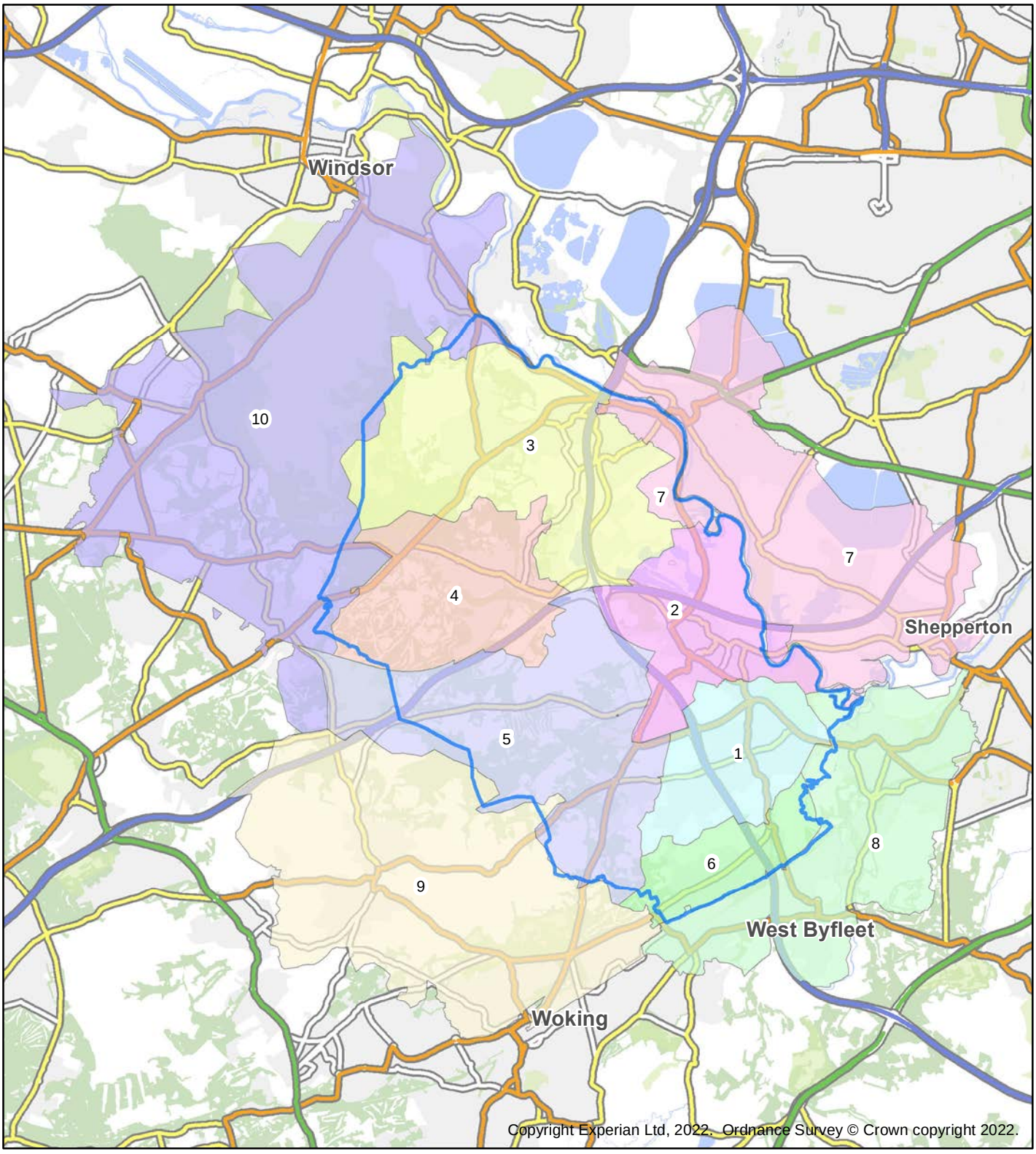
VOLUME B: ASSESSMENT APPENDICES

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

Lambert Smith Hampton

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

Lambert Smith Hampton

TABLE 1: ALL CONVENIENCE GOODS - 2023 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%	8.8%	17.4%
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%	0.2%
Sub Total: AddlestoneTown Centre	49.5%	21.7%	1.9%	5.3%	42.3%	9.1%	1.0%	3.4%	0.8%	0.0%	10.2%	20.4%
Aldi, Gogmore Lane, Chertsey	7.6%	27.7%	7.5%	5.5%	5.5%	1.3%	4.7%	2.6%	1.5%	0.0%	6.2%	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%	3.2%	6.8%
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%	0.5%	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%	9.5%	17.0%
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%	4.7%	10.2%
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%	8.6%	17.4%
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%	1.9%	3.1%
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%	2.0%	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%	1.2%
Budgens, Station Approach, Wentworth, Virginia Wat	0.0%	0.0%	0.7%	14.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.5%
Londis, The Parade, Trumps Green Road, Virginia Wa	0.0%	0.0%	0.0%	1.5%	0.3%	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%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	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%	1.5%	3.2%
Sainsbury's Superstore, The Causeway, Staines-upon-	0.3%	1.4%	28.2%	11.8%	0.5%	0.0%	14.8%	0.0%	0.0%	5.7%	8.1%	10.6%
Bourne Valley Garden Centre, Woodham Park Road,	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
The Farm Shop, Hardwick Lane, Lyne, Chertsey	0.0%	0.5%	0.0%	1.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
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%	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%	0.1%
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%	8.3%	11.1%
RUNNYMEDE BOROUGH (RETENTION):	**71.2%**	**90.3%**	**88.7%**	**64.2%**	**72.9%**	**37.8%**	**23.9%**	**7.1%**	**5.0%**	**12.7%**	**41.8%**	**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%	2.0%	0.0%
Weybridge, Elmbridge	3.6%	0.6%	0.1%	0.9%	2.8%	1.3%	3.1%	25.2%	0.0%	0.0%	6.7%	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%	8.7%	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%	1.6%	1.3%
Other, Elmbridge	0.7%	0.0%	0.0%	0.2%	0.2%	2.2%	0.2%	8.6%	0.0%	0.5%	2.1%	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%	21.1%	7.9%
Shepperton, Spelthorne	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	2.5%	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%	0.9%	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%	1.3%	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%	6.4%	0.8%
Other, Spelthorne	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	7.8%	0.0%	0.0%	0.5%	1.7%	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%	12.7%	1.5%
Knaphill, Woking	0.8%	0.0%	0.0%	0.4%	1.0%	1.0%	0.0%	0.0%	8.8%	0.0%	1.0%	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%	3.6%	1.9%
Woking, Woking	1.2%	0.0%	0.0%	0.0%	1.4%	0.4%	0.0%	0.3%	16.7%	0.0%	1.8%	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%	4.6%	2.3%
Other, Woking	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	3.0%	9.2%	0.0%	1.5%	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%	12.5%	5.1%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	19.2%	0.6%	0.0%
Slough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Surrey Heath	0.0%	0.0%	0.1%	0.3%	0.6%	0.0%	0.0%	0.0%	4.9%	1.3%	0.5%	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%	2.3%	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%	50.4%	15.9%
Online	7.5%	6.2%	7.4%	17.6%	7.8%	6.6%	8.8%	5.2%	10.9%	8.4%	7.9%	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%**	**58.2%**	**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.

Lambert Smith Hampton

TABLE 2: MAIN FOOD PURCHASES - 2023 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%	24.0%
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: AddlestoneTown Centre	58.9%	27.2%	0.0%	8.9%	62.8%	11.4%	1.8%	6.1%	0.5%	0.0%	11.4%	25.0%
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%	6.0%
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%	17.1%
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%	11.3%
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%	16.3%
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%	0.0%	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 Wat	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 Wa	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%	12.3%
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%	12.3%
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%	5.8%
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%	8.8%
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%	4.9%
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%	12.6%
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.

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TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2023 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%	0.5%
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%	9.7%
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%	22.6%
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%	11.8%
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%	20.2%
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%	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 Wat	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 Wa	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%
Sainsbury's Superstore, The Causeway, Staines-upon-	0.8%	1.7%	22.1%	10.0%	0.0%	0.0%	8.9%	0.0%	0.0%	8.3%	6.8%	8.6%
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%	3.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%
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	0.8%	4.7%	22.1%	11.2%	0.0%	0.0%	8.9%	0.0%	0.0%	8.3%	7.1%	9.2%
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%	0.9%
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%	8.4%
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%	0.8%
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%	24.1%
Online	8.1%	6.3%	1.3%	13.9%	1.4%	3.9%	6.8%	0.0%	0.0%	6.0%	4.1%	5.1%
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.

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TABLE 4: TOP UP FOOD PURCHASES - 2023 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%	5.2%
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: AddlestoneTown 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%	7.3%
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%	2.8%	0.6%	1.0%
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%	14.8%
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%	11.9%
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%	3.7%
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%	17.2%
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%	2.0%
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%	3.5%
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%	9.2%
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%	9.6%
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%	1.4%
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%	3.8%
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%	5.4%
Budgens, Station Approach, Wentworth, Virginia Wat	0.0%	0.0%	3.6%	56.9%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	6.2%
Londis, The Parade, Trumps Green Road, Virginia Wa	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%	0.1%
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%	6.6%
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-	0.6%	0.0%	18.8%	1.8%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	3.7%	6.5%
Bourne Valley Garden Centre, Woodham Park Road, .	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
The Farm Shop, Hardwick Lane, Lyne, Chertsey	0.0%	0.0%	0.0%	3.0%	0.5%	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%
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%	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%	7.9%
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%	1.7%
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%	3.2%
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.

Lambert Smith Hampton

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2023 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: AddlestoneTown Centre	44.5%	26.1%	0.0%	0.0%	27.5%	1.3%	0.0%	0.0%	0.0%	0.0%	7.2%	16.9%
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%	9.7%
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%	11.8%
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%	19.0%
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%	6.1%
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%	6.9%
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%	1.5%
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%	1.8%
Budgens, Station Approach, Wentworth, Virginia Wat	0.0%	0.0%	0.0%	29.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.6%
Londis, The Parade, Trumps Green Road, Virginia Wa	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%	0.9%
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%	4.5%
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	37.7%	10.3%	1.3%	0.0%	20.0%	5.5%	0.0%	0.0%	0.0%	0.0%	5.4%	13.0%
Sainsbury's Superstore, The Causeway, Staines-upon-	0.0%	4.6%	35.8%	4.2%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	6.9%	12.9%
Bourne Valley Garden Centre, Woodham Park Road, .	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
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%	13.5%
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%	5.9%
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)

Lambert Smith Hampton

TABLE 1: ALL COMPARISON GOODS - 2023 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	23.0%	10.4%	0.2%	1.8%	11.0%	2.0%	0.1%	1.7%	0.7%	0.3%	4.1%	8.2%
Chertsey Town Centre	0.4%	14.7%	0.2%	0.9%	0.8%	0.0%	0.1%	0.3%	0.0%	0.0%	1.3%	2.7%
Egham Town Centre	0.0%	0.1%	13.3%	3.4%	0.1%	0.0%	0.3%	0.0%	0.0%	0.9%	2.2%	4.7%
Englefield Green	0.0%	0.0%	1.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
New Haw/ Woodham	0.3%	0.0%	0.0%	0.0%	0.1%	11.5%	0.0%	1.0%	0.1%	0.0%	0.8%	1.4%
Ottershaw	0.6%	0.3%	0.0%	0.1%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Virginia Water	0.0%	0.0%	0.3%	10.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%
Smaller centres/ local shops	0.0%	0.1%	0.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.3%
The Causeway	1.1%	3.0%	6.0%	4.1%	1.3%	0.0%	4.1%	0.0%	0.0%	1.8%	2.3%	3.2%
Other, Out of Centre	13.2%	15.2%	12.9%	10.5%	12.3%	9.1%	1.5%	1.7%	0.5%	0.7%	6.4%	12.7%
Sub Total: Out of Centre	2.1%	3.3%	6.3%	4.7%	2.1%	0.5%	4.4%	0.6%	0.3%	1.8%	2.8%	3.7%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	**26.4%**	**28.9%**	**22.5%**	**21.4%**	**19.9%**	**13.9%**	**4.9%**	**3.6%**	**1.2%**	**3.2%**	**12.4%**	**23.2%**
Walton-on-Thames, Elmbridge	2.1%	0.8%	0.0%	0.0%	1.9%	0.2%	2.3%	3.4%	0.4%	0.0%	1.6%	0.8%
Weybridge, Elmbridge	1.3%	0.9%	0.3%	0.5%	1.1%	0.7%	0.2%	9.7%	0.0%	0.0%	2.5%	0.7%
Brooklands, Elmbridge	2.9%	1.8%	0.7%	1.2%	1.7%	6.8%	1.5%	8.6%	2.1%	0.0%	3.4%	2.2%
The Paddock Retail Park, Elmbridge	2.3%	0.8%	0.3%	0.1%	0.8%	2.8%	0.4%	4.3%	0.4%	0.0%	1.5%	1.1%
Other Out of Centre, Elmbridge	0.4%	0.6%	0.0%	0.0%	0.3%	0.4%	0.0%	0.6%	0.0%	0.0%	0.2%	0.3%
Other, Elmbridge	1.0%	1.8%	0.5%	0.0%	0.6%	0.8%	0.2%	6.3%	1.1%	0.0%	1.9%	0.8%
Sub Total: Elmbridge	10.0%	6.7%	1.8%	1.8%	6.4%	11.7%	4.5%	32.8%	4.0%	0.0%	11.1%	5.9%
Shepperton, Spelthorne	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	6.3%	0.1%	0.0%	0.0%	1.4%	0.1%
Staines-upon-Thames, Spelthorne	9.1%	18.4%	22.8%	14.1%	5.6%	2.3%	17.2%	2.1%	1.2%	8.9%	11.0%	14.5%
Two Rivers Retail Park, Spelthorne	0.8%	1.2%	4.0%	3.1%	1.8%	0.8%	12.1%	0.0%	0.0%	1.0%	3.6%	2.2%
Other Out of Centre, Spelthorne	0.8%	1.2%	1.1%	1.2%	0.6%	0.2%	4.5%	0.2%	0.1%	0.6%	1.4%	0.9%
Other ,Spelthorne	0.2%	0.7%	0.1%	0.1%	0.0%	0.1%	2.1%	0.0%	0.0%	0.5%	0.6%	0.2%
Sub Total: Spelthorne	10.9%	22.1%	28.1%	18.5%	7.9%	3.3%	42.1%	2.5%	1.3%	11.0%	18.0%	17.9%
West Byfleet, Woking	0.1%	0.0%	0.0%	0.0%	0.9%	3.8%	0.0%	1.7%	0.7%	0.0%	0.7%	0.5%
Woking, Woking	7.0%	2.7%	0.7%	0.1%	9.2%	13.3%	0.2%	3.2%	19.5%	0.3%	4.6%	4.5%
Out of Centre, Woking	4.2%	0.6%	0.0%	0.2%	4.7%	4.5%	0.1%	2.5%	12.3%	0.0%	2.6%	1.9%
Other Woking	0.1%	0.1%	0.0%	0.1%	0.3%	1.0%	0.0%	0.6%	8.5%	0.0%	1.0%	0.2%
Sub Total: Woking	11.3%	3.3%	0.7%	0.4%	14.9%	22.6%	0.2%	8.0%	41.0%	0.3%	8.8%	7.1%
Bracknell Forest	0.0%	0.2%	0.0%	0.7%	0.9%	0.0%	0.0%	0.0%	0.1%	10.2%	0.4%	0.2%
Guildford	0.8%	1.1%	0.3%	0.5%	3.0%	5.1%	0.0%	5.9%	10.9%	1.1%	2.9%	1.3%
Kingston	1.4%	2.6%	1.6%	0.7%	1.3%	1.8%	6.3%	9.0%	1.9%	0.4%	4.2%	1.6%
Slough	0.6%	0.1%	4.6%	0.7%	0.0%	0.0%	1.5%	1.0%	0.0%	4.4%	1.4%	1.7%
Surrey Heath	0.2%	0.1%	0.7%	0.7%	0.1%	0.0%	0.2%	0.0%	1.0%	1.8%	0.4%	0.4%
Windsor & Maidenhead	0.0%	0.4%	4.4%	3.5%	1.0%	0.0%	0.6%	0.0%	0.2%	25.4%	1.8%	1.9%
Other	3.3%	3.8%	2.8%	5.4%	4.6%	1.7%	3.0%	5.1%	4.3%	8.4%	3.9%	3.3%
Sub Total: Competing Centres	38.4%	40.5%	45.1%	32.8%	40.2%	46.3%	58.6%	64.3%	64.7%	63.0%	52.9%	41.5%
Internet	35.1%	30.6%	32.4%	45.8%	39.9%	39.7%	36.5%	32.0%	34.1%	33.8%	34.7%	35.4%
TOTAL LEAKAGE	**73.6%**	**71.1%**	**77.5%**	**78.6%**	**80.1%**	**86.1%**	**95.1%**	**96.4%**	**98.8%**	**96.8%**	**87.6%**	**76.8%**
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 2a: CLOTHING & FOOTWEAR - MAIN & SECOND CHOICE COMBINED - 2023 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%	1.7%	3.0%
Chertsey Town Centre	0.0%	2.3%	0.0%	0.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.3%	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/ Woodham	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%
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%**	**2.7%**	**4.9%**
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%	6.8%	5.7%
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%	0.5%	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%	8.9%	7.2%
Shepperton, Spelthorne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	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%	16.4%	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%	3.7%	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%	0.2%	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%	20.8%	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%	7.9%	10.0%
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%	8.9%	10.2%
Bracknell Forest	0.0%	1.0%	0.0%	2.6%	1.7%	0.0%	0.0%	0.0%	0.5%	11.6%	0.6%	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%	6.9%	2.7%
Slough	0.0%	0.0%	1.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	2.4%	0.2%	0.4%
Surrey Heath	0.0%	0.4%	2.5%	1.6%	0.4%	0.0%	0.9%	0.0%	3.3%	2.4%	1.1%	1.1%
Windsor & Maidenhead	0.0%	0.7%	11.3%	8.7%	2.4%	0.0%	2.7%	0.0%	0.9%	24.2%	3.4%	4.9%
Other	4.7%	2.4%	4.0%	6.1%	3.9%	2.1%	3.9%	5.7%	1.5%	6.2%	4.1%	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%	59.5%	60.3%
Internet	35.8%	26.5%	30.1%	48.1%	42.2%	43.6%	41.9%	40.0%	38.3%	34.7%	37.8%	34.8%
TOTAL LEAKAGE	**93.9%**	**90.9%**	**97.0%**	**95.9%**	**95.4%**	**97.7%**	**99.6%**	**98.4%**	**99.4%**	**98.9%**	**97.3%**	**95.1%**
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 0.0%

Lambert Smith Hampton

TABLE 2b: CLOTHING & FOOTWEAR - MAIN CHOICE - 2023 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%	2.6%
Chertsey Town Centre	0.0%	3.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
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%	1.3%
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/ 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%
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%
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%	0.0%
Other, Out of Centre	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	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%	0.1%	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%**	**4.8%**
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%	0.4%	1.0%	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%	6.7%
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%	8.5%
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%	1.6%	8.0%	15.7%	1.6%	1.0%	5.2%	1.1%
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%	4.3%
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%	40.9%
TOTAL LEAKAGE	**94.2%**	**92.5%**	**95.9%**	**95.4%**	**94.7%**	**99.6%**	**100.0%**	**97.9%**	**99.5%**	**98.5%**	**97.5%**	**95.2%**
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 2c: CLOTHING & FOOTWEAR - SECOND CHOICE - 2023 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%	4.1%
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/ Woodham	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%
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%**	**5.2%**
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%	0.7%
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%	0.0%	0.7%	4.0%	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%	4.9%
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	25.5%	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%	15.3%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.2%	0.0%
Other Woking	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	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%	15.5%
Bracknell Forest	0.0%	3.9%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	1.9%	20.8%	2.2%	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%	5.0%
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%	0.0%	0.7%	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%	0.0%	33.5%	6.0%	6.5%
Other	9.1%	1.5%	7.9%	16.2%	0.0%	3.7%	5.8%	0.8%	2.8%	9.4%	5.0%	6.8%
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%	78.4%
Internet	6.1%	10.4%	19.3%	33.9%	23.8%	17.7%	12.8%	13.4%	13.1%	16.4%	14.4%	16.4%
TOTAL LEAKAGE	**92.9%**	**86.0%**	**100.0%**	**97.2%**	**97.8%**	**91.8%**	**98.5%**	**100.0%**	**99.1%**	**100.0%**	**97.6%**	**94.8%**
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 3: RECORDED MEDIA, ETC - 2023 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%	2.3%
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/ Woodham	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%
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%**	**4.9%**
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%	0.4%
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	0.0%	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%	17.1%
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%	17.2%
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%	0.0%	1.2%	0.0%	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	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%	0.0%	1.6%	3.9%	0.0%	0.7%	0.0%
Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	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%	1.9%
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%	0.0%	3.3%	0.3%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	11.4%	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%	21.3%
Internet	85.6%	63.2%	65.0%	84.5%	83.7%	80.0%	71.5%	64.7%	92.4%	84.8%	75.1%	73.8%
TOTAL LEAKAGE	**95.3%**	**81.3%**	**100.0%**	**100.0%**	**97.4%**	**94.2%**	**100.0%**	**100.0%**	**100.0%**	**98.9%**	**98.2%**	**95.1%**
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: AUDIO VISUAL, COMPUTERS, ETC - 2023 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%	2.0%
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/ 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%
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%
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%**	**9.3%**
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%	9.0%
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%	2.7%	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%	15.8%
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	0.5%	8.9%	18.8%	6.8%	1.2%	0.0%	6.3%	0.0%	0.0%	4.5%	5.5%	8.3%
Two Rivers Retail Park, Spelthorne	1.1%	1.0%	12.0%	4.1%	0.6%	0.0%	4.6%	0.0%	0.0%	3.1%	3.5%	4.7%
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%	0.0%	7.6%	9.7%	13.2%
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%	0.0%	5.9%	0.0%	1.0%	1.2%
Out of Centre, Woking	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	1.2%	6.6%	0.0%	1.0%	0.2%
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%	1.2%	12.6%	0.0%	2.1%	1.5%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.6%	0.0%
Guildford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.8%	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%	2.7%
Slough	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.6%
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%	0.0%	9.9%	0.8%	0.3%
Other	0.0%	0.5%	0.0%	5.5%	1.2%	5.0%	4.7%	4.6%	6.7%	6.8%	3.5%	1.4%
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%	35.4%
Internet	39.1%	52.1%	59.0%	70.6%	66.5%	55.8%	62.8%	34.4%	61.9%	62.2%	53.6%	55.3%
TOTAL LEAKAGE	**79.7%**	**77.8%**	**99.5%**	**94.5%**	**95.3%**	**96.9%**	**100.0%**	**96.0%**	**99.3%**	**100.0%**	**95.3%**	**90.7%**
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.

Lambert Smith Hampton

TABLE 5: DOMESTIC APPLIANCES - 2023 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%	1.0%
Egham Town Centre	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	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/ Woodham	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%
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%**	**16.5%**
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%	1.6%
Brooklands, Elmbridge	2.7%	2.8%	0.0%	0.0%	0.5%	3.6%	0.0%	14.7%	1.9%	0.0%	3.6%	1.5%
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%	14.0%
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%	6.4%
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%	9.8%
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%	0.3%
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%	0.0%	8.1%	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%	0.0%	9.0%	1.0%	0.8%
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%	0.0%	6.1%	1.0%	1.1%
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%	29.5%
Internet	44.0%	50.3%	58.0%	63.4%	54.8%	59.7%	55.6%	29.4%	45.8%	55.6%	48.8%	54.0%
TOTAL LEAKAGE	**68.5%**	**77.1%**	**95.8%**	**83.1%**	**77.0%**	**90.7%**	**98.5%**	**92.1%**	**97.0%**	**96.3%**	**90.8%**	**83.5%**
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

TABLE 6: BOOKS & STATIONARY - 2023 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%	11.7%
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%	3.8%
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%	3.7%
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/ Woodham	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%
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%**	**21.4%**
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%	2.5%
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%	0.0%	3.4%	0.6%	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%	4.9%
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%	13.4%
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%	14.1%
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%	0.6%
Woking, Woking	7.0%	0.0%	0.0%	0.0%	14.4%	14.3%	0.0%	10.7%	26.2%	0.0%	6.8%	4.5%
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%	5.5%
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%	0.0%	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%	0.0%	15.9%	1.9%	1.6%
Other	1.2%	0.0%	2.1%	3.4%	0.0%	0.0%	0.0%	2.8%	0.6%	0.6%	1.2%	1.2%
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%	27.9%
Internet	48.3%	37.9%	53.7%	59.2%	46.5%	61.2%	40.1%	34.1%	63.5%	61.1%	47.5%	50.7%
TOTAL LEAKAGE	**69.5%**	**60.1%**	**87.3%**	**88.2%**	**74.9%**	**93.5%**	**95.2%**	**98.3%**	**99.4%**	**97.5%**	**89.9%**	**78.6%**
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.

TABLE 7: TOYS, GAMES, SPORTS, BIKES, PETS & PET PRODUCTS, CAMPING EQUIPMENT ETC- 2023 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%	4.4%
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%	1.6%
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%	2.4%
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/ Woodham	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%	1.5%
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%	0.9%
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%	1.3%
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%**	**11.8%**
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%	1.0%
Weybridge, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	2.0%	0.0%	0.0%	0.4%	0.1%
Brooklands, Elmbridge	0.0%	1.6%	0.0%	0.0%	0.0%	4.9%	0.0%	8.4%	0.7%	0.0%	1.9%	0.9%
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%	4.1%
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%	16.6%
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%	0.6%
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%	18.5%
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%	0.6%
Woking, Woking	1.5%	5.3%	0.0%	0.0%	13.0%	18.1%	0.0%	2.8%	17.6%	0.0%	4.4%	4.7%
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%	6.1%
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%	11.5%
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%	0.7%
Kingston	0.7%	1.6%	0.0%	1.5%	0.0%	0.0%	1.7%	2.1%	0.0%	0.0%	1.0%	0.6%
Slough	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	5.2%	2.0%	1.8%
Surrey Heath	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.3%	0.1%
Windsor & Maidenhead	0.0%	0.0%	1.2%	0.8%	1.1%	0.0%	0.0%	0.0%	0.0%	15.8%	1.3%	0.5%
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%	39.3%
Internet	41.0%	40.8%	50.5%	58.6%	58.8%	55.8%	53.2%	49.7%	42.2%	43.5%	48.6%	48.9%
TOTAL LEAKAGE	**84.0%**	**85.1%**	**89.8%**	**79.9%**	**98.9%**	**94.2%**	**98.3%**	**97.9%**	**100.0%**	**99.3%**	**94.4%**	**88.2%**
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 8: FURNITURE, FLOORING AND CARPETS, HOUSEHOLD TEXTILES AND FURNISHINGS - 2023 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%	4.9%
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/ Woodham	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%
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%**	**8.8%**
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%	3.4%
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%	11.7%
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%	7.4%
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%	0.8%
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%	20.1%
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%	3.6%
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%	6.4%
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%	4.4%
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%	7.2%
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%	1.0%
Other	0.0%	14.0%	7.2%	9.4%	12.6%	3.7%	3.0%	13.8%	14.3%	30.0%	9.6%	7.1%
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%	54.1%
Internet	37.1%	43.4%	27.0%	44.8%	46.5%	40.9%	24.9%	32.9%	21.4%	27.9%	30.7%	37.1%
TOTAL LEAKAGE	**80.7%**	**94.5%**	**91.1%**	**94.3%**	**96.9%**	**98.8%**	**99.4%**	**98.6%**	**100.0%**	**98.4%**	**95.5%**	**91.2%**
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 9: DIY & GARDENING PRODUCTS - 2023 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%	1.3%
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/ Woodham	1.4%	0.0%	0.0%	0.0%	0.6%	20.8%	0.0%	1.4%	0.7%	0.0%	1.4%	2.8%
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%	0.8%
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%	32.7%
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%	4.9%
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%	37.6%
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%**	**44.1%**
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%	1.9%
Weybridge, Elmbridge	0.0%	5.6%	0.0%	4.2%	6.6%	3.2%	0.0%	7.3%	0.0%	0.0%	2.0%	2.3%
Brooklands, Elmbridge	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	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%	1.4%
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%	3.2%
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%	9.9%
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%	16.8%
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%	0.9%
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%	9.8%
Other Woking	0.0%	0.0%	0.0%	0.0%	3.3%	4.8%	0.0%	0.0%	2.2%	0.0%	0.5%	0.9%
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%	12.1%
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%	4.0%
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%	3.5%
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%	48.3%
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%**	**55.9%**
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 10: PERSONAL GOODS AND APPLIANCES, AND COSMETICS ETC - 2023 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%	19.1%
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%	3.0%
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%	9.3%
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/ Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	3.2%	0.0%	0.8%	0.9%
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%	0.2%
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%	6.6%
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%	0.9%	18.9%	2.4%	0.9%	0.0%	6.2%	0.0%	0.0%	5.4%	4.8%	6.6%
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%**	**39.3%**
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%	3.6%
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%	0.9%
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%	2.5%	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%	6.6%
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%	14.5%
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%	1.9%
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%	16.5%
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%	1.0%
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%	5.8%
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%	0.0%	0.6%	1.2%	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%	33.0%
Internet	30.5%	27.9%	16.9%	54.2%	31.3%	27.5%	36.2%	33.4%	31.1%	18.7%	29.7%	27.7%
TOTAL LEAKAGE	**53.4%**	**53.7%**	**53.7%**	**81.4%**	**61.5%**	**86.4%**	**91.9%**	**97.8%**	**95.7%**	**90.0%**	**79.8%**	**60.7%**
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.

Lambert Smith Hampton

TABLE 11: MEDICAL GOODS AND THERAPUTIC APPLIANCES ETC - 2023 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%	22.2%
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%	12.2%
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%	21.0%
Englefield Green	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.1%
New Haw/ Woodham	1.2%	0.0%	0.0%	0.0%	0.0%	54.9%	0.0%	5.5%	0.0%	0.0%	3.6%	6.2%
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%	4.4%
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%	1.8%
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%**	**75.4%**
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%	1.9%
The Paddock Retail Park, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	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%	2.6%
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%	7.2%
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%	0.2%
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%	7.6%
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%	1.5%
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%	0.2%
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%	3.3%
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%	14.8%
Internet	14.1%	3.7%	7.9%	23.4%	10.3%	5.1%	18.7%	5.7%	10.5%	10.5%	11.0%	9.8%
TOTAL LEAKAGE	**23.4%**	**7.7%**	**25.9%**	**33.8%**	**22.2%**	**44.3%**	**91.7%**	**92.4%**	**98.9%**	**95.2%**	**65.9%**	**24.6%**
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.

TABLE 12: OTHER GOODS INCLUDING JEWELLERY & WATCHES, GLASSWARE, CHINA, TABLEWARE & KITCHEN UTENSIL GOODS, ETC - 2023 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%	1.8%
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%	4.9%
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/ Woodham	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	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%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
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%	0.0%	2.7%	0.0%	0.0%	0.7%	0.6%
Brooklands, Elmbridge	0.0%	0.0%	0.0%	0.0%	1.4%	0.7%	0.7%	1.8%	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%	0.0%	1.8%	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%	1.4%
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%	17.8%
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%	19.3%
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%	5.5%
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%	5.9%
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%	2.2%
Kingston	2.6%	8.2%	0.0%	1.0%	5.9%	9.4%	15.2%	23.6%	5.6%	1.2%	9.7%	3.5%
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%	2.7%
Other	13.7%	17.6%	9.8%	24.0%	6.6%	9.6%	3.8%	12.1%	5.5%	14.0%	9.6%	12.9%
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%	43.8%
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 PROJETIONS & EXPENDITURE GROWTH

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2023 - 2043)

	2023	2028	2033	2038	2043	Growth 2023 to 2033: %	Growth 2023 to 2033: No.	Growth 2023 to 2043: %	Growth 2023 to 2043: No.
Zone 1 Addlestone	20,624	21,304	22,722	24,093	25,488	9.2%	2,098	23.6%	4,863
Zone 2 Chertsey	14,930	15,373	16,336	17,019	18,121	8.6%	1,407	21.4%	3,191
Zone 3 Egham	30,901	31,882	33,640	34,932	37,242	8.1%	2,739	20.5%	6,340
Zone 4 Virginia Water/ Wentworth	6,221	6,430	6,852	7,172	7,619	9.2%	631	22.5%	1,398
Zone 5 Longcross/ Lyne	6,257	6,480	6,930	7,248	7,701	9.7%	673	23.1%	1,444
Zone 6 Woodham/ New Haw	9,446	9,857	10,577	11,091	11,849	10.7%	1,131	25.4%	2,402
Zone 7 Staines-upon-Thames/ Sheppertor	41,492	41,595	41,559	41,471	41,523	0.2%	67	0.1%	31
Zone 8 Weybridge	37,012	36,962	36,728	36,654	36,720	-0.8%	-284	-0.8%	-292
Zone 9 Chobham	19,463	19,266	19,102	19,036	19,154	-1.9%	-361	-1.6%	-309
Zone 1 Ascot. Sunningdale	4,549	4,492	4,452	4,394	4,349	-2.2%	-97	-4.4%	-200
Total Study Area:	190,896	193,641	198,899	203,109	209,765	4.0%	8,003	9.9%	18,869
Runnymede Borough:	88,561	91,503	97,237	101,475	108,183	8.9%	8,676	22.2%	19,622

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

Notes : Population projections (2023 to 2043) 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) (2023 to 2043)

	Including SFT	Excluding Special Forms of Trading (SFT)				
	2023	2023	2028	2033	2038	2043
Experian-based SFT Market Shares (%):	16.5%	5.0%	5.8%	6.5%	7.2%	7.4%
Survey-based SFT Market Shares (%):	2.3%	2.3%	2.7%	3.0%	3.3%	3.4%
Zone 1 Addlestone	£2,978	£2,909	£2,789	£2,744	£2,708	£2,702
Zone 2 Chertsey	£3,039	£2,969	£2,847	£2,800	£2,763	£2,758
Zone 3 Egham	£2,872	£2,806	£2,690	£2,646	£2,611	£2,606
Zone 4 Virginia Water/ Wentworth	£3,728	£3,642	£3,492	£3,435	£3,390	£3,383
Zone 5 Longcross/ Lyne	£3,439	£3,359	£3,221	£3,169	£3,127	£3,121
Zone 6 Woodham/ New Haw	£3,117	£3,045	£2,920	£2,872	£2,834	£2,828
Zone 7 Staines-upon-Thames/ Sheppertor	£3,115	£3,043	£2,918	£2,870	£2,832	£2,827
Zone 8 Weybridge	£3,439	£3,359	£3,221	£3,169	£3,127	£3,121
Zone 9 Chobham	£2,862	£2,796	£2,681	£2,637	£2,602	£2,597
Zone 1 Ascot. Sunningdale	£3,615	£3,531	£3,386	£3,331	£3,287	£3,280
Study Area Average:	£3,220	£3,146	£3,016	£2,968	£2,928	£2,922
Runnymede Borough Average:	£3,058	£3,170	£3,039	£2,990	£2,950	£2,941

Source : Average spend per capita estimates (2023 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 22 published by Experian Business Strategies (March 2025).

Notes: At the Base Year (2023) 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 22 (March 2025).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million) (2023 to 2043)

	Including SFT	Excluding Special Forms of Trading (SFT)					Growth 2023 to 2033: %	Growth 2023 to 2033: No.	Growth 2023 to 2043: %	Growth 2023 to 2043: No.
	2023	2023	2028	2033	2038	2043				
Zone 1 Addlestone	£61.4	£60.0	£59.4	£62.4	£65.2	£68.9	3.9%	£2.4	14.8%	£8.9
Zone 2 Chertsey	£45.4	£44.3	£43.8	£45.7	£47.0	£50.0	3.2%	£1.4	12.7%	£5.7
Zone 3 Egham	£88.7	£86.7	£85.8	£89.0	£91.2	£97.1	2.7%	£2.3	12.0%	£10.4
Zone 4 Virginia Water/ Wentworth	£23.2	£22.7	£22.5	£23.5	£24.3	£25.8	3.9%	£0.9	13.8%	£3.1
Zone 5 Longcross/ Lyne	£21.5	£21.0	£20.9	£22.0	£22.7	£24.0	4.5%	£0.9	14.3%	£3.0
Zone 6 Woodham/ New Haw	£29.4	£28.8	£28.8	£30.4	£31.4	£33.5	5.6%	£1.6	16.5%	£4.8
Zone 7 Staines-upon-Thames/ Sheppertor	£129.2	£126.3	£121.4	£119.3	£117.5	£117.4	-5.5%	-£7.0	-7.0%	-£8.9
Zone 8 Weybridge	£127.3	£124.3	£119.1	£116.4	£114.6	£114.6	-6.4%	-£8.0	-7.8%	-£9.7
Zone 9 Chobham	£55.7	£54.4	£51.6	£50.4	£49.5	£49.7	-7.4%	-£4.0	-8.6%	-£4.7
Zone 1 Ascot. Sunningdale	£16.4	£16.1	£15.2	£14.8	£14.4	£14.3	-7.7%	-£1.2	-11.2%	-£1.8
Total Study Area:	£598.4	£584.5	£568.3	£573.9	£577.9	£595.2	-1.8%	-£10.6	1.8%	£10.7
Runnymede Borough:	£270.8	£280.7	£278.1	£290.7	£299.4	£318.2	3.6%	£10.0	13.4%	£37.5

TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading) (2023 to 2043)

	Including SFT	Excluding Special Forms of Trading (SFT)				
	2023	2023	2028	2033	2038	2043
Experian-based SFT Market Shares (%):	30.9%	23.1%	25.6%	27.3%	28.9%	32.3%
Survey-based SFT Market Shares (%):	25.1%	25.1%	27.8%	29.6%	31.4%	35.1%
Zone 1 Addlestone	£4,211	£3,155	£3,207	£3,542	£3,928	£4,257
Zone 2 Chertsey	£4,293	£3,216	£3,269	£3,611	£4,005	£4,340
Zone 3 Egham	£4,104	£3,075	£3,125	£3,452	£3,828	£4,149
Zone 4 Virginia Water/ Wentworth	£5,732	£4,294	£4,365	£4,822	£5,347	£5,794
Zone 5 Longcross/ Lyne	£5,358	£4,014	£4,080	£4,507	£4,998	£5,416
Zone 6 Woodham/ New Haw	£4,622	£3,463	£3,520	£3,888	£4,311	£4,672
Zone 7 Staines-upon-Thames/ Shepperton	£4,513	£3,381	£3,437	£3,796	£4,210	£4,562
Zone 8 Weybridge	£5,066	£3,795	£3,858	£4,262	£4,726	£5,121
Zone 9 Chobham	£4,171	£3,125	£3,176	£3,509	£3,891	£4,216
Zone 1 Ascot. Sunningdale	£5,684	£4,258	£4,329	£4,782	£5,302	£5,746
Total Study Area Average:	£4,775	£3,578	£3,637	£4,017	£4,455	£4,827
Runnymede Borough:	£4,428	£3,317	£3,185	£3,514	£3,897	£4,223

Source : Average spend per capita estimates (2023 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 22 published by Experian Business Strategies (February 2025).

Notes: At the Base Year (2023) 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 22 (March 2025).

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£million) (2023 to 2043)

	Including SFT	Excluding Special Forms of Trading (SFT)					Growth 2023 to 2033: %	Growth 2023 to 2033: No.	Growth 2023 to 2043: %	Growth 2023 to 2043: No.
	2023	2023	2028	2033	2038	2043				
Zone 1 Addlestone	£86.8	£65.1	£68.3	£80.5	£94.6	£108.5	23.7%	£15.4	66.7%	£43.4
Zone 2 Chertsey	£64.1	£48.0	£50.3	£59.0	£68.2	£78.6	22.9%	£11.0	63.8%	£30.6
Zone 3 Egham	£126.8	£95.0	£99.6	£116.1	£133.7	£154.5	22.2%	£21.1	62.6%	£59.5
Zone 4 Virginia Water/ Wentworth	£35.7	£26.7	£28.1	£33.0	£38.3	£44.1	23.7%	£6.3	65.2%	£17.4
Zone 5 Longcross/ Lyne	£33.5	£25.1	£26.4	£31.2	£36.2	£41.7	24.4%	£6.1	66.1%	£16.6
Zone 6 Woodham/ New Haw	£43.7	£32.7	£34.7	£41.1	£47.8	£55.4	25.7%	£8.4	69.2%	£22.6
Zone 7 Staines-upon-Thames/ Sheppertor	£187.3	£140.3	£143.0	£157.8	£174.6	£189.4	12.5%	£17.5	35.0%	£49.1
Zone 8 Weybridge	£187.5	£140.5	£142.6	£156.5	£173.2	£188.0	11.4%	£16.0	33.9%	£47.6
Zone 9 Chobham	£81.2	£60.8	£61.2	£67.0	£74.1	£80.8	10.2%	£6.2	32.8%	£19.9
Zone 1 Ascot. Sunningdale	£25.9	£19.4	£19.4	£21.3	£23.3	£25.0	9.9%	£1.9	29.0%	£5.6
Total Study Area:	£872.4	£653.6	£673.6	£763.6	£864.1	£966.1	16.8%	£110.0	47.8%	£312.5
West Suffolk District:	£392.1	£293.8	£291.4	£341.7	£395.4	£456.9	16.3%	£47.9	55.5%	£163.1

APPENDIX B.5 CONVENIENCE GOODS TURNOVER FORECASTS

Lambert Smith Hampton

TABLE 1: ALL CONVENIENCE GOODS - 2023 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%	9.6%
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: AddlestoneTown Centre	53.5%	23.1%	2.1%	6.5%	45.8%	9.8%	1.1%	3.5%	0.9%	0.0%	11.1%
Aldi, Gogmore Lane, Chertsey	8.2%	29.5%	8.1%	6.7%	6.0%	1.4%	5.1%	2.7%	1.7%	0.0%	6.7%
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%	3.5%
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%	10.3%
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%	5.1%
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%	9.4%
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%	0.1%
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%	2.1%
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%	2.2%
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%	0.6%
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%	0.0%
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%	0.9%
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%	1.6%
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%	8.8%
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%	9.1%
RUNNYMEDE BOROUGH (RETENTION):	**76.9%**	**96.2%**	**95.8%**	**77.9%**	**79.0%**	**40.5%**	**26.2%**	**7.5%**	**5.6%**	**13.9%**	**45.3%**
Walton-on-Thames, Elmbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	6.8%	3.5%	0.0%	0.0%	2.2%
Weybridge, Elmbridge	3.9%	0.6%	0.1%	1.1%	3.0%	1.4%	3.4%	26.6%	0.0%	0.0%	7.2%
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%	9.5%
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%	1.7%
Other, Elmbridge	0.7%	0.0%	0.0%	0.3%	0.2%	2.4%	0.2%	9.0%	0.0%	0.6%	2.3%
Sub Total: Elmbridge	13.9%	2.7%	0.3%	4.3%	6.5%	36.4%	11.6%	72.2%	7.4%	0.6%	22.9%
Shepperton, Spelthorne	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	2.7%
Staines-upon-Thames, Spelthorne	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.9%
Sunbury-on-Thames, Spelthorne	0.2%	0.1%	0.1%	0.4%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	1.4%
Spelthorne Out of Centre	0.0%	0.5%	1.8%	2.3%	0.5%	0.0%	30.3%	0.0%	0.0%	0.6%	6.9%
Other, Spelthorne	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	8.6%	0.0%	0.0%	0.6%	1.9%
Sub Total: Spelthorne	0.2%	0.7%	3.5%	3.0%	0.6%	0.0%	60.8%	0.0%	0.0%	1.2%	13.7%
Knaphill, Woking	0.8%	0.0%	0.0%	0.5%	1.1%	1.0%	0.0%	0.0%	9.9%	0.0%	1.1%
West Byfleet, Woking	2.1%	0.0%	0.0%	0.0%	3.1%	12.5%	0.0%	11.5%	4.6%	0.0%	3.9%
Woking, Woking	1.3%	0.0%	0.0%	0.0%	1.5%	0.4%	0.0%	0.4%	18.7%	0.0%	2.0%
Woking Out of Centre	4.6%	0.1%	0.0%	0.0%	5.9%	8.5%	0.0%	5.2%	30.2%	0.0%	5.0%
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%	13.6%
Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	20.9%	0.6%
Slough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Surrey Heath	0.0%	0.0%	0.1%	0.3%	0.6%	0.0%	0.0%	0.0%	5.5%	1.4%	0.6%
Windsor and Maidenhead	0.0%	0.2%	0.3%	13.9%	1.5%	0.0%	0.0%	0.0%	2.7%	61.1%	2.5%
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%**	**54.7%**
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%

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

Lambert Smith Hampton

TABLE 2: 2023 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:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Total Available Spend (excluding SFT):	**£60.0**	**£44.3**	**£86.7**	**£22.7**	**£21.0**	**£28.8**	**£126.3**	**£124.3**	**£54.4**	**£16.1**	**£584.5**
Tesco Extra, Station Road, Addlestone	£25.7	£9.4	£1.8	£1.5	£8.5	£2.8	£1.4	£4.4	£0.5	£0.0	£55.9
Waitrose, Station Road / Market Street, Addlestone	£5.5	£0.7	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£7.2
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: AddlestoneTown Centre	£32.1	£10.2	£1.8	£1.5	£9.6	£2.8	£1.4	£4.4	£0.5	£0.0	£64.3
Aldi, Gogmore Lane, Chertsey	£4.9	£13.1	£7.0	£1.5	£1.3	£0.4	£6.5	£3.4	£0.9	£0.0	£39.0
Sainsbury's Superstore, The Sainsbury Centre, Chertsey	£1.2	£15.5	£0.5	£0.6	£1.2	£0.1	£0.8	£0.2	£0.0	£0.0	£20.1
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	£0.1	£0.6
Sub Total: Chertsey Town Centre	£6.1	£29.4	£7.5	£2.1	£2.5	£0.5	£7.3	£3.6	£0.9	£0.1	£60.1
Tesco Superstore, High Street, Egham	£0.0	£0.0	£26.8	£2.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£29.8
Waitrose, Church Road, Egham	£0.0	£0.3	£15.5	£2.3	£0.1	£0.0	£3.9	£0.0	£0.0	£0.5	£22.6
Iceland, High Street, Egham	£0.0	£0.0	£1.8	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.1
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	£44.2	£5.6	£0.1	£0.0	£3.9	£0.0	£0.0	£1.0	£55.2
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	£1.3	£1.7	£0.0	£11.9
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	£8.1	£0.0	£1.3	£1.7	£0.0	£12.5
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	£0.6	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6
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	£0.1	£0.2
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	£4.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£5.6
Other smaller centres and local shops in Runnymede	£6.4	£1.8	£0.2	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£9.2
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	£0.2	£0.6	£26.4	£3.3	£0.1	£0.0	£20.5	£0.0	£0.0	£1.0	£52.1
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	£0.3	£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	£3.6	£0.2	£0.1	£20.5	£0.0	£0.0	£1.0	£53.4
RUNNYMEDE BOROUGH (RETENTION):	**£46.1**	**£42.7**	**£83.1**	**£17.6**	**£16.6**	**£11.6**	**£33.1**	**£9.3**	**£3.1**	**£2.2**	**£265.5**
Walton-on-Thames, Elmbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£4.3	£0.0	£0.0	£12.9
Weybridge, Elmbridge	£2.3	£0.3	£0.1	£0.2	£0.6	£0.4	£4.3	£33.1	£0.0	£0.0	£41.4
Brooklands Retail Park (M&S), Elmbridge	£3.5	£0.8	£0.1	£0.6	£0.6	£7.9	£1.2	£35.6	£3.9	£0.0	£54.3
The Paddock Retail Park (Lidl), Elmbridge	£2.1	£0.1	£0.0	£0.0	£0.0	£1.4	£0.4	£5.6	£0.2	£0.0	£9.8
Other, Elmbridge	£0.4	£0.0	£0.0	£0.1	£0.0	£0.7	£0.3	£11.2	£0.0	£0.1	£12.8
Sub Total: Elmbridge	£8.4	£1.2	£0.2	£1.0	£1.4	£10.5	£14.7	£89.8	£4.0	£0.1	£131.2
Shepperton, Spelthorne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£15.8	£0.0	£0.0	£0.0	£15.8
Staines-upon-Thames, Spelthorne	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£5.5
Sunbury-on-Thames, Spelthorne	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£7.7	£0.0	£0.0	£0.0	£8.1
Spelthorne Out of Centre	£0.0	£0.2	£1.6	£0.5	£0.1	£0.0	£38.3	£0.0	£0.0	£0.1	£40.8
Other, Spelthorne	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£10.8	£0.0	£0.0	£0.1	£11.0
Sub Total: Spelthorne	£0.1	£0.3	£3.1	£0.7	£0.1	£0.0	£76.7	£0.0	£0.0	£0.2	£81.2
Knaphill, Woking	£0.5	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£5.4	£0.0	£6.5
West Byfleet, Woking	£1.2	£0.0	£0.0	£0.0	£0.7	£3.6	£0.0	£14.3	£2.5	£0.0	£22.3
Woking, Woking	£0.8	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.5	£10.2	£0.0	£11.9
Woking Out of Centre	£2.7	£0.0	£0.0	£0.0	£1.2	£2.4	£0.0	£6.5	£16.4	£0.0	£29.3
Other, Woking	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£4.0	£5.6	£0.0	£9.8
Sub Total: Woking	£5.3	£0.0	£0.0	£0.1	£2.4	£6.5	£0.0	£25.2	£40.1	£0.0	£79.8
Bracknell Forest	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£3.4	£3.5
Slough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Surrey Heath	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£3.0	£0.2	£3.5
Windsor and Maidenhead	£0.0	£0.1	£0.2	£3.2	£0.3	£0.0	£0.0	£0.0	£1.5	£9.8	£15.1
Other centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.8	£0.0	£2.5	£0.0	£4.6
LEAKAGE TO COMPETING CENTRES	**£13.9**	**£1.7**	**£3.6**	**£5.0**	**£4.4**	**£17.1**	**£93.2**	**£115.0**	**£51.3**	**£13.8**	**£319.1**
TOTAL MARKET SHARE	£60.0	£44.3	£86.7	£22.7	£21.0	£28.8	£126.3	£124.3	£54.4	£16.1	£584.5

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

Lambert Smith Hampton

TABLE 3: 2028 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:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Total Available Spend (excluding SFT):	**£59.4**	**£43.8**	**£85.8**	**£22.5**	**£20.9**	**£28.8**	**£121.4**	**£119.1**	**£51.6**	**£15.2**	**£568.3**
Tesco Extra, Station Road, Addlestone	£25.5	£9.3	£1.8	£1.5	£8.4	£2.8	£1.3	£4.2	£0.4	£0.0	£55.1
Waitrose, Station Road / Market Street, Addlestone	£5.5	£0.7	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1
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: AddlestoneTown Centre	£31.8	£10.1	£1.8	£1.5	£9.6	£2.8	£1.3	£4.2	£0.4	£0.0	£63.5
Aldi, Gogmore Lane, Chertsey	£4.9	£12.9	£6.9	£1.5	£1.2	£0.4	£6.2	£3.2	£0.9	£0.0	£38.2
Sainsbury's Superstore, The Sainsbury Centre, Chertsey	£1.2	£15.3	£0.5	£0.6	£1.2	£0.1	£0.7	£0.2	£0.0	£0.0	£19.8
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	£0.1	£0.6
Sub Total: Chertsey Town Centre	£6.0	£29.0	£7.5	£2.1	£2.5	£0.5	£7.0	£3.4	£0.9	£0.1	£59.0
Tesco Superstore, High Street, Egham	£0.0	£0.0	£26.5	£2.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£29.5
Waitrose, Church Road, Egham	£0.0	£0.3	£15.3	£2.3	£0.1	£0.0	£3.8	£0.0	£0.0	£0.5	£22.2
Iceland, High Street, Egham	£0.0	£0.0	£1.7	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.1
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	£43.7	£5.6	£0.1	£0.0	£3.8	£0.0	£0.0	£1.0	£54.5
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	£1.0	£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	£1.8	£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	£1.3	£1.6	£0.0	£11.8
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	£8.1	£0.0	£1.3	£1.6	£0.0	£12.4
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	£0.6	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6
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	£0.1	£0.2
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	£4.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£5.5
Other smaller centres and local shops in Runnymede	£6.3	£1.8	£0.2	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£9.1
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	£0.2	£0.6	£26.1	£3.2	£0.1	£0.0	£19.7	£0.0	£0.0	£0.9	£50.9
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	£0.3	£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	£26.6	£3.5	£0.2	£0.1	£19.7	£0.0	£0.0	£0.9	£52.2
RUNNYMEDE BOROUGH (RETENTION):	**£45.7**	**£42.1**	**£82.2**	**£17.5**	**£16.5**	**£11.7**	**£31.8**	**£8.9**	**£2.9**	**£2.1**	**£261.4**
Walton-on-Thames, Elmbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.3	£4.1	£0.0	£0.0	£12.4
Weybridge, Elmbridge	£2.3	£0.3	£0.1	£0.2	£0.6	£0.4	£4.1	£31.7	£0.0	£0.0	£39.8
Brooklands Retail Park (M&S), Elmbridge	£3.4	£0.8	£0.1	£0.6	£0.6	£8.0	£1.1	£34.1	£3.7	£0.0	£52.5
The Paddock Retail Park (Lidl), Elmbridge	£2.1	£0.1	£0.0	£0.0	£0.0	£1.4	£0.4	£5.3	£0.2	£0.0	£9.5
Other, Elmbridge	£0.4	£0.0	£0.0	£0.1	£0.0	£0.7	£0.3	£10.7	£0.0	£0.1	£12.3
Sub Total: Elmbridge	£8.3	£1.2	£0.2	£1.0	£1.4	£10.5	£14.1	£86.0	£3.8	£0.1	£126.5
Shepperton, Spelthorne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£15.2	£0.0	£0.0	£0.0	£15.2
Staines-upon-Thames, Spelthorne	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£4.0	£0.0	£0.0	£0.0	£5.3
Sunbury-on-Thames, Spelthorne	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£7.4	£0.0	£0.0	£0.0	£7.8
Spelthorne Out of Centre	£0.0	£0.2	£1.6	£0.5	£0.1	£0.0	£36.8	£0.0	£0.0	£0.1	£39.3
Other, Spelthorne	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£10.4	£0.0	£0.0	£0.1	£10.6
Sub Total: Spelthorne	£0.1	£0.3	£3.0	£0.7	£0.1	£0.0	£73.8	£0.0	£0.0	£0.2	£78.2
Knaphill, Woking	£0.5	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£5.1	£0.0	£6.2
West Byfleet, Woking	£1.2	£0.0	£0.0	£0.0	£0.6	£3.6	£0.0	£13.7	£2.4	£0.0	£21.6
Woking, Woking	£0.8	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.4	£9.7	£0.0	£11.3
Woking Out of Centre	£2.7	£0.0	£0.0	£0.0	£1.2	£2.4	£0.0	£6.2	£15.6	£0.0	£28.2
Other, Woking	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.8	£5.3	£0.0	£9.3
Sub Total: Woking	£5.3	£0.0	£0.0	£0.1	£2.4	£6.5	£0.0	£24.2	£38.1	£0.0	£76.6
Bracknell Forest	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£3.2	£3.4
Slough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Surrey Heath	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£2.8	£0.2	£3.4
Windsor and Maidenhead	£0.0	£0.1	£0.2	£3.1	£0.3	£0.0	£0.0	£0.0	£1.4	£9.3	£14.4
Other centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.7	£0.0	£2.4	£0.0	£4.4
LEAKAGE TO COMPETING CENTRES	**£13.7**	**£1.6**	**£3.6**	**£5.0**	**£4.4**	**£17.1**	**£89.6**	**£110.1**	**£48.7**	**£13.1**	**£307.0**
TOTAL MARKET SHARE	£59.4	£43.8	£85.8	£22.5	£20.9	£28.8	£121.4	£119.1	£51.6	£15.2	£568.3

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

Lambert Smith Hampton

TABLE 4: 2033 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:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Total Available Spend (excluding SFT):	**£62.4**	**£45.7**	**£89.0**	**£23.5**	**£22.0**	**£30.4**	**£119.3**	**£116.4**	**£50.4**	**£14.8**	**£573.9**
Tesco Extra, Station Road, Addlestone	£26.7	£9.7	£1.8	£1.5	£8.9	£2.9	£1.3	£4.1	£0.4	£0.0	£57.4
Waitrose, Station Road / Market Street, Addlestone	£5.7	£0.8	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£7.4
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	£0.5
Sub Total: AddlestoneTown Centre	£33.4	£10.6	£1.8	£1.5	£10.1	£3.0	£1.3	£4.1	£0.4	£0.0	£66.2
Aldi, Gogmore Lane, Chertsey	£5.1	£13.5	£7.2	£1.6	£1.3	£0.4	£6.1	£3.2	£0.8	£0.0	£39.3
Sainsbury's Superstore, The Sainsbury Centre, Chertsey	£1.2	£16.0	£0.5	£0.6	£1.3	£0.1	£0.7	£0.2	£0.0	£0.0	£20.7
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	£0.1	£0.6
Sub Total: Chertsey Town Centre	£6.3	£30.4	£7.7	£2.2	£2.7	£0.5	£6.9	£3.4	£0.8	£0.1	£61.0
Tesco Superstore, High Street, Egham	£0.0	£0.0	£27.5	£2.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£30.6
Waitrose, Church Road, Egham	£0.0	£0.3	£15.9	£2.4	£0.1	£0.0	£3.7	£0.0	£0.0	£0.5	£22.9
Iceland, High Street, Egham	£0.0	£0.0	£1.8	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
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	£45.4	£5.8	£0.1	£0.0	£3.7	£0.0	£0.0	£0.9	£56.4
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	£1.9
Co-op, The Broadway, New Haw	£1.3	£0.0	£0.0	£0.0	£0.1	£8.0	£0.0	£1.2	£1.6	£0.0	£12.2
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	£8.6	£0.0	£1.2	£1.6	£0.0	£12.8
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	£0.6	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
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	£0.1	£0.2
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	£5.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£5.8
Other smaller centres and local shops in Runnymede	£6.6	£1.8	£0.2	£0.0	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£9.5
Sainsbury's Superstore, The Causeway, Staines-upon-Thames	£0.2	£0.7	£27.1	£3.4	£0.1	£0.0	£19.4	£0.0	£0.0	£0.9	£51.7
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	£0.2
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	£0.4	£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	£27.6	£3.7	£0.2	£0.1	£19.4	£0.0	£0.0	£0.9	£53.1
RUNNYMEDE BOROUGH (RETENTION):	**£47.9**	**£44.0**	**£85.3**	**£18.3**	**£17.3**	**£12.3**	**£31.2**	**£8.7**	**£2.8**	**£2.1**	**£270.1**
Walton-on-Thames, Elmbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.1	£4.0	£0.0	£0.0	£12.2
Weybridge, Elmbridge	£2.4	£0.3	£0.1	£0.3	£0.7	£0.4	£4.1	£30.9	£0.0	£0.0	£39.2
Brooklands Retail Park (M&S), Elmbridge	£3.6	£0.9	£0.1	£0.7	£0.7	£8.4	£1.1	£33.4	£3.6	£0.0	£52.3
The Paddock Retail Park (Lidl), Elmbridge	£2.2	£0.1	£0.0	£0.0	£0.0	£1.5	£0.4	£5.2	£0.2	£0.0	£9.6
Other, Elmbridge	£0.5	£0.0	£0.0	£0.1	£0.0	£0.7	£0.3	£10.5	£0.0	£0.1	£12.1
Sub Total: Elmbridge	£8.7	£1.2	£0.2	£1.0	£1.4	£11.1	£13.9	£84.1	£3.7	£0.1	£125.4
Shepperton, Spelthorne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.9	£0.0	£0.0	£0.0	£15.0
Staines-upon-Thames, Spelthorne	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£3.9	£0.0	£0.0	£0.0	£5.3
Sunbury-on-Thames, Spelthorne	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£7.3	£0.0	£0.0	£0.0	£7.6
Spelthorne Out of Centre	£0.0	£0.2	£1.6	£0.5	£0.1	£0.0	£36.1	£0.0	£0.0	£0.1	£38.8
Other, Spelthorne	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£10.2	£0.0	£0.0	£0.1	£10.4
Sub Total: Spelthorne	£0.1	£0.3	£3.1	£0.7	£0.1	£0.0	£72.5	£0.0	£0.0	£0.2	£77.1
Knaphill, Woking	£0.5	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£5.0	£0.0	£6.2
West Byfleet, Woking	£1.3	£0.0	£0.0	£0.0	£0.7	£3.8	£0.0	£13.4	£2.3	£0.0	£21.5
Woking, Woking	£0.8	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.4	£9.4	£0.0	£11.1
Woking Out of Centre	£2.8	£0.0	£0.0	£0.0	£1.3	£2.6	£0.0	£6.0	£15.2	£0.0	£28.0
Other, Woking	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.7	£5.2	£0.0	£9.1
Sub Total: Woking	£5.5	£0.0	£0.0	£0.1	£2.5	£6.9	£0.0	£23.6	£37.2	£0.0	£75.9
Bracknell Forest	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£3.1	£3.3
Slough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Surrey Heath	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£2.8	£0.2	£3.3
Windsor and Maidenhead	£0.0	£0.1	£0.2	£3.3	£0.3	£0.0	£0.0	£0.0	£1.4	£9.1	£14.4
Other centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.7	£0.0	£2.3	£0.0	£4.3
LEAKAGE TO COMPETING CENTRES	**£14.4**	**£1.7**	**£3.7**	**£5.2**	**£4.6**	**£18.1**	**£88.0**	**£107.7**	**£47.5**	**£12.8**	**£303.7**
TOTAL MARKET SHARE	£62.4	£45.7	£89.0	£23.5	£22.0	£30.4	£119.3	£116.4	£50.4	£14.8	£573.9

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

Lambert Smith Hampton

TABLE 5: 2038 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:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Total Available Spend (excluding SFT):	**£65.2**	**£47.0**	**£91.2**	**£24.3**	**£22.7**	**£31.4**	**£117.5**	**£114.6**	**£49.5**	**£14.4**	**£577.9**
Tesco Extra, Station Road, Addlestone	£28.0	£10.0	£1.9	£1.6	£9.2	£3.0	£1.3	£4.1	£0.4	£0.0	£59.3
Waitrose, Station Road / Market Street, Addlestone	£6.0	£0.8	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£7.8
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: AddlestoneTown Centre	£34.9	£10.9	£1.9	£1.6	£10.4	£3.1	£1.3	£4.1	£0.4	£0.0	£68.4
Aldi, Gogmore Lane, Chertsey	£5.3	£13.9	£7.4	£1.6	£1.4	£0.4	£6.0	£3.1	£0.8	£0.0	£40.0
Sainsbury's Superstore, The Sainsbury Centre, Chertsey	£1.3	£16.4	£0.6	£0.6	£1.3	£0.1	£0.7	£0.2	£0.0	£0.0	£21.2
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	£0.1	£0.6
Sub Total: Chertsey Town Centre	£6.6	£31.2	£7.9	£2.3	£2.7	£0.5	£6.8	£3.3	£0.8	£0.1	£62.3
Tesco Superstore, High Street, Egham	£0.0	£0.0	£28.2	£2.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£31.4
Waitrose, Church Road, Egham	£0.0	£0.3	£16.3	£2.5	£0.1	£0.0	£3.7	£0.0	£0.0	£0.5	£23.3
Iceland, High Street, Egham	£0.0	£0.0	£1.9	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
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	£46.5	£6.0	£0.1	£0.0	£3.7	£0.0	£0.0	£0.9	£57.6
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	£0.8
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	£1.4	£0.0	£0.0	£0.0	£0.1	£8.3	£0.0	£1.2	£1.5	£0.0	£12.5
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	£8.9	£0.0	£1.2	£1.5	£0.0	£13.2
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	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Budgens, Station Approach, Wentworth, Virginia Water	£0.0	£0.0	£0.6	£4.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9
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	£0.1	£0.2
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	£5.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£6.0
Other smaller centres and local shops in Runnymede	£6.9	£1.9	£0.2	£0.0	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£9.9
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	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Sub Total: Out of Centre	£0.3	£1.0	£28.3	£3.8	£0.2	£0.1	£19.1	£0.0	£0.0	£0.9	£53.6
RUNNYMEDE BOROUGH (RETENTION):	**£50.2**	**£45.3**	**£87.4**	**£18.9**	**£17.9**	**£12.7**	**£30.8**	**£8.6**	**£2.8**	**£2.0**	**£276.6**
Walton-on-Thames, Elmbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.0	£4.0	£0.0	£0.0	£12.0
Weybridge, Elmbridge	£2.5	£0.3	£0.1	£0.3	£0.7	£0.4	£4.0	£30.5	£0.0	£0.0	£38.8
Brooklands Retail Park (M&S), Elmbridge	£3.8	£0.9	£0.1	£0.7	£0.7	£8.7	£1.1	£32.9	£3.5	£0.0	£52.3
The Paddock Retail Park (Lidl), Elmbridge	£2.3	£0.1	£0.0	£0.0	£0.0	£1.5	£0.3	£5.1	£0.2	£0.0	£9.6
Other, Elmbridge	£0.5	£0.0	£0.0	£0.1	£0.0	£0.7	£0.3	£10.3	£0.0	£0.1	£12.0
Sub Total: Elmbridge	£9.1	£1.3	£0.2	£1.1	£1.5	£11.4	£13.7	£82.8	£3.7	£0.1	£124.8
Shepperton, Spelthorne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.7	£0.0	£0.0	£0.0	£14.7
Staines-upon-Thames, Spelthorne	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£3.8	£0.0	£0.0	£0.0	£5.3
Sunbury-on-Thames, Spelthorne	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£7.2	£0.0	£0.0	£0.0	£7.5
Spelthorne Out of Centre	£0.0	£0.3	£1.7	£0.6	£0.1	£0.0	£35.6	£0.0	£0.0	£0.1	£38.3
Other, Spelthorne	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£10.1	£0.0	£0.0	£0.1	£10.3
Sub Total: Spelthorne	£0.1	£0.4	£3.2	£0.7	£0.1	£0.0	£71.4	£0.0	£0.0	£0.2	£76.1
Knaphill, Woking	£0.5	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£4.9	£0.0	£6.1
West Byfleet, Woking	£1.3	£0.0	£0.0	£0.0	£0.7	£3.9	£0.0	£13.2	£2.3	£0.0	£21.5
Woking, Woking	£0.8	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.4	£9.3	£0.0	£11.0
Woking Out of Centre	£3.0	£0.0	£0.0	£0.0	£1.3	£2.7	£0.0	£5.9	£15.0	£0.0	£27.9
Other, Woking	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.7	£5.1	£0.0	£9.0
Sub Total: Woking	£5.8	£0.0	£0.0	£0.1	£2.6	£7.1	£0.0	£23.3	£36.6	£0.0	£75.5
Bracknell Forest	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£3.0	£3.2
Slough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Surrey Heath	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£2.7	£0.2	£3.3
Windsor and Maidenhead	£0.0	£0.1	£0.2	£3.4	£0.3	£0.0	£0.0	£0.0	£1.3	£8.8	£14.2
Other centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.0	£2.3	£0.0	£4.2
LEAKAGE TO COMPETING CENTRES	**£15.1**	**£1.8**	**£3.8**	**£5.4**	**£4.8**	**£18.7**	**£86.7**	**£106.0**	**£46.7**	**£12.4**	**£301.4**
TOTAL MARKET SHARE	£65.2	£47.0	£91.2	£24.3	£22.7	£31.4	£117.5	£114.6	£49.5	£14.4	£577.9

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

Lambert Smith Hampton

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:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Total Available Spend (excluding SFT):	**£68.9**	**£50.0**	**£97.1**	**£25.8**	**£24.0**	**£33.5**	**£117.4**	**£114.6**	**£49.7**	**£14.3**	**£595.2**
Tesco Extra, Station Road, Addlestone	£29.5	£10.6	£2.0	£1.7	£9.7	£3.2	£1.3	£4.1	£0.4	£0.0	£62.5
Waitrose, Station Road / Market Street, Addlestone	£6.3	£0.8	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.2
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: AddlestoneTown Centre	£36.9	£11.5	£2.0	£1.7	£11.0	£3.3	£1.3	£4.1	£0.4	£0.0	£72.1
Aldi, Gogmore Lane, Chertsey	£5.6	£14.7	£7.9	£1.7	£1.4	£0.5	£6.0	£3.1	£0.8	£0.0	£41.8
Sainsbury's Superstore, The Sainsbury Centre, Chertsey	£1.3	£17.4	£0.6	£0.7	£1.4	£0.1	£0.7	£0.2	£0.0	£0.0	£22.5
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	£0.1	£0.7
Sub Total: Chertsey Town Centre	£7.0	£33.2	£8.4	£2.4	£2.9	£0.6	£6.7	£3.3	£0.8	£0.1	£65.5
Tesco Superstore, High Street, Egham	£0.0	£0.0	£30.0	£2.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£33.3
Waitrose, Church Road, Egham	£0.0	£0.4	£17.3	£2.6	£0.1	£0.0	£3.7	£0.0	£0.0	£0.4	£24.5
Iceland, High Street, Egham	£0.0	£0.0	£2.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.8
Sub Total: Egham Town Centre	£0.0	£0.4	£49.5	£6.4	£0.1	£0.0	£3.7	£0.0	£0.0	£0.9	£61.0
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	£1.2	£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	£8.8	£0.0	£1.2	£1.6	£0.0	£13.1
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	£9.5	£0.0	£1.2	£1.6	£0.0	£13.8
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	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Sub Total: Ottershaw Local Centre	£0.0	£0.0	£0.0	£0.0	£3.8	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8
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	£5.2
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	£0.1	£0.2
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	£0.1	£6.3
Other smaller centres and local shops in Runnymede	£7.3	£2.0	£0.2	£0.0	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£10.5
Other smaller centres and local shops in Runnymede	£0.2	£0.7	£29.5	£3.7	£0.1	£0.0	£19.0	£0.0	£0.0	£0.9	£54.2
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	£0.4	£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	£30.1	£4.1	£0.2	£0.1	£19.0	£0.0	£0.0	£0.9	£55.7
RUNNYMEDE BOROUGH (RETENTION):	**£53.0**	**£48.1**	**£93.0**	**£20.1**	**£19.0**	**£13.6**	**£30.7**	**£8.6**	**£2.8**	**£2.0**	**£290.8**
Walton-on-Thames, Elmbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.0	£4.0	£0.0	£0.0	£12.0
Weybridge, Elmbridge	£2.7	£0.3	£0.1	£0.3	£0.7	£0.5	£4.0	£30.5	£0.0	£0.0	£39.0
Brooklands Retail Park (M&S), Elmbridge	£4.0	£0.9	£0.1	£0.7	£0.7	£9.3	£1.1	£32.8	£3.5	£0.0	£53.2
The Paddock Retail Park (Lidl), Elmbridge	£2.4	£0.1	£0.0	£0.0	£0.0	£1.6	£0.3	£5.1	£0.2	£0.0	£9.9
Other, Elmbridge	£0.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.8	£0.3	£10.3	£0.0	£0.1	£12.1
Sub Total: Elmbridge	£9.6	£1.4	£0.2	£1.1	£1.6	£12.2	£13.7	£82.8	£3.7	£0.1	£126.3
Shepperton, Spelthorne	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£14.7	£0.0	£0.0	£0.0	£14.7
Staines-upon-Thames, Spelthorne	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£3.8	£0.0	£0.0	£0.0	£5.3
Sunbury-on-Thames, Spelthorne	£0.1	£0.1	£0.1	£0.1	£0.0	£0.0	£7.2	£0.0	£0.0	£0.0	£7.6
Spelthorne Out of Centre	£0.0	£0.3	£1.8	£0.6	£0.1	£0.0	£35.6	£0.0	£0.0	£0.1	£38.4
Other, Spelthorne	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£10.1	£0.0	£0.0	£0.1	£10.3
Sub Total: Spelthorne	£0.1	£0.4	£3.4	£0.8	£0.1	£0.0	£71.3	£0.0	£0.0	£0.2	£76.3
Knaphill, Woking	£0.6	£0.0	£0.0	£0.1	£0.3	£0.3	£0.0	£0.0	£4.9	£0.0	£6.2
West Byfleet, Woking	£1.4	£0.0	£0.0	£0.0	£0.7	£4.2	£0.0	£13.2	£2.3	£0.0	£21.9
Woking, Woking	£0.9	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.4	£9.3	£0.0	£11.1
Woking Out of Centre	£3.1	£0.0	£0.0	£0.0	£1.4	£2.8	£0.0	£5.9	£15.0	£0.0	£28.4
Other, Woking	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.7	£5.1	£0.0	£9.0
Sub Total: Woking	£6.1	£0.0	£0.0	£0.1	£2.8	£7.6	£0.0	£23.3	£36.7	£0.0	£76.6
Bracknell Forest	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£3.0	£3.1
Slough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Surrey Heath	£0.0	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	£2.7	£0.2	£3.3
Windsor and Maidenhead	£0.0	£0.1	£0.2	£3.6	£0.4	£0.0	£0.0	£0.0	£1.3	£8.7	£14.4
Other centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.0	£2.3	£0.0	£4.3
LEAKAGE TO COMPETING CENTRES	**£15.9**	**£1.9**	**£4.0**	**£5.7**	**£5.0**	**£19.9**	**£86.6**	**£106.0**	**£46.9**	**£12.3**	**£304.4**
TOTAL MARKET SHARE	£68.9	£50.0	£97.1	£25.8	£24.0	£33.5	£117.4	£114.6	£49.7	£14.3	£595.2

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

APPENDIX B.6 COMPARISON GOODS TURNOVER FORECASTS

Lambert Smith Hampton

TABLE 1: ALL COMPARISON GOODS - MARKET SHARE 2023 - EXCLUDING SFT (%)

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
Addlestone Town Centre	35.5%	15.0%	0.2%	3.3%	18.2%	3.3%	0.2%	2.5%	1.1%	0.5%	6.3%
Chertsey Town Centre	0.6%	21.2%	0.3%	1.6%	1.4%	0.0%	0.1%	0.5%	0.0%	0.0%	2.0%
Egham Town Centre	0.0%	0.1%	19.7%	6.3%	0.2%	0.0%	0.5%	0.0%	0.0%	1.4%	3.3%
Englefield Green	0.0%	0.0%	2.1%	0.5%	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%	19.1%	0.0%	1.5%	0.2%	0.0%	1.3%
Ottershaw	1.0%	0.4%	0.0%	0.1%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Virginia Water	0.0%	0.0%	0.4%	18.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Smaller centres/ local shops	0.0%	0.2%	1.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%
Out of Centre	3.2%	4.8%	9.3%	8.7%	3.5%	0.8%	6.9%	0.8%	0.5%	2.7%	4.3%
TOTAL RETENTION (RUNNYMEDE BOROUGH)	**40.8%**	**41.7%**	**33.3%**	**39.5%**	**33.2%**	**23.1%**	**7.7%**	**5.3%**	**1.8%**	**4.9%**	**19.0%**
Walton-on-Thames, Elmbridge	3.3%	1.1%	0.0%	0.0%	3.1%	0.3%	3.6%	5.0%	0.7%	0.0%	2.5%
Weybridge, Elmbridge	2.0%	1.3%	0.4%	1.0%	1.8%	1.2%	0.3%	14.3%	0.0%	0.0%	3.8%
Brooklands, Elmbridge	4.5%	2.7%	1.1%	2.2%	2.8%	11.2%	2.4%	12.7%	3.2%	0.0%	5.1%
The Paddock Retail Park, Elmbridge	3.5%	1.2%	0.5%	0.1%	1.3%	4.7%	0.6%	6.3%	0.5%	0.0%	2.4%
Other Out of Centre, Elmbridge	0.7%	0.8%	0.0%	0.0%	0.4%	0.7%	0.0%	0.8%	0.0%	0.0%	0.4%
Other, Elmbridge	1.5%	2.6%	0.7%	0.0%	1.1%	1.3%	0.3%	9.2%	1.7%	0.0%	2.8%
Sub Total: Elmbridge	15.4%	9.7%	2.7%	3.4%	10.6%	19.4%	7.1%	48.3%	6.1%	0.0%	17.0%
Shepperton, Spelthorne	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	9.9%	0.1%	0.0%	0.0%	2.2%
Staines-upon-Thames, Spelthorne	14.0%	26.5%	33.8%	26.0%	9.2%	3.8%	27.1%	3.1%	1.8%	13.4%	16.8%
Two Rivers Retail Park, Spelthorne	1.3%	1.7%	6.0%	5.7%	2.9%	1.3%	19.1%	0.0%	0.0%	1.5%	5.5%
Other Out of Centre, Spelthorne	1.2%	1.7%	1.6%	2.2%	1.0%	0.3%	7.0%	0.3%	0.2%	0.9%	2.2%
Other ,Spelthorne	0.4%	1.1%	0.2%	0.1%	0.1%	0.1%	3.3%	0.1%	0.0%	0.8%	0.9%
Sub Total: Spelthorne	16.8%	31.8%	41.6%	34.0%	13.2%	5.5%	66.4%	3.6%	2.0%	16.6%	27.6%
West Byfleet, Woking	0.1%	0.0%	0.0%	0.0%	1.4%	6.3%	0.0%	2.5%	1.0%	0.0%	1.0%
Woking, Woking	10.7%	3.8%	1.0%	0.1%	15.3%	22.1%	0.3%	4.7%	29.5%	0.4%	7.0%
Out of Centre, Woking	6.5%	0.8%	0.0%	0.4%	7.7%	7.4%	0.1%	3.7%	18.7%	0.0%	3.9%
Other Woking	0.1%	0.1%	0.0%	0.1%	0.4%	1.7%	0.0%	0.9%	12.9%	0.0%	1.5%
Sub Total: Woking	17.4%	4.8%	1.0%	0.7%	24.9%	37.6%	0.4%	11.8%	62.1%	0.4%	13.5%
Bracknell Forest	0.0%	0.3%	0.1%	1.2%	1.5%	0.0%	0.0%	0.0%	0.2%	15.4%	0.6%
Guildford	1.2%	1.6%	0.5%	0.9%	4.9%	8.5%	0.1%	8.7%	16.5%	1.6%	4.5%
Kingston	2.1%	3.8%	2.4%	1.4%	2.1%	2.9%	9.9%	13.3%	2.8%	0.6%	6.5%
Slough	0.9%	0.1%	6.7%	1.3%	0.0%	0.1%	2.3%	1.4%	0.0%	6.6%	2.2%
Surrey Heath	0.3%	0.1%	1.0%	1.4%	0.2%	0.0%	0.3%	0.0%	1.5%	2.7%	0.5%
Windsor & Maidenhead	0.0%	0.6%	6.6%	6.4%	1.7%	0.0%	1.0%	0.0%	0.3%	38.4%	2.7%
Other	5.1%	5.4%	4.1%	9.9%	7.7%	2.9%	4.7%	7.5%	6.6%	12.7%	6.0%
LEAKAGE TO COMPETING CENTRES	**59.2%**	**58.3%**	**66.7%**	**60.5%**	**66.8%**	**76.9%**	**92.3%**	**94.7%**	**98.2%**	**95.1%**	**81.0%**
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: 2023 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
	£65.1	£48.0	£95.0	£26.7	£25.1	£32.7	£140.3	£140.5	£60.8	£19.4	£653.6
Addlestone Town Centre	£23.1	£7.2	£0.2	£0.9	£4.6	£1.1	£0.2	£3.5	£0.7	£0.1	£41.5
Chertsey Town Centre	£0.4	£10.2	£0.3	£0.4	£0.3	£0.0	£0.2	£0.7	£0.0	£0.0	£12.5
Egham Town Centre	£0.0	£0.0	£18.7	£1.7	£0.0	£0.0	£0.8	£0.0	£0.0	£0.3	£21.5
Englefield Green	£0.0	£0.0	£2.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
New Haw/ Woodham	£0.3	£0.0	£0.0	£0.0	£0.0	£6.2	£0.0	£2.1	£0.1	£0.0	£8.8
Ottershaw	£0.6	£0.2	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2
Virginia Water	£0.0	£0.0	£0.4	£4.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4
Smaller centres/ local shops	£0.0	£0.1	£1.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.4
Out of Centre	£2.1	£2.3	£8.8	£2.3	£0.9	£0.3	£9.7	£1.1	£0.3	£0.5	£28.3
TOTAL RETENTION (RUNNYMEDE BOROUGH)	**£26.5**	**£20.0**	**£31.6**	**£10.5**	**£8.3**	**£7.6**	**£10.8**	**£7.5**	**£1.1**	**£0.9**	**£125.0**
Walton-on-Thames, Elmbridge	£2.1	£0.5	£0.0	£0.0	£0.8	£0.1	£5.0	£7.0	£0.4	£0.0	£16.0
Weybridge, Elmbridge	£1.3	£0.6	£0.4	£0.3	£0.5	£0.4	£0.4	£20.0	£0.0	£0.0	£23.9
Brooklands, Elmbridge	£2.9	£1.3	£1.0	£0.6	£0.7	£3.7	£3.3	£17.9	£1.9	£0.0	£33.3
The Paddock Retail Park, Elmbridge	£2.3	£0.6	£0.5	£0.0	£0.3	£1.5	£0.9	£8.8	£0.3	£0.0	£15.3
Other Out of Centre, Elmbridge	£0.4	£0.4	£0.0	£0.0	£0.1	£0.2	£0.0	£1.2	£0.0	£0.0	£2.3
Other, Elmbridge	£1.0	£1.3	£0.7	£0.0	£0.3	£0.4	£0.4	£13.0	£1.0	£0.0	£18.0
Sub Total: Elmbridge	£10.0	£4.7	£2.6	£0.9	£2.7	£6.4	£10.0	£67.9	£3.7	£0.0	£108.8
Shepperton, Spelthorne	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£13.9	£0.2	£0.0	£0.0	£14.5
Staines-upon-Thames, Spelthorne	£9.1	£12.7	£32.1	£7.0	£2.3	£1.3	£38.0	£4.4	£1.1	£2.6	£110.4
Two Rivers Retail Park, Spelthorne	£0.8	£0.8	£5.7	£1.5	£0.7	£0.4	£26.8	£0.0	£0.0	£0.3	£37.0
Other Out of Centre, Spelthorne	£0.8	£0.8	£1.5	£0.6	£0.2	£0.1	£9.8	£0.5	£0.1	£0.2	£14.7
Other ,Spelthorne	£0.2	£0.5	£0.2	£0.0	£0.0	£0.0	£4.6	£0.1	£0.0	£0.2	£5.9
Sub Total: Spelthorne	£11.0	£15.3	£39.5	£9.1	£3.3	£1.8	£93.1	£5.1	£1.2	£3.2	£182.6
West Byfleet, Woking	£0.1	£0.0	£0.0	£0.0	£0.4	£2.1	£0.0	£3.6	£0.6	£0.0	£6.7
Woking, Woking	£7.0	£1.8	£0.9	£0.0	£3.8	£7.2	£0.4	£6.7	£18.0	£0.1	£46.0
Out of Centre, Woking	£4.2	£0.4	£0.0	£0.1	£1.9	£2.4	£0.2	£5.2	£11.4	£0.0	£25.8
Other Woking	£0.1	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	£1.2	£7.9	£0.0	£9.9
Sub Total: Woking	£11.3	£2.3	£0.9	£0.2	£6.2	£12.3	£0.6	£16.6	£37.8	£0.1	£88.3
Bracknell Forest	£0.0	£0.2	£0.1	£0.3	£0.4	£0.0	£0.0	£0.0	£0.1	£3.0	£4.0
Guildford	£0.8	£0.8	£0.5	£0.2	£1.2	£2.8	£0.1	£12.2	£10.0	£0.3	£29.0
Kingston	£1.4	£1.8	£2.3	£0.4	£0.5	£1.0	£13.9	£18.6	£1.7	£0.1	£41.8
Slough	£0.6	£0.0	£6.4	£0.3	£0.0	£0.0	£3.2	£2.0	£0.0	£1.3	£13.9
Surrey Heath	£0.2	£0.1	£1.0	£0.4	£0.1	£0.0	£0.5	£0.0	£0.9	£0.5	£3.6
Windsor & Maidenhead	£0.0	£0.3	£6.2	£1.7	£0.4	£0.0	£1.4	£0.0	£0.2	£7.4	£17.7
Other	£3.3	£2.6	£3.9	£2.7	£1.9	£0.9	£6.6	£10.5	£4.0	£2.5	£38.9
LEAKAGE TO COMPETING CENTRES	**£38.5**	**£28.0**	**£63.4**	**£16.2**	**£16.8**	**£25.1**	**£129.4**	**£133.0**	**£59.7**	**£18.4**	**£528.6**
TOTAL MARKET SHARE EXCL SFT	£65.1	£48.0	£95.0	£26.7	£25.1	£32.7	£140.3	£140.5	£60.8	£19.4	£653.6

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

TABLE 3: 2028 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
	£68.3	£50.3	£99.6	£28.1	£26.4	£34.7	£143.0	£142.6	£61.2	£19.4	£673.6
Addlestone Town Centre	£24.2	£7.5	£0.2	£0.9	£4.8	£1.1	£0.2	£3.6	£0.7	£0.1	£43.4
Chertsey Town Centre	£0.4	£10.6	£0.3	£0.4	£0.4	£0.0	£0.2	£0.7	£0.0	£0.0	£13.1
Egham Town Centre	£0.0	£0.1	£19.6	£1.8	£0.0	£0.0	£0.8	£0.0	£0.0	£0.3	£22.5
Englefield Green	£0.0	£0.0	£2.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
New Haw/ Woodham	£0.3	£0.0	£0.0	£0.0	£0.0	£6.6	£0.0	£2.2	£0.1	£0.0	£9.3
Ottershaw	£0.7	£0.2	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4
Virginia Water	£0.0	£0.0	£0.4	£5.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7
Smaller centres/ local shops	£0.0	£0.1	£1.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5
Out of Centre	£2.2	£2.4	£9.3	£2.5	£0.9	£0.3	£9.8	£1.2	£0.3	£0.5	£29.4
TOTAL RETENTION (RUNNYMEDE BOROUGH)	**£27.8**	**£20.9**	**£33.2**	**£11.1**	**£8.8**	**£8.0**	**£11.1**	**£7.6**	**£1.1**	**£0.9**	**£130.5**
Walton-on-Thames, Elmbridge	£2.2	£0.6	£0.0	£0.0	£0.8	£0.1	£5.1	£7.1	£0.4	£0.0	£16.4
Weybridge, Elmbridge	£1.4	£0.7	£0.4	£0.3	£0.5	£0.4	£0.5	£20.3	£0.0	£0.0	£24.4
Brooklands, Elmbridge	£3.0	£1.3	£1.1	£0.6	£0.7	£3.9	£3.4	£18.1	£2.0	£0.0	£34.2
The Paddock Retail Park, Elmbridge	£2.4	£0.6	£0.5	£0.0	£0.3	£1.6	£0.9	£9.0	£0.3	£0.0	£15.7
Other Out of Centre, Elmbridge	£0.4	£0.4	£0.0	£0.0	£0.1	£0.2	£0.0	£1.2	£0.0	£0.0	£2.4
Other, Elmbridge	£1.0	£1.3	£0.7	£0.0	£0.3	£0.5	£0.4	£13.2	£1.0	£0.0	£18.4
Sub Total: Elmbridge	£10.5	£4.9	£2.7	£0.9	£2.8	£6.7	£10.2	£68.9	£3.8	£0.0	£111.5
Shepperton, Spelthorne	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£14.2	£0.2	£0.0	£0.0	£14.8
Staines-upon-Thames, Spelthorne	£9.6	£13.3	£33.6	£7.3	£2.4	£1.3	£38.7	£4.4	£1.1	£2.6	£114.4
Two Rivers Retail Park, Spelthorne	£0.9	£0.9	£5.9	£1.6	£0.8	£0.5	£27.3	£0.0	£0.0	£0.3	£38.1
Other Out of Centre, Spelthorne	£0.8	£0.9	£1.6	£0.6	£0.3	£0.1	£10.0	£0.5	£0.1	£0.2	£15.1
Other ,Spelthorne	£0.3	£0.5	£0.2	£0.0	£0.0	£0.0	£4.7	£0.1	£0.0	£0.2	£6.0
Sub Total: Spelthorne	£11.5	£16.0	£41.4	£9.6	£3.5	£1.9	£94.9	£5.2	£1.2	£3.2	£188.4
West Byfleet, Woking	£0.1	£0.0	£0.0	£0.0	£0.4	£2.2	£0.0	£3.6	£0.6	£0.0	£6.9
Woking, Woking	£7.3	£1.9	£1.0	£0.0	£4.0	£7.7	£0.4	£6.8	£18.1	£0.1	£47.3
Out of Centre, Woking	£4.4	£0.4	£0.0	£0.1	£2.0	£2.6	£0.2	£5.2	£11.4	£0.0	£26.4
Other Woking	£0.1	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	£1.2	£7.9	£0.0	£10.0
Sub Total: Woking	£11.9	£2.4	£1.0	£0.2	£6.6	£13.0	£0.6	£16.8	£38.0	£0.1	£90.6
Bracknell Forest	£0.0	£0.2	£0.1	£0.3	£0.4	£0.0	£0.0	£0.0	£0.1	£3.0	£4.1
Guildford	£0.8	£0.8	£0.5	£0.2	£1.3	£3.0	£0.1	£12.4	£10.1	£0.3	£29.6
Kingston	£1.4	£1.9	£2.4	£0.4	£0.6	£1.0	£14.2	£18.9	£1.7	£0.1	£42.7
Slough	£0.6	£0.0	£6.7	£0.4	£0.0	£0.0	£3.3	£2.0	£0.0	£1.3	£14.3
Surrey Heath	£0.2	£0.1	£1.0	£0.4	£0.1	£0.0	£0.5	£0.0	£0.9	£0.5	£3.7
Windsor & Maidenhead	£0.0	£0.3	£6.6	£1.8	£0.5	£0.0	£1.4	£0.0	£0.2	£7.5	£18.2
Other	£3.5	£2.7	£4.1	£2.8	£2.0	£1.0	£6.8	£10.7	£4.0	£2.5	£40.0
LEAKAGE TO COMPETING CENTRES	**£40.5**	**£29.3**	**£66.5**	**£17.0**	**£17.7**	**£26.7**	**£131.9**	**£135.0**	**£60.1**	**£18.5**	**£543.1**
TOTAL MARKET SHARE EXCL SFT	£68.3	£50.3	£99.6	£28.1	£26.4	£34.7	£143.0	£142.6	£61.2	£19.4	£673.6

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

TABLE 4: 2033 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
	£80.5	£59.0	£116.1	£33.0	£31.2	£41.1	£157.8	£156.5	£67.0	£21.3	£763.6
Addlestone Town Centre	£28.6	£8.8	£0.3	£1.1	£5.7	£1.4	£0.3	£3.9	£0.7	£0.1	£50.8
Chertsey Town Centre	£0.5	£12.5	£0.4	£0.5	£0.4	£0.0	£0.2	£0.8	£0.0	£0.0	£15.3
Egham Town Centre	£0.0	£0.1	£22.9	£2.1	£0.1	£0.0	£0.9	£0.0	£0.0	£0.3	£26.2
Englefield Green	£0.0	£0.0	£2.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
New Haw/ Woodham	£0.3	£0.0	£0.0	£0.0	£0.1	£7.8	£0.0	£2.4	£0.1	£0.0	£10.8
Ottershaw	£0.8	£0.2	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0
Virginia Water	£0.0	£0.0	£0.5	£6.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.7
Smaller centres/ local shops	£0.0	£0.1	£1.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.7
Out of Centre	£2.6	£2.8	£10.8	£2.9	£1.1	£0.3	£10.9	£1.3	£0.3	£0.6	£33.6
TOTAL RETENTION (RUNNYMEDE BOROUGH)	**£32.8**	**£24.6**	**£38.7**	**£13.0**	**£10.4**	**£9.5**	**£12.2**	**£8.3**	**£1.2**	**£1.0**	**£151.7**
Walton-on-Thames, Elmbridge	£2.6	£0.7	£0.0	£0.0	£1.0	£0.1	£5.7	£7.8	£0.5	£0.0	£18.3
Weybridge, Elmbridge	£1.6	£0.8	£0.4	£0.3	£0.6	£0.5	£0.5	£22.3	£0.0	£0.0	£27.1
Brooklands, Elmbridge	£3.6	£1.6	£1.2	£0.7	£0.9	£4.6	£3.7	£19.9	£2.1	£0.0	£38.4
The Paddock Retail Park, Elmbridge	£2.8	£0.7	£0.6	£0.0	£0.4	£1.9	£1.0	£9.9	£0.4	£0.0	£17.7
Other Out of Centre, Elmbridge	£0.5	£0.5	£0.0	£0.0	£0.1	£0.3	£0.0	£1.3	£0.0	£0.0	£2.7
Other, Elmbridge	£1.2	£1.5	£0.9	£0.0	£0.3	£0.5	£0.4	£14.5	£1.1	£0.0	£20.5
Sub Total: Elmbridge	£12.4	£5.7	£3.1	£1.1	£3.3	£8.0	£11.3	£75.6	£4.1	£0.0	£124.7
Shepperton, Spelthorne	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£15.7	£0.2	£0.0	£0.0	£16.3
Staines-upon-Thames, Spelthorne	£11.3	£15.7	£39.2	£8.6	£2.9	£1.6	£42.7	£4.8	£1.2	£2.9	£130.8
Two Rivers Retail Park, Spelthorne	£1.0	£1.0	£6.9	£1.9	£0.9	£0.5	£30.1	£0.0	£0.0	£0.3	£42.7
Other Out of Centre, Spelthorne	£1.0	£1.0	£1.9	£0.7	£0.3	£0.1	£11.1	£0.5	£0.1	£0.2	£17.0
Other ,Spelthorne	£0.3	£0.6	£0.2	£0.0	£0.0	£0.0	£5.2	£0.1	£0.0	£0.2	£6.7
Sub Total: Spelthorne	£13.6	£18.8	£48.3	£11.2	£4.1	£2.3	£104.7	£5.7	£1.3	£3.5	£213.5
West Byfleet, Woking	£0.1	£0.0	£0.0	£0.0	£0.4	£2.6	£0.0	£4.0	£0.7	£0.0	£7.8
Woking, Woking	£8.6	£2.3	£1.2	£0.0	£4.8	£9.1	£0.4	£7.4	£19.8	£0.1	£53.7
Out of Centre, Woking	£5.2	£0.5	£0.0	£0.1	£2.4	£3.1	£0.2	£5.8	£12.5	£0.0	£29.8
Other Woking	£0.1	£0.1	£0.0	£0.0	£0.1	£0.7	£0.0	£1.3	£8.7	£0.0	£11.0
Sub Total: Woking	£14.0	£2.8	£1.2	£0.2	£7.8	£15.5	£0.6	£18.5	£41.6	£0.1	£102.3
Bracknell Forest	£0.0	£0.2	£0.1	£0.4	£0.5	£0.0	£0.0	£0.0	£0.1	£3.3	£4.6
Guildford	£1.0	£1.0	£0.6	£0.3	£1.5	£3.5	£0.1	£13.6	£11.0	£0.3	£33.0
Kingston	£1.7	£2.2	£2.8	£0.5	£0.7	£1.2	£15.7	£20.8	£1.9	£0.1	£47.6
Slough	£0.7	£0.1	£7.8	£0.4	£0.0	£0.0	£3.6	£2.2	£0.0	£1.4	£16.3
Surrey Heath	£0.2	£0.1	£1.2	£0.5	£0.1	£0.0	£0.5	£0.0	£1.0	£0.6	£4.2
Windsor & Maidenhead	£0.0	£0.4	£7.6	£2.1	£0.5	£0.0	£1.6	£0.0	£0.2	£8.2	£20.6
Other	£4.1	£3.2	£4.8	£3.3	£2.4	£1.2	£7.5	£11.7	£4.4	£2.7	£45.2
LEAKAGE TO COMPETING CENTRES	**£47.7**	**£34.4**	**£77.5**	**£20.0**	**£20.9**	**£31.6**	**£145.6**	**£148.2**	**£65.8**	**£20.3**	**£611.9**
TOTAL MARKET SHARE EXCL SFT	£80.5	£59.0	£116.1	£33.0	£31.2	£41.1	£157.8	£156.5	£67.0	£21.3	£763.6

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

TABLE 5: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
	£94.6	£68.2	£133.7	£38.3	£36.2	£47.8	£174.6	£173.2	£74.1	£23.3	£864.1
Addlestone Town Centre	£33.6	£10.2	£0.3	£1.3	£6.6	£1.6	£0.3	£4.3	£0.8	£0.1	£59.1
Chertsey Town Centre	£0.6	£14.4	£0.4	£0.6	£0.5	£0.0	£0.2	£0.8	£0.0	£0.0	£17.7
Egham Town Centre	£0.0	£0.1	£26.3	£2.4	£0.1	£0.0	£0.9	£0.0	£0.0	£0.3	£30.1
Englefield Green	£0.0	£0.0	£2.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1
New Haw/ Woodham	£0.4	£0.0	£0.0	£0.0	£0.1	£9.1	£0.0	£2.6	£0.2	£0.0	£12.4
Ottershaw	£0.9	£0.3	£0.0	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7
Virginia Water	£0.0	£0.0	£0.6	£7.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£7.7
Smaller centres/ local shops	£0.0	£0.1	£1.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.0
Out of Centre	£3.1	£3.3	£12.5	£3.4	£1.3	£0.4	£12.0	£1.4	£0.4	£0.6	£38.2
TOTAL RETENTION (RUNNYMEDE BOROUGH)	**£38.6**	**£28.4**	**£44.5**	**£15.1**	**£12.0**	**£11.1**	**£13.5**	**£9.2**	**£1.3**	**£1.1**	**£174.9**
Walton-on-Thames, Elmbridge	£3.1	£0.8	£0.0	£0.0	£1.1	£0.1	£6.3	£8.6	£0.5	£0.0	£20.6
Weybridge, Elmbridge	£1.9	£0.9	£0.5	£0.4	£0.7	£0.6	£0.6	£24.7	£0.0	£0.0	£30.2
Brooklands, Elmbridge	£4.2	£1.8	£1.4	£0.9	£1.0	£5.4	£4.1	£22.0	£2.4	£0.0	£43.2
The Paddock Retail Park, Elmbridge	£3.3	£0.8	£0.7	£0.0	£0.5	£2.3	£1.1	£10.9	£0.4	£0.0	£20.0
Other Out of Centre, Elmbridge	£0.6	£0.5	£0.0	£0.0	£0.2	£0.3	£0.0	£1.4	£0.0	£0.0	£3.1
Other, Elmbridge	£1.4	£1.8	£1.0	£0.0	£0.4	£0.6	£0.5	£16.0	£1.3	£0.0	£22.9
Sub Total: Elmbridge	£14.6	£6.6	£3.6	£1.3	£3.8	£9.3	£12.5	£83.7	£4.5	£0.0	£140.0
Shepperton, Spelthorne	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£17.4	£0.2	£0.0	£0.0	£18.1
Staines-upon-Thames, Spelthorne	£13.2	£18.1	£45.1	£10.0	£3.3	£1.8	£47.2	£5.4	£1.3	£3.1	£148.7
Two Rivers Retail Park, Spelthorne	£1.2	£1.2	£8.0	£2.2	£1.1	£0.6	£33.3	£0.0	£0.0	£0.3	£47.9
Other Out of Centre, Spelthorne	£1.1	£1.2	£2.2	£0.8	£0.3	£0.1	£12.2	£0.6	£0.2	£0.2	£19.0
Other ,Spelthorne	£0.4	£0.7	£0.3	£0.1	£0.0	£0.0	£5.7	£0.1	£0.0	£0.2	£7.5
Sub Total: Spelthorne	£15.9	£21.7	£55.6	£13.1	£4.8	£2.6	£115.9	£6.3	£1.5	£3.9	£241.2
West Byfleet, Woking	£0.1	£0.0	£0.0	£0.0	£0.5	£3.0	£0.0	£4.4	£0.7	£0.0	£8.8
Woking, Woking	£10.1	£2.6	£1.3	£0.1	£5.5	£10.6	£0.5	£8.2	£21.9	£0.1	£60.9
Out of Centre, Woking	£6.1	£0.6	£0.0	£0.2	£2.8	£3.5	£0.2	£6.4	£13.8	£0.0	£33.6
Other Woking	£0.1	£0.1	£0.0	£0.0	£0.2	£0.8	£0.0	£1.5	£9.6	£0.0	£12.2
Sub Total: Woking	£16.5	£3.3	£1.3	£0.3	£9.0	£18.0	£0.7	£20.5	£46.0	£0.1	£115.6
Bracknell Forest	£0.0	£0.2	£0.1	£0.5	£0.5	£0.0	£0.0	£0.0	£0.1	£3.6	£5.1
Guildford	£1.1	£1.1	£0.7	£0.3	£1.8	£4.1	£0.1	£15.1	£12.2	£0.4	£36.9
Kingston	£2.0	£2.6	£3.3	£0.5	£0.8	£1.4	£17.3	£23.0	£2.1	£0.1	£53.1
Slough	£0.8	£0.1	£9.0	£0.5	£0.0	£0.0	£4.0	£2.5	£0.0	£1.5	£18.4
Surrey Heath	£0.3	£0.1	£1.4	£0.5	£0.1	£0.0	£0.6	£0.0	£1.1	£0.6	£4.7
Windsor & Maidenhead	£0.0	£0.4	£8.8	£2.5	£0.6	£0.0	£1.7	£0.0	£0.2	£8.9	£23.2
Other	£4.8	£3.7	£5.5	£3.8	£2.8	£1.4	£8.3	£13.0	£4.9	£3.0	£51.0
LEAKAGE TO COMPETING CENTRES	**£56.1**	**£39.7**	**£89.2**	**£23.2**	**£24.2**	**£36.8**	**£161.1**	**£164.0**	**£72.7**	**£22.2**	**£689.2**
TOTAL MARKET SHARE EXCL SFT	£94.6	£68.2	£133.7	£38.3	£36.2	£47.8	£174.6	£173.2	£74.1	£23.3	£864.1

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

TABLE 6: 2043 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
	£108.5	£78.6	£154.5	£44.1	£41.7	£55.4	£189.4	£188.0	£80.8	£25.0	£966.1
Addlestone Town Centre	£38.5	£11.8	£0.3	£1.5	£7.6	£1.8	£0.3	£4.7	£0.9	£0.1	£67.5
Chertsey Town Centre	£0.7	£16.7	£0.5	£0.7	£0.6	£0.0	£0.3	£0.9	£0.0	£0.0	£20.3
Egham Town Centre	£0.0	£0.1	£30.4	£2.8	£0.1	£0.0	£1.0	£0.0	£0.0	£0.3	£34.7
Englefield Green	£0.0	£0.0	£3.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
New Haw/ Woodham	£0.5	£0.0	£0.0	£0.0	£0.1	£10.6	£0.0	£2.9	£0.2	£0.0	£14.1
Ottershaw	£1.1	£0.3	£0.0	£0.0	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4
Virginia Water	£0.0	£0.0	£0.7	£8.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£8.9
Smaller centres/ local shops	£0.0	£0.2	£1.8	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.3
Out of Centre	£3.5	£3.8	£14.4	£3.9	£1.5	£0.4	£13.0	£1.5	£0.4	£0.7	£43.1
TOTAL RETENTION (RUNNYMEDE BOROUGH)	**£44.2**	**£32.8**	**£51.4**	**£17.4**	**£13.8**	**£12.8**	**£14.6**	**£10.0**	**£1.5**	**£1.2**	**£199.8**
Walton-on-Thames, Elmbridge	£3.5	£0.9	£0.0	£0.0	£1.3	£0.2	£6.8	£9.4	£0.5	£0.0	£22.6
Weybridge, Elmbridge	£2.2	£1.1	£0.6	£0.4	£0.8	£0.6	£0.6	£26.8	£0.0	£0.0	£33.1
Brooklands, Elmbridge	£4.8	£2.1	£1.7	£1.0	£1.2	£6.2	£4.5	£23.9	£2.6	£0.0	£47.9
The Paddock Retail Park, Elmbridge	£3.8	£0.9	£0.8	£0.1	£0.5	£2.6	£1.2	£11.8	£0.4	£0.0	£22.2
Other Out of Centre, Elmbridge	£0.7	£0.6	£0.0	£0.0	£0.2	£0.4	£0.0	£1.6	£0.0	£0.0	£3.5
Other, Elmbridge	£1.6	£2.1	£1.1	£0.0	£0.4	£0.7	£0.5	£17.4	£1.4	£0.0	£25.2
Sub Total: Elmbridge	£16.7	£7.6	£4.2	£1.5	£4.4	£10.7	£13.5	£90.9	£5.0	£0.0	£154.6
Shepperton, Spelthorne	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£18.8	£0.3	£0.0	£0.0	£19.7
Staines-upon-Thames, Spelthorne	£15.2	£20.9	£52.1	£11.5	£3.9	£2.1	£51.3	£5.8	£1.4	£3.3	£167.5
Two Rivers Retail Park, Spelthorne	£1.4	£1.3	£9.2	£2.5	£1.2	£0.7	£36.1	£0.0	£0.0	£0.4	£52.9
Other Out of Centre, Spelthorne	£1.3	£1.4	£2.5	£1.0	£0.4	£0.1	£13.3	£0.6	£0.2	£0.2	£21.0
Other ,Spelthorne	£0.4	£0.8	£0.3	£0.1	£0.0	£0.1	£6.2	£0.1	£0.0	£0.2	£8.3
Sub Total: Spelthorne	£18.3	£25.0	£64.2	£15.0	£5.5	£3.1	£125.7	£6.9	£1.6	£4.2	£269.4
West Byfleet, Woking	£0.1	£0.0	£0.0	£0.0	£0.6	£3.5	£0.0	£4.8	£0.8	£0.0	£9.8
Woking, Woking	£11.6	£3.0	£1.5	£0.1	£6.4	£12.2	£0.5	£8.9	£23.9	£0.1	£68.3
Out of Centre, Woking	£7.0	£0.7	£0.0	£0.2	£3.2	£4.1	£0.2	£6.9	£15.1	£0.0	£37.4
Other Woking	£0.1	£0.1	£0.0	£0.1	£0.2	£0.9	£0.0	£1.6	£10.4	£0.0	£13.4
Sub Total: Woking	£18.9	£3.8	£1.5	£0.3	£10.4	£20.8	£0.7	£22.2	£50.2	£0.1	£128.9
Bracknell Forest	£0.0	£0.3	£0.1	£0.5	£0.6	£0.0	£0.0	£0.0	£0.1	£3.9	£5.5
Guildford	£1.3	£1.3	£0.8	£0.4	£2.1	£4.7	£0.1	£16.4	£13.3	£0.4	£40.7
Kingston	£2.3	£3.0	£3.8	£0.6	£0.9	£1.6	£18.8	£24.9	£2.3	£0.2	£58.4
Slough	£0.9	£0.1	£10.4	£0.6	£0.0	£0.0	£4.4	£2.7	£0.0	£1.6	£20.7
Surrey Heath	£0.3	£0.1	£1.6	£0.6	£0.1	£0.0	£0.6	£0.0	£1.2	£0.7	£5.3
Windsor & Maidenhead	£0.0	£0.5	£10.2	£2.8	£0.7	£0.0	£1.9	£0.0	£0.3	£9.6	£25.9
Other	£5.5	£4.3	£6.4	£4.4	£3.2	£1.6	£9.0	£14.1	£5.3	£3.2	£56.8
LEAKAGE TO COMPETING CENTRES	**£64.3**	**£45.9**	**£103.1**	**£26.7**	**£27.9**	**£42.6**	**£174.8**	**£178.0**	**£79.3**	**£23.8**	**£766.3**
TOTAL MARKET SHARE EXCL SFT	£108.5	£78.6	£154.5	£44.1	£41.7	£55.4	£189.4	£188.0	£80.8	£25.0	£966.1

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 FLOORSPACE

Lambert Smith Hampton

FORECAST TURNOVER OF COMMITTED RETAIL AND FOOD & BERAVERAGE FLOORSPACE IN RUNNYMEDE BOROUGH - 2023 TO 2043
(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 2023 (£ per sqm)	Turnover (£m) 2023	2028	2033	2038	2043
1	Mixed use incl residential & flexible retail, Addlestone East, 159-175 Station Rd	Addlestone Town Centre	RU.18/0743	Convenience retail	384	269	£8,784	£2.4	£2.3	£2.3	£2.3	£2.3
2	23-27 Guildford Street, Chertsey	Chertsey Town Centre	RU.19/0561	Restaurant/ Café	125	n/a	£1,442	£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	£11,103	£8.2	£8.0	£8.0	£8.1	£7.8
				Comparison retail		184	£6,000	£1.1	£1.2	£1.3	£1.5	£1.7
				Café/ restaurant/ takeaway	656	n/a	£1,442	£0.9	£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	£8,784	£1.5	£1.4	£1.4	£1.5	£1.4
5	6 Station Rd North, Egham	Egham Town Centre	RU.18/1334	Café/ restaurant	250	n/a	£1,442	£0.4	£0.4	£0.4	£0.4	£0.4
6	5-6 High Street, Egham	Egham Town Centre	RU.19/0789	Public house	636	n/a	£1,922	£1.2	£1.2	£1.3	£1.4	£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	£8,784	£0.95	£1.0	£1.2	£1.3	£1.5
8	Student halls and convenience store, 12 Victoria Street, Englefield Green	Englefield Green Local Centre	RU.18/0420	Convenience retail	1,050	662	£11,103	£7.3	£7.2	£7.2	£7.3	£7.0
				Comparison retail		147	£6,000	£0.9	£0.9	£1.1	£1.2	£1.4
9	28 St Judes Road, Englefield Green	Englefield Green Local Centre	RU.19/0592	Takeaway	107	n/a	£1,442	£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	£11,103	£8.8	£8.7	£8.7	£8.7	£8.5
				Comparison retail		199	£6,000	£1.2	£1.3	£1.4	£1.6	£1.8
				Café/ restaurant/public house	1805	n/a	£1,922	£3.5	£3.5	£3.7	£3.9	£4.2
11	ALDI, Land to East of Orbis Causeway Business Park Staines TW28	Out of centre	RU.19/0465	Convenience retail	1,862	1052	£12,156	£12.8	£12.5	£12.6	£12.7	£12.3
				Comparison retail		263	£8,580	£2.3	£2.4	£2.7	£3.1	£3.5
Sub-Total Committed Convenience Goods Turnover:								£41.9	£41.1	£41.5	£41.8	£40.7
Sub-Total Committed Comparison Goods Turnover:								£5.4	£5.8	£6.6	£7.5	£8.4
TOTAL COMMITTED RETAIL TURNOVER								**£47.3**	**£47.0**	**£48.1**	**£49.3**	**£49.1**
TOTAL COMMITTED FOOD & BEVERAGE TURNOVER								**£6.3**	**£6.5**	**£6.8**	**£7.2**	**£7.6**

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 2028.

Comparison goods sales densities - a sale density of £6,000/sqm is applied to (3), (8), and (10). This is a reduction from £10,190/sqm applied in the 2022 Study to a 2022 base year.

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.
11) ALDI Foodstore, near Orbital Causeway Business Park - a new ALDI foodstore opened in recent years and provides a floor area of 1,862 sqm net sales of which 80% (1,052 sqm) is dedicated to the sale of convenience goods. The remaining floorspace supports comparison goods products that vary from week to week.

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)

	2023	2028	2033	2038	2043
Addlestone Town Centre	£64.3	£63.5	£66.2	£68.4	£72.1
Chertsey Town Centre	£60.1	£59.0	£61.0	£62.3	£65.5
Egham Town Centre	£55.2	£54.5	£56.4	£57.6	£61.0
Englefield Green	£1.9	£1.9	£1.9	£2.0	£2.1
New Haw	£12.5	£12.4	£12.8	£13.2	£13.8
Ottershaw	£3.3	£3.3	£3.5	£3.6	£3.8
Virginia Water	£5.6	£5.5	£5.8	£6.0	£6.3
Smaller Centres, Villages, Local Shops	£9.2	£9.1	£9.5	£9.9	£10.5
Edge and Out of Centre	£53.4	£52.2	£53.1	£53.6	£55.7
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:	**£265.5**	**£261.4**	**£270.1**	**£276.6**	**£290.8**

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	2023	2028	2033	2038	2043
Addlestone Town Centre	5%	£67.7	£66.8	£69.7	£72.0	£75.9
Chertsey Town Centre	5%	£63.2	£62.1	£64.2	£65.6	£68.9
Egham Town Centre	10%	£61.4	£60.6	£62.6	£64.0	£67.7
Englefield Green	0%	£1.9	£1.9	£1.9	£2.0	£2.1
New Haw	0%	£12.5	£12.4	£12.8	£13.2	£13.8
Ottershaw	0%	£3.3	£3.3	£3.5	£3.6	£3.8
Virginia Water	0%	£5.6	£5.5	£5.8	£6.0	£6.3
Smaller Centres, Villages, Local Shops	0%	£9.2	£9.1	£9.5	£9.9	£10.5
Edge and Out of Centre	5%	£56.2	£54.9	£55.9	£56.4	£58.6
BOROUGH CONVENIENCE GOODS TURNOVER:		**£281.0**	**£276.6**	**£285.9**	**£292.7**	**£307.8**

Notes:

Includes 'Inflow' from outside Study Area

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

				103	726	1145	2210

TABLE 3: RUNNYMEDE BOROUGH - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£281.0	£276.6	£285.9	£292.7	£307.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£281.0	£275.3	£276.7	£278.1	£279.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.3	£9.2	£14.6	£28.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£41.1	£41.5	£41.8	£40.7
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**-£39.8**	**-£32.3**	**-£27.2**	**-£12.4**
STEP 6:	**CAPACITY FOR CONVENIENCE FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,871	£12,613	£12,676	£12,739	£12,803
	(ii) Net Floorspace Capacity (sq m):	**-**	**-3,158**	**-2,546**	**-2,139**	**-970**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		-4,512	-3,637	-3,055	-570

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 (2023) 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).

STEPS 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of all main foodstore 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). The average sales density is sourced from Global Data 2023 dataset.

TABLE 4: ADDLESTONE TOWN CENTRE - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£67.7	£66.8	£69.7	£72.0	£75.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£67.7	£64.7	£65.0	£65.4	£65.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.1	£4.6	£6.7	£10.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£2.3	£2.3	£2.3	£2.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**-£0.2**	**£2.3**	**£4.3**	**£8.0**
STEP 6:	**CAPACITY FOR CONVENIENCE FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,871	£12,613	£12,676	£12,739	£12,803
	(ii) Net Floorspace Capacity (sq m):	**-**	**-16**	**181**	**341**	**621**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		-23	258	487	366

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 5: CHERTSEY TOWN CENTRE - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£63.2	£62.1	£64.2	£65.6	£68.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£63.2	£60.5	£60.8	£61.1	£61.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.7	£3.4	£4.5	£7.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**£1.7**	**£3.4**	**£4.5**	**£7.5**
STEP 6:	**CAPACITY FOR CONVENIENCE FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,871	£12,613	£12,676	£12,739	£12,803
	(ii) Net Floorspace Capacity (sq m):	**-**	**132**	**269**	**354**	**589**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		189	384	506	346

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 6: EGHAM TOWN CENTRE - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£61.4	£60.6	£62.6	£64.0	£67.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£61.4	£58.7	£59.0	£59.3	£59.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.9	£3.6	£4.7	£8.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£10.4	£10.6	£10.8	£10.7
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**-£8.6**	**-£7.0**	**-£6.1**	**-£2.5**
STEP 6:	**CAPACITY FOR CONVENIENCE FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,871	£12,613	£12,676	£12,739	£12,803
	(ii) Net Floorspace Capacity (sq m):	**-**	**-681**	**-552**	**-480**	**-198**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		-973	-788	-685	-117

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 7: ENGLEFIELD GREEN LOCAL CENTRE - CONVENIENCE GOODS CAPACITY

Assume Equilibrium at Base Year and Constant Market Shares

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.9	£1.9	£1.9	£2.0	£2.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.9	£1.8	£1.8	£1.8	£1.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.1	£0.2	£0.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£7.2	£7.2	£7.3	£7.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**-£7.1**	**-£7.1**	**-£7.1**	**-£6.8**
STEP 6:	**CAPACITY FOR CONVENIENCE FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,871	£12,613	£12,676	£12,739	£12,803
	(ii) Net Floorspace Capacity (sq m):	**-**	**-566**	**-561**	**-558**	**-528**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		-808	-801	-797	-310

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 8: NEW HAW LOCAL CENTRE - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£12.5	£12.4	£12.8	£13.2	£13.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£12.5	£12.0	£12.0	£12.1	£12.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£0.8	£1.0	£1.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**£0.4**	**£0.8**	**£1.0**	**£1.7**
STEP 6:	**CAPACITY FOR CONVENIENCE FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,871	£12,613	£12,676	£12,739	£12,803
	(ii) Net Floorspace Capacity (sq m):	**-**	**31**	**62**	**82**	**130**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		45	89	117	76

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 9: OTTERSHAW LOCAL CENTRE - CONVENIENCE GOODS CAPACITY

Assume Equilibrium at Base Year and Constant Market Shares

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.3	£3.3	£3.5	£3.6	£3.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.3	£3.2	£3.2	£3.2	£3.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.3	£0.4	£0.6
STEP 4:	TURNOVER OF ALL COMMITED 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):	£12,871	£12,613	£12,676	£12,739	£12,803
	(ii) Net Floorspace Capacity (sq m):	**-**	**10**	**22**	**29**	**45**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		14	31	42	26

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 10: VIRGINIA WATER LOCAL CENTRE - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£5.6	£5.5	£5.8	£6.0	£6.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£5.6	£5.4	£5.4	£5.4	£5.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.4	£0.6	£0.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**£0.2**	**£0.4**	**£0.6**	**£0.9**
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	-	£12,613	£12,676	£12,739	£12,803
	(ii) Net Floorspace Capacity (sq m):	**-**	**15**	**33**	**45**	**70**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		21	47	64	41

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

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

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.2	£9.1	£9.5	£9.9	£10.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£9.2	£8.8	£8.8	£8.9	£8.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.7	£1.1	£1.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0	£0	£0	£0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**£0.3**	**£0.7**	**£1.1**	**£1.6**
STEP 6:	**CAPACITY FOR CONVENIENCE FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,871	£12,613	£12,676	£12,739	£12,803
	(ii) Net Floorspace Capacity (sq m):	**-**	**25**	**56**	**83**	**124**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		35	80	118	73

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 11: REST OF BOROUGH - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£56.2	£54.9	£55.9	£56.4	£58.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£56.2	£53.7	£54.0	£54.3	£54.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.2	£1.9	£2.2	£4.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£8.7	£8.7	£8.7	£8.5
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**-£7.5**	**-£6.8**	**-£6.6**	**-£4.4**
STEP 6:	**CAPACITY FOR CONVENIENCE FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,871	£12,613	£12,676	£12,739	£12,803
	(ii) Net Floorspace Capacity (sq m):	**-**	**-591**	**-539**	**-517**	**-341**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		-844	-770	-739	-201

Notes:

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)
Step 5 discounts turnover generated from committed convenience retail floorspace turnover associated with a new local centre at Longcross Garden Village.

TABLE 12: SUMMARY TABLE - CONVENIENCE GOODS FLOORSPACE CAPACITY (NET SQ M)

	2028	2033	2038	2043
Addlestone Town Centre	-16	181	341	621
Chertsey Town Centre	132	269	354	589
Egham Town Centre	-681	-552	-480	-198
Englefield Green	-566	-561	-558	-528
New Haw	31	62	82	130
Ottershaw	10	22	29	45
Virginia Water	15	33	45	70
Smaller Centres, Villages, Local Shops	25	56	83	124
Rest of Borough	-591	-539	-517	-341
Total Convenience Goods Floorspace Capac	**-1,641**	**-1,029**	**-621**	**511**

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

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

	2023	2028	2033	2038	2043
Addlestone Town Centre	£41.5	£43.4	£50.8	£59.1	£67.5
Chertsey Town Centre	£12.5	£13.1	£15.3	£17.7	£20.3
Egham Town Centre	£21.5	£22.5	£26.2	£30.1	£34.7
Englefield Green	£2.2	£2.3	£2.7	£3.1	£3.5
New Haw/ Woodham	£8.8	£9.3	£10.8	£12.4	£14.1
Ottershaw	£3.2	£3.4	£4.0	£4.7	£5.4
Virginia Water	£5.4	£5.7	£6.7	£7.7	£8.9
Smaller centres/ local shops	£1.4	£1.5	£1.7	£2.0	£2.3
Out of Centre	£28.3	£29.4	£33.6	£38.2	£43.1
TOTAL BOROUGH COMPARISON GOODS TURNOVER	**£125.0**	**£130.5**	**£151.7**	**£174.9**	**£199.8**

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	2023	2028	2033	2038	2043
Addlestone Town Centre	5%	£43.7	£45.7	£53.5	£62.2	£71.1
Chertsey Town Centre	5%	£13.2	£13.8	£16.1	£18.6	£21.4
Egham Town Centre	10%	£23.9	£25.0	£29.1	£33.5	£38.6
Englefield Green	0%	£2.2	£2.3	£2.7	£3.1	£3.5
New Haw/ Woodham	0%	£8.8	£9.3	£10.8	£12.4	£14.1
Ottershaw	0%	£3.2	£3.4	£4.0	£4.7	£5.4
Virginia Water	0%	£5.4	£5.7	£6.7	£7.7	£8.9
Smaller centres/ local shops	0%	£1.4	£1.5	£1.7	£2.0	£2.3
Out of Centre	5%	£29.8	£30.9	£35.4	£40.2	£45.3
BOROUGH COMPARISON GOODS TURNOVER:		**£131.7**	**£137.5**	**£159.9**	**£184.3**	**£210.5**

Notes: Assume constant market shares from 2022 (when the Household Telephone Interview Survey was conducted) over forecast period.

TABLE 3: RUNNYMEDE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£131.7	£137.5	£159.9	£184.3	£210.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£131.7	£141.3	£159.8	£180.8	£206.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£3.7	£0.1	£3.4	£4.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£5.8	£6.6	£7.5	£8.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**-£9.5**	**-£6.5**	**-£4.0**	**-£4.2**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,900	£6,675	£7,553	£8,620
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,619**	**-978**	**-532**	**-487**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,312	-1,397	-759	-696

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 (2023 - assumes constant market shares from the January 2022 survey) 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 2028.

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: ADDLESTONE TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£43.7	£45.7	£53.5	£62.2	£71.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£43.7	£46.9	£53.1	£60.0	£67.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.2	£0.4	£2.1	£3.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**-£1.2**	**£0.4**	**£2.1**	**£3.2**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,900	£6,675	£7,553	£8,620
	(ii) Net Floorspace Capacity (sq m):	**-**	**-198**	**63**	**285**	**366**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-282	90	407	523

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 5: CHERTSEY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£13.2	£13.8	£16.1	£18.6	£21.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£13.2	£14.2	£16.0	£18.1	£20.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	£0.1	£0.5	£0.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**	**-**	**-£0.4**	**£0.1**	**£0.5**	**£0.9**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,900	£6,675	£7,553	£8,620
	(ii) Net Floorspace Capacity (sq m):	**-**	**-62**	**16**	**62**	**100**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-89	22	88	142

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 6: EGHAM - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£23.9	£25.0	£29.1	£33.5	£38.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£23.9	£25.6	£29.0	£32.8	£37.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.6	£0.1	£0.7	£1.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£1.2	£1.3	£1.5	£1.7
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**-£1.8**	**-£1.2**	**-£0.8**	**-£0.2**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,900	£6,675	£7,553	£8,620
	(ii) Net Floorspace Capacity (sq m):	**-**	**-303**	**-183**	**-111**	**-29**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-433	-262	-159	-41

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

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

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.2	£2.3	£2.7	£3.1	£3.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.2	£2.3	£2.6	£3.0	£3.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£0.0	£0.1	£0.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.9	£1.1	£1.2	£1.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**-£1.0**	**-£1.0**	**-£1.1**	**-£1.2**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,900	£6,675	£7,553	£8,620
	(ii) Net Floorspace Capacity (sq m):	**-**	**-169**	**-157**	**-150**	**-139**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-242	-225	-214	-198

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 8: NEW HAW LOCAL CENTRE - COMPARISON GOODS CAPACITY

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£8.8	£9.3	£10.8	£12.4	£14.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£8.8	£9.5	£10.7	£12.1	£13.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	£0.1	£0.3	£0.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**-£0.2**	**£0.1**	**£0.3**	**£0.4**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,900	£6,675	£7,553	£8,620
	(ii) Net Floorspace Capacity (sq m):	**-**	**-36**	**8**	**34**	**48**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-52	11	49	68

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 9: OTTERSHAW LOCAL CENTRE - COMPARISON GOODS CAPACITY

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.2	£3.4	£4.0	£4.7	£5.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.2	£3.5	£3.9	£4.5	£5.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£0.1	£0.2	£0.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**-£0.1**	**£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	£5,900	£6,675	£7,553	£8,620
	(ii) Net Floorspace Capacity (sq m):	**-**	**-12**	**13**	**30**	**40**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-17	19	43	57

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 10: VIRGINIA WATER LOCAL CENTRE - COMPARISON GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£5.4	£5.7	£6.7	£7.7	£8.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£5.4	£5.8	£6.5	£7.4	£8.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£0.1	£0.3	£0.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**-£0.1**	**£0.1**	**£0.3**	**£0.5**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,900	£6,675	£7,553	£8,620
	(ii) Net Floorspace Capacity (sq m):	**-**	**-20**	**18**	**43**	**61**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-29	25	61	87

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

TABLE 11: SMALLER CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.4	£1.5	£1.7	£2.0	£2.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.4	£1.5	£1.7	£1.9	£2.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**£0.0**	**£0.0**	**£0.0**	**£0.1**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,900	£6,675	£7,553	£8,620
	(ii) Net Floorspace Capacity (sq m):	**-**	**-6**	**1**	**5**	**10**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-9	1	7	14

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

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

		2023	2028	2033	2038	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£29.8	£30.9	£35.4	£40.2	£45.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£29.8	£32.0	£36.2	£41.0	£46.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.1	-£0.9	-£0.8	-£1.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£5.8	£6.6	£7.5	£8.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**-£6.9**	**-£7.5**	**-£8.2**	**-£9.4**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,900	£6,675	£7,553	£8,620
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,172**	**-1,117**	**-1,090**	**-1,089**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,675	-1,595	-1,557	-1,556

Notes:
Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

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)

	2028	2033	2038	2043
Addlestone Town Centre	-198	63	285	366
Chertsey Town Centre	-62	16	62	100
Egham Town Centre	-303	-183	-111	-29
Englefield Green	-169	-157	-150	-139
New Haw	-36	8	34	48
Ottershaw	-12	13	30	40
Virginia Water	-20	18	43	61
Smaller Centres, Villages, Local Shops	-6	1	5	10
Rest of District/ Out of Centre	-1,172	-1,117	-1,090	-1,089
Total Comparison Goods Floorspace Capacity:	**-1,979**	**-1,339**	**-892**	**-632**

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares from January 2022 (when the Household Telephone Interview Survey was conducted)

APPENDIX B.9 COMMERCIAL LEISURE EXPENDITURE

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2023 - 2043)

	2023	2028	2033	2038	2043
Zone 1 Addlestone	20,624	21,304	22,722	24,093	25,488
Zone 2 Chertsey	14,930	15,373	16,336	17,019	18,121
Zone 3 Egham	30,901	31,882	33,640	34,932	37,242
Zone 4 Virginia Water/ Wentworth	6,221	6,430	6,852	7,172	7,619
Zone 5 Longcross/ Lyne	6,257	6,480	6,930	7,248	7,701
Zone 6 Woodham/ New Haw	9,446	9,857	10,577	11,091	11,849
Zone 7 Staines-upon-Thames/ Shepperton	41,492	41,595	41,559	41,471	41,523
Zone 8 Weybridge	37,012	36,962	36,728	36,654	36,720
Zone 9 Chobham	19,463	19,266	19,102	19,036	19,154
Zone 1 Ascot. Sunningdale	4,549	4,492	4,452	4,394	4,349
Total Study Area:	190,896	193,641	198,899	203,109	209,765
Runnymede Borough:	88,561	91,503	97,237	101,475	108,183

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

Notes: Population projections (2023 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 (2023 prices)

	Hotels, B&Bs, etc	Culture	Games of chance	Personal Grooming	Recreation & sport	Restaurants, cafes etc	Total
Zone 1 Addlestone	£319	£567	£119	£135	£328	£2,006	£3,474
Zone 2 Chertsey	£332	£572	£120	£130	£333	£2,044	£3,531
Zone 3 Egham	£334	£562	£124	£123	£339	£2,120	£3,602
Zone 4 Virginia Water/ Wentworth	£549	£857	£203	£204	£582	£2,764	£5,159
Zone 5 Longcross/ Lyne	£482	£724	£159	£181	£458	£2,435	£4,439
Zone 6 Woodham/ New Haw	£378	£656	£147	£150	£419	£2,122	£3,872
Zone 7 Staines-upon-Thames/ Shepperton	£387	£609	£129	£134	£367	£2,210	£3,836
Zone 8 Weybridge	£464	£719	£159	£170	£450	£2,557	£4,519
Zone 9 Chobham	£339	£556	£120	£125	£342	£1,935	£3,417
Zone 1 Ascot. Sunningdale	£533	£751	£167	£188	£481	£2,489	£4,609
Study Area Average:	£412	£657	£145	£154	£410	£2,268	£4,046
Runnymede Borough Average:	£361	£608	£132	£140	£370	£2,150	£3,761

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

TABLE 3: TOTAL AVAILABLE LEISURE EXPENDITURE - 2023 to 2043

	2023	2028	2033	2038	2043	Growth 2023-2033		Growth 2023-2043	
Zone 1 Addlestone	£71.6	£73.5	£79.6	£85.6	£92.0	£7.9	11.0%	£20.3	28.3%
Zone 2 Chertsey	£52.7	£53.9	£58.1	£61.5	£66.4	£5.4	10.3%	£13.7	26.1%
Zone 3 Egham	£111.3	£114.0	£122.1	£128.7	£139.3	£10.8	9.7%	£28.0	25.2%
Zone 4 Virginia Water/ Wentworth	£32.1	£32.9	£35.6	£37.9	£40.8	£3.5	11.0%	£8.7	27.2%
Zone 5 Longcross/ Lyne	£27.8	£28.6	£31.0	£32.9	£35.5	£3.2	11.6%	£7.7	27.8%
Zone 6 Woodham/ New Haw	£36.6	£37.9	£41.3	£43.9	£47.6	£4.7	12.9%	£11.1	30.3%
Zone 7 Staines-upon-Thames/ Shepperton	£159.2	£158.4	£160.7	£162.8	£165.4	£1.5	0.9%	£6.3	3.9%
Zone 8 Weybridge	£167.3	£165.8	£167.3	£169.5	£172.3	£0.0	0.0%	£5.1	3.0%
Zone 9 Chobham	£66.5	£65.4	£65.8	£66.5	£68.0	-£0.7	-1.1%	£1.5	2.2%
Zone 1 Ascot. Sunningdale	£21.0	£20.6	£20.7	£20.7	£20.8	-£0.3	-1.4%	-£0.1	-0.7%
Total Study Area:	£772.3	£777.9	£811.0	£840.7	£881.4	£38.7	5.0%	£109.0	14.1%
Runnymede Borough:	£332.4	£340.0	£366.8	£389.6	£420.6	£34.4	10.4%	£88.2	26.5%

TABLE 4: STUDY AREA LEISURE EXPENDITURE GROWTH BY LEISURE CATEGORY - 2023 to 2043

	2023	2028	2033	2038	2043	Growth 2023-2033		Growth 2023-2043	
Accommodation services (hotels, guesthouses, B&Bs)	£78.59	£79.2	£82.5	£85.5	£89.69	£3.9	5.0%	£11.1	14.1%
Cultural services (cinema, theatre, concerts, etc)	£125.5	£126.4	£131.8	£136.6	£143.2	£6.3	5.0%	£17.7	14.1%
Games of chance (bingo, casino, betting)	£27.6	£27.8	£29.0	£30.1	£31.5	£1.4	5.0%	£3.9	14.1%
Personal grooming (hairdressers, barbers, etc)	£29.4	£29.6	£30.9	£32.0	£33.5	£1.5	5.0%	£4.1	14.1%
Recreational and sporting services (gym, fitness, etc)	£78.2	£78.8	£82.2	£85.2	£89.3	£3.9	5.0%	£11.0	14.1%
Restaurants, cafes, bars, etc	£433.0	£436.1	£454.7	£471.3	£494.1	£21.7	5.0%	£61.1	14.1%
Total Study Area Leisure Expenditure:	£772.3	£777.9	£811.0	£840.7	£881.4	£38.7	5.0%	£109.0	14.1%

TABLE 5: TOTAL FORECAST AVAILABLE EXPENDITURE FOR FOOD & BEVERAGE BY ZONE - 2023 to 2043

	2023	2028	2033	2038	2043	Growth (£m) 2023-33	Growth (£m) 2023-43
Zone 1 Addlestone	£40.8	£42.8	£46.4	£49.9	£53.6	£5.5	£12.7
Zone 2 Chertsey	£30.1	£31.5	£34.0	£35.9	£38.8	£3.8	£8.7
Zone 3 Egham	£64.7	£67.7	£72.5	£76.4	£82.7	£7.9	£18.1
Zone 4 Virginia Water/ Wentworth	£17.0	£17.8	£19.3	£20.5	£22.1	£2.3	£5.1
Zone 5 Longcross/ Lyne	£15.0	£15.8	£17.2	£18.2	£19.6	£2.1	£4.6
Zone 6 Woodham/ New Haw	£19.8	£21.0	£22.8	£24.3	£26.3	£3.0	£6.6
Zone 7 Staines-upon-Thames/ Shepperton	£90.5	£92.1	£93.4	£94.6	£96.2	£2.9	£5.7
Zone 8 Weybridge	£93.4	£94.7	£95.5	£96.8	£98.4	£2.1	£5.0
Zone 9 Chobham	£37.2	£37.3	£37.6	£38.0	£38.8	£0.4	£1.7
Zone 1 Ascot. Sunningdale	£11.2	£11.2	£11.3	£11.3	£11.3	£0.1	£0.2
Total Study Area:	£419.6	£440.0	£458.8	£475.6	£498.6	£39.1	£78.9
Runnymede Borough:	£187.5	£196.5	£212.0	£224.5	£242.3	£24.4	£54.7

TABLE 6: AVERAGE EXPENDITURE PER PERSON FOR FOOD & BEVERAGE CATEGORIES BY ZONE - 2023

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total Study Area	Primary Catchment Area
Restaurant and café meals	£696	£782	£822	£750	£518	£751	£839	£605	£797	£684	£724	£4,320
Alcoholic drinks (away from home)	£257	£265	£278	£248	£191	£270	£282	£238	£271	£244	£254	£1,508
Take away meals eaten at home	£189	£136	£132	£127	£161	£163	£147	£171	£136	£164	£152	£907
Other take-away and snack food	£176	£153	£151	£147	£147	£162	£161	£158	£155	£169	£158	£936
Contract catering (food)	£17	£19	£19	£18	£13	£18	£20	£16	£20	£18	£18	£103
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	£7,774

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 (2023-2043)

	% Spend by Category	2023	2028	2033	2038	2043	Growth (£m) 2023-33	Growth (£m) 2023-43
Restaurant and café meals	55.4%	£232.66	£244.0	£254.4	£263.7	£276.4	£21.7	£43.8
Alcoholic drinks (away from home)	19.5%	£81.7	£85.6	£89.3	£92.6	£97.0	£7.6	£15.4
Take away meals eaten at home	11.7%	£49.0	£51.3	£53.5	£55.5	£58.2	£4.6	£9.2
Other take-away and snack food	12.1%	£50.7	£53.2	£55.5	£57.5	£60.26	£4.7	£9.5
Contract catering (food)	1.3%	£5.6	£5.9	£6.2	£6.4	£6.7	£0.5	£1.1
Total Study Area Spend on F&B	100%	£419.6	£440.0	£458.8	£475.6	£498.6	£39.1	£78.9

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 (2023-2043)

	2023	2028	2033	2038	2043
Total Study Area Available Expenditure for restaurant, cafes, bars, etc (£m)	£314.3	£329.6	£343.6	£356.2	£373.4
Borough Retention rate for restaurants, cafes, bars, etc.	62%	62%	62%	62%	62%
Current retained turnover for cafes, restaurants, bars, etc (£m)	£194.4	£203.8	£212.5	£220.3	£230.9
Benchmark turnover* (£m)	£194.4	£198.2	£209.4	£221.1	£233.6
Net Residual Excluding Commitments (£m)		£5.6	£3.2	-£0.8	-£2.6
Turnover of Committed Floorspace* (£m)		£6.5	£6.8	£7.2	£7.6
Net Residual Capacity Excluding Committed Floorspace: (£m)		-£0.9	-£3.7	-£8.0	-£10.2
Assumed sales density* (£/gross sqm)		£1,715	£1,811	£1,913	£2,021
Forecast capacity for new café/ restaurant/ bar floorspace (sqm gross):		**-497**	**-2,023**	**-4,206**	**-5,063**

* Forecast years adjusted using an annual 'onstant' productivity growth rates published in RPBN22.