



# Western Berkshire Retail & Commercial Leisure Assessment 2016

Volume 2 — Plans &  
Appendices  
Final Report  
April 2017

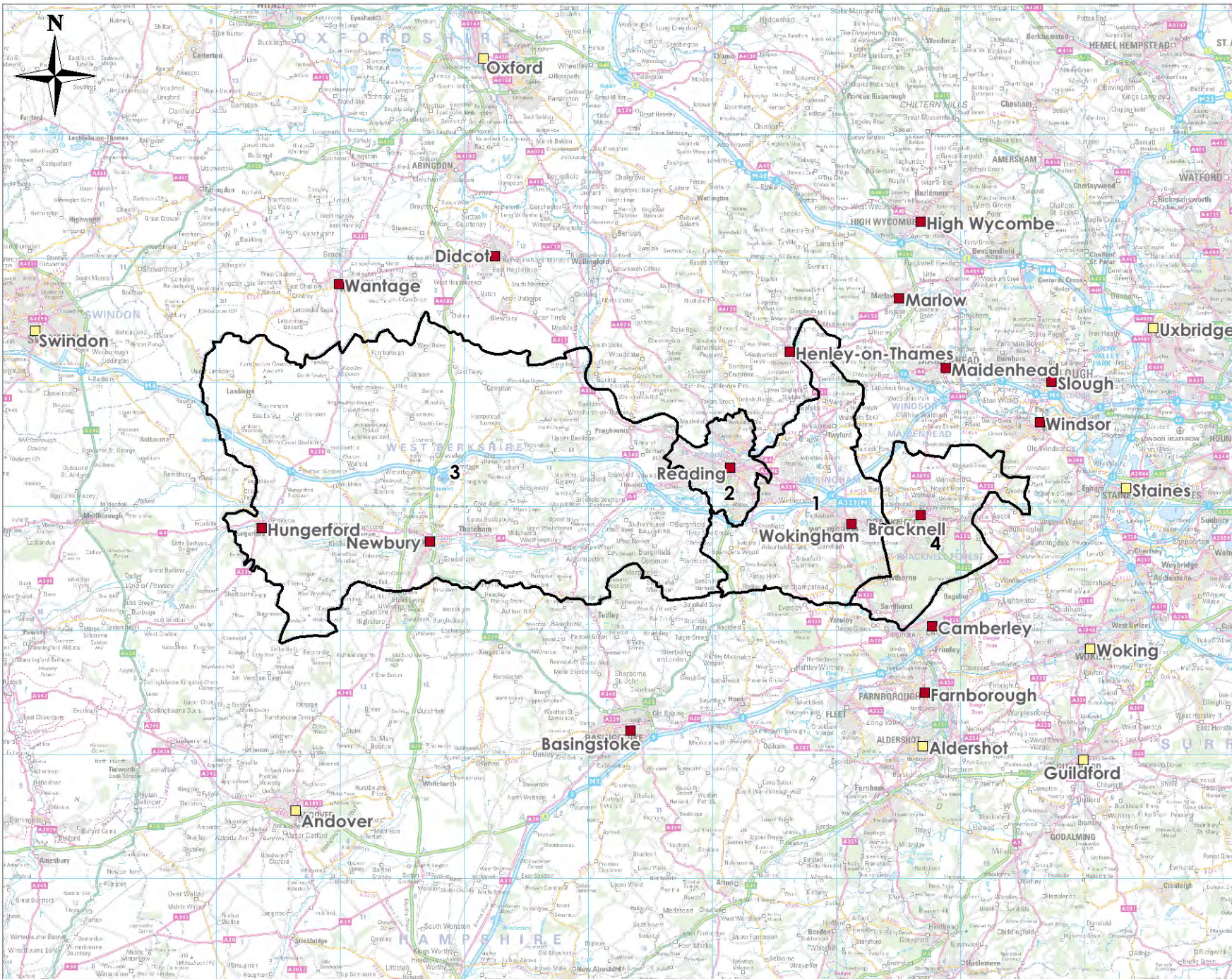
GVA on behalf of [Bracknell Forest Council](#) | [Reading Borough Council](#) | [West Berkshire Council](#) | [Wokingham Borough Council](#)

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# STUDY AREA & MARKET SHARE PLANS





## Western Berkshire Retail & Commercial Leisure Assessment 2016

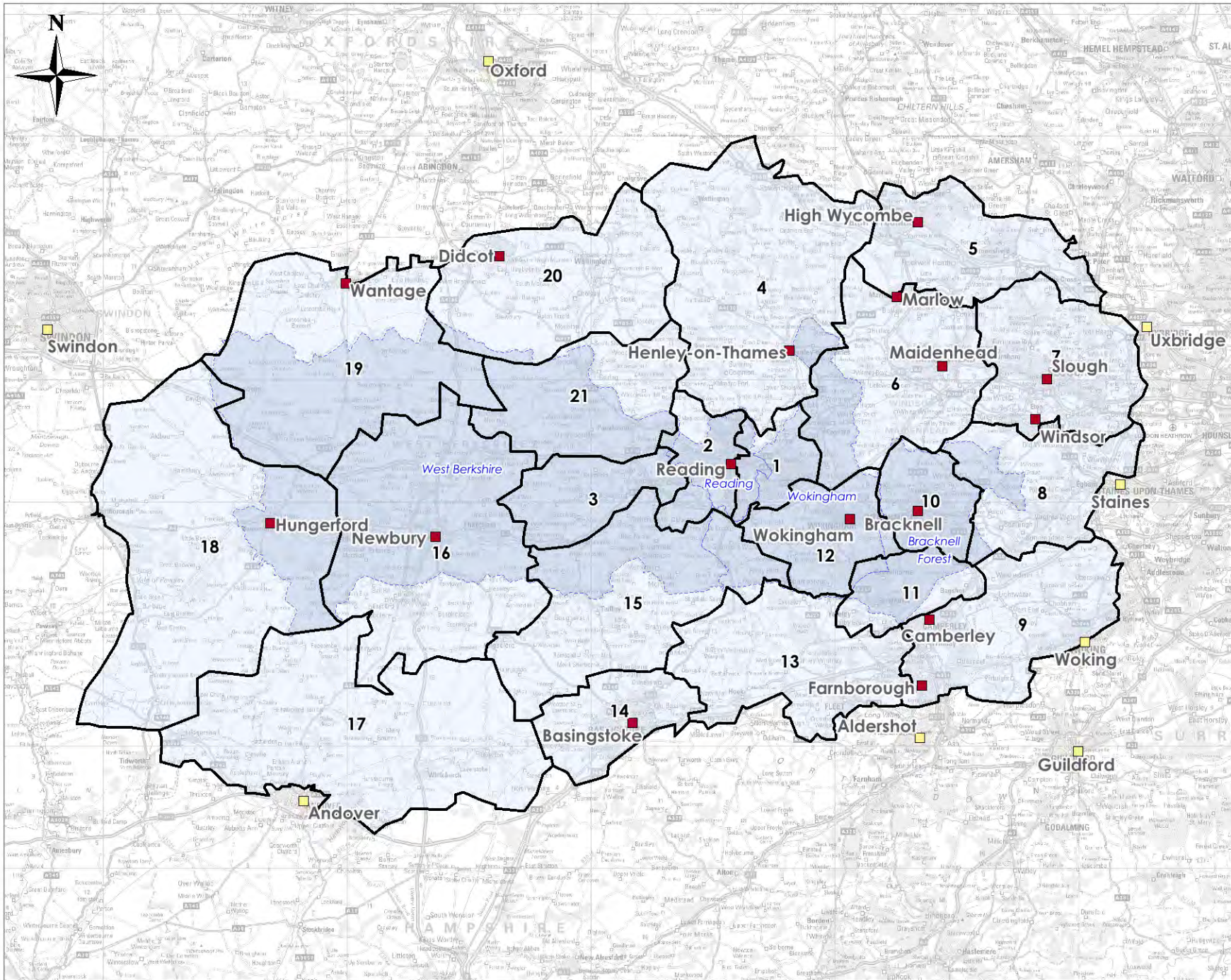
- Key**
- Local Authority Areas
  - 1 West Berkshire
  - 2 Reading
  - 3 Wokingham
  - 4 Bracknell Forest

- Venuescore Rank (2014)
- Top 20 centre
  - Top 50 centre
  - Top 100 centre
  - Top 500 centre
  - Other

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# Plan 1: Sub-regional context





## Western Berkshire Retail & Commercial Leisure Assessment 2016

- Key
- Study Area
  - Survey Zones
  - West Berkshire, Reading, Wokingham and Bracknell Forest Local Authority Areas
  - Centre within survey area
  - Centre located outside survey area





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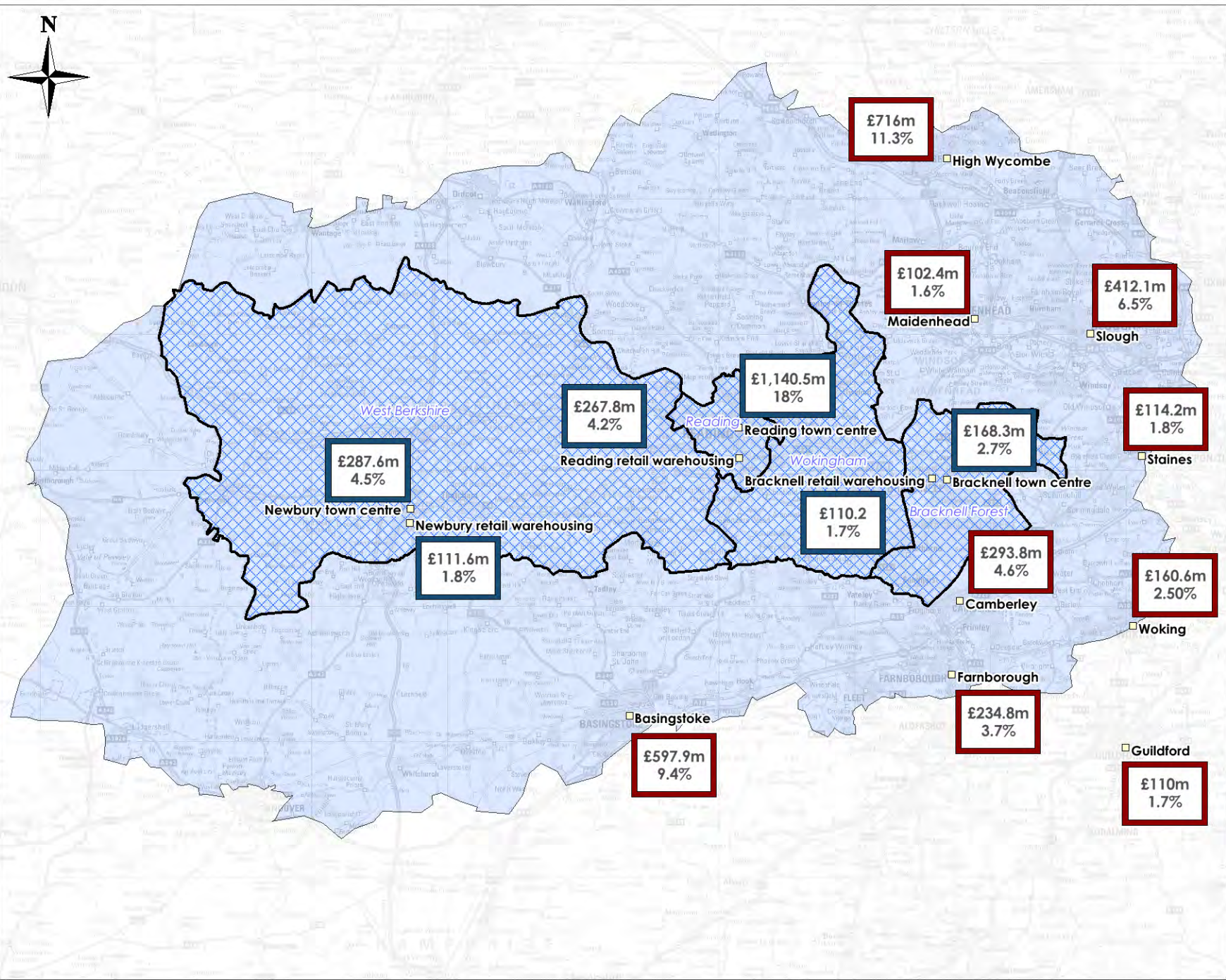
# Plan 2: Study area & household telephone survey zones





### Western Berkshire Retail & Commercial Leisure Assessment 2016

- Key
-  West Berkshire, Reading, Wokingham and Bracknell Forest Local Authority Areas
  -  Study area
  -  Expenditure flow to location within local authority area
  -  Expenditure flow to location outside local authority area



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# Plan 3: Expenditure flows

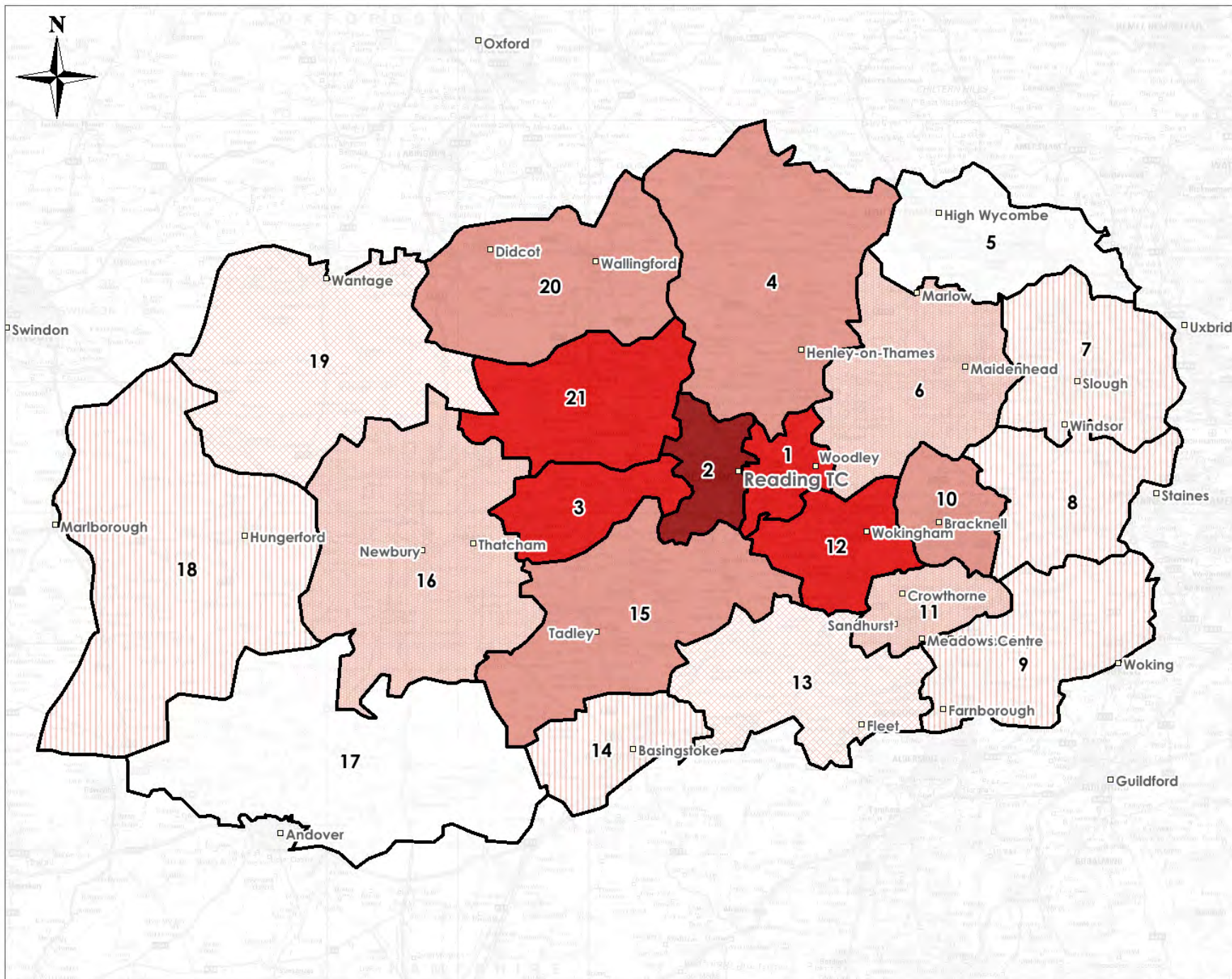
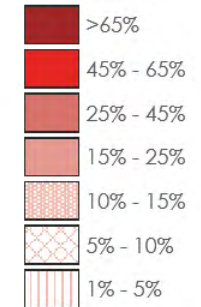




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#### Key

Comparison goods market share



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# Plan 4: Reading Town Centre comparison goods market share

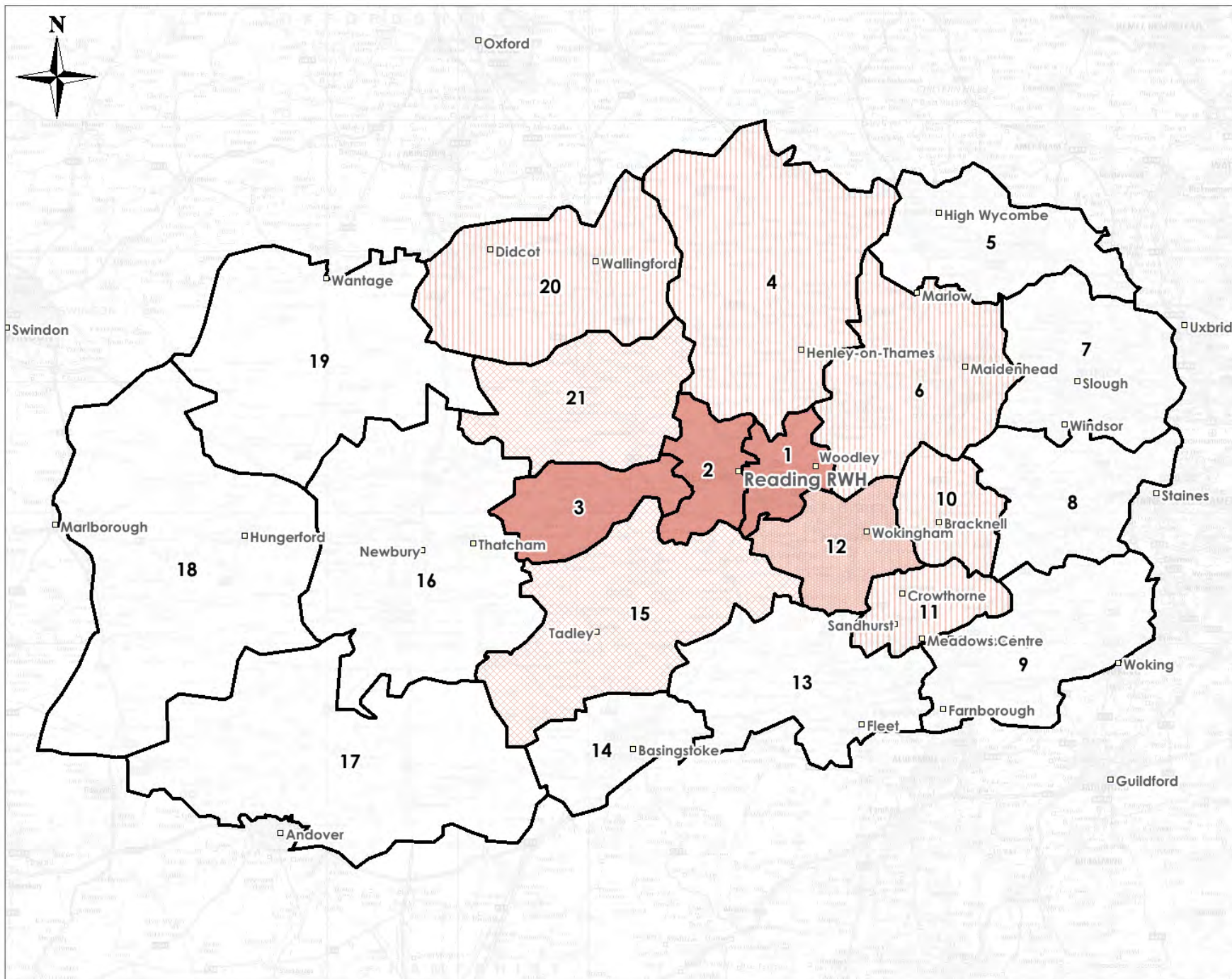
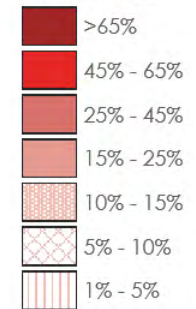




### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Comparison goods market share



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# Plan 5: Reading Retail Warehousing comparison goods market share

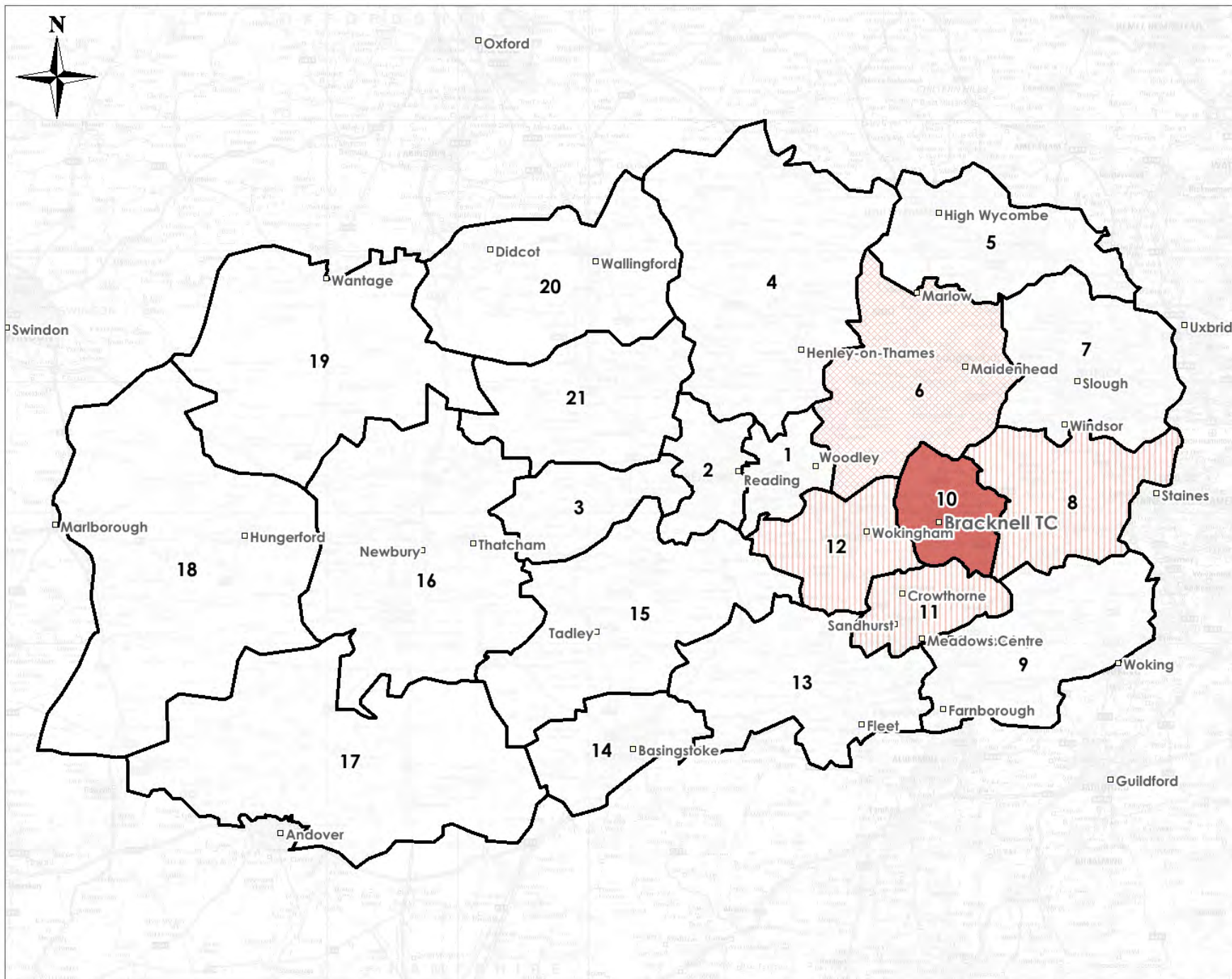
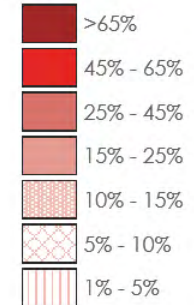




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Comparison goods market share



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## Plan 6: Bracknell Town Centre comparison goods market share

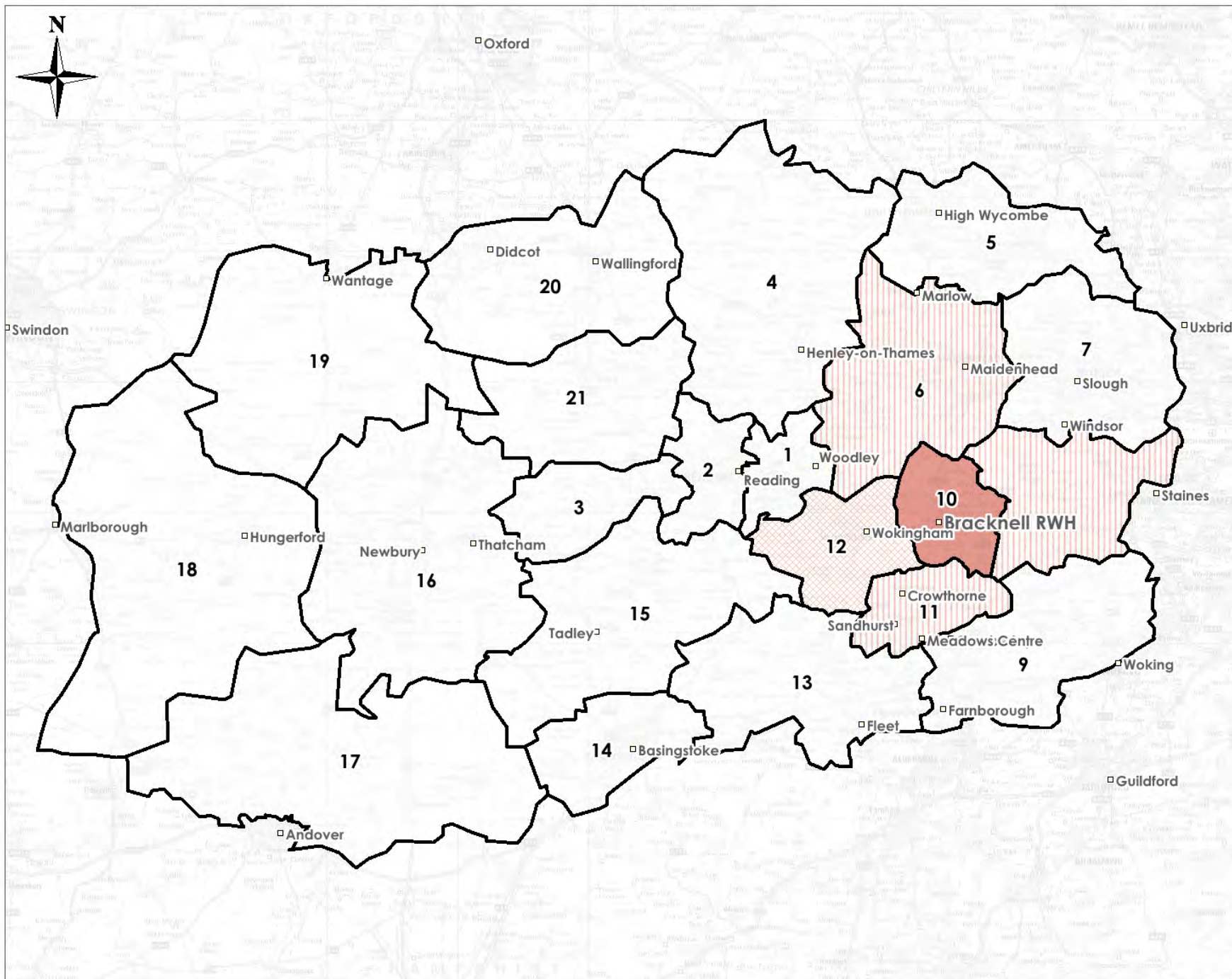
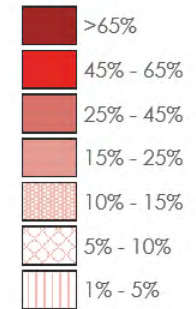




### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Comparison goods market share



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# Plan 7: Bracknell Retail Warehousing comparison goods market share

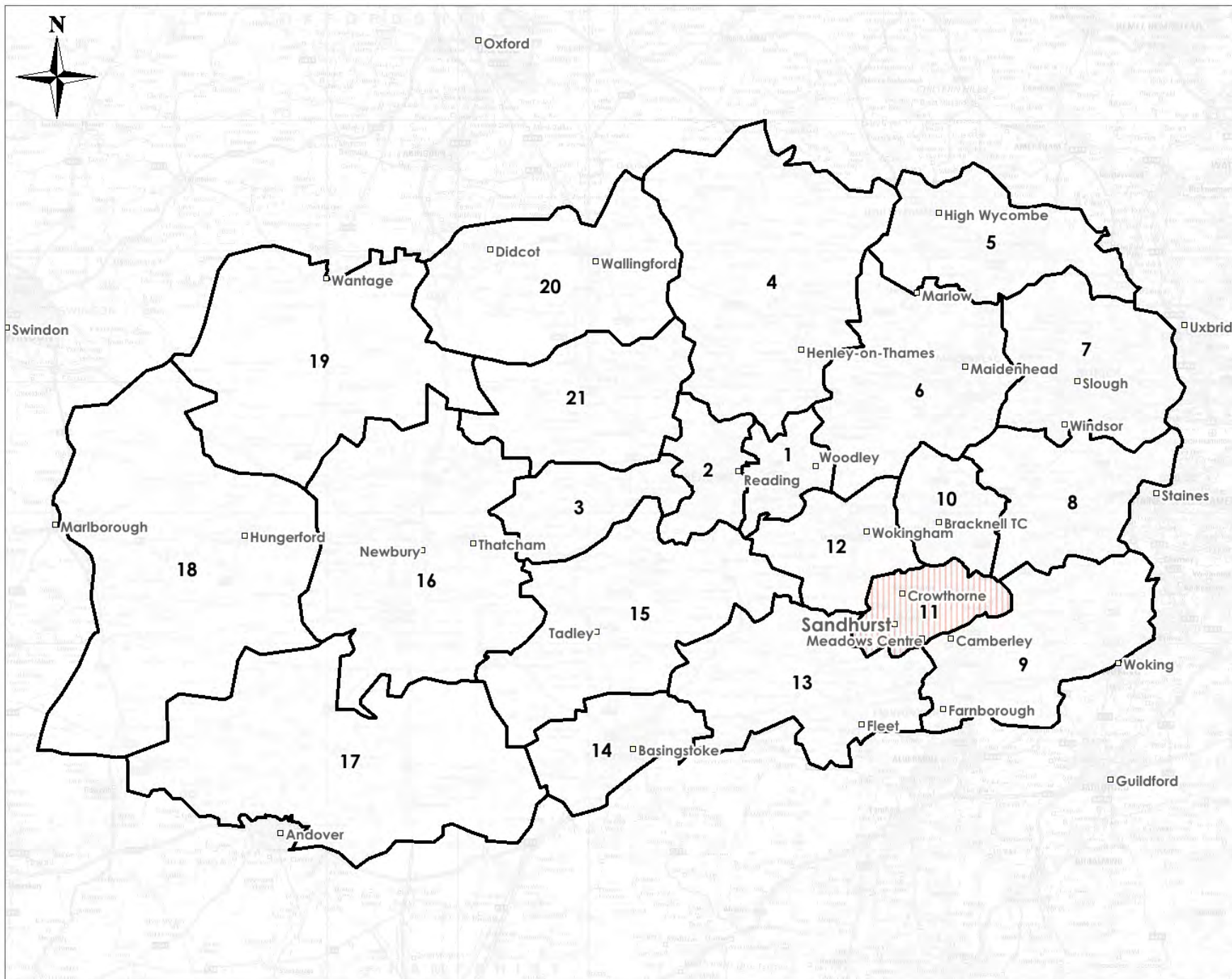
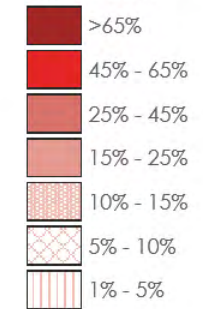




### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Comparison goods market share



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# Plan 8: Sandhurst (excl. Meadows Centre) comparison goods market share

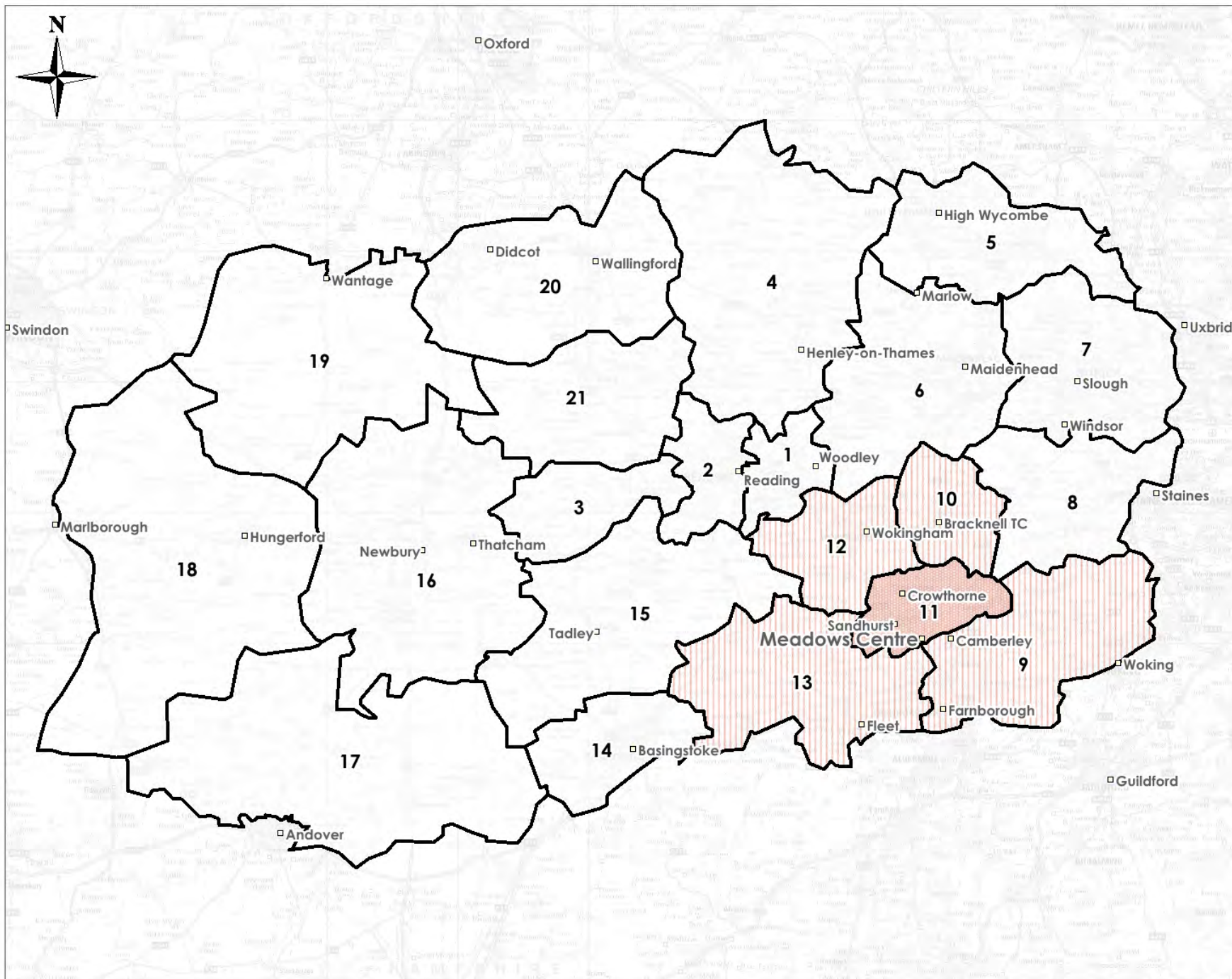
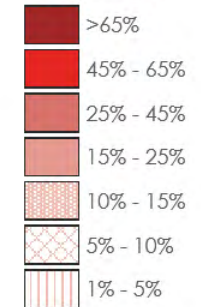




### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Comparison goods market share



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# Plan 9: The Meadows Centre, Sandhurst comparison goods market share

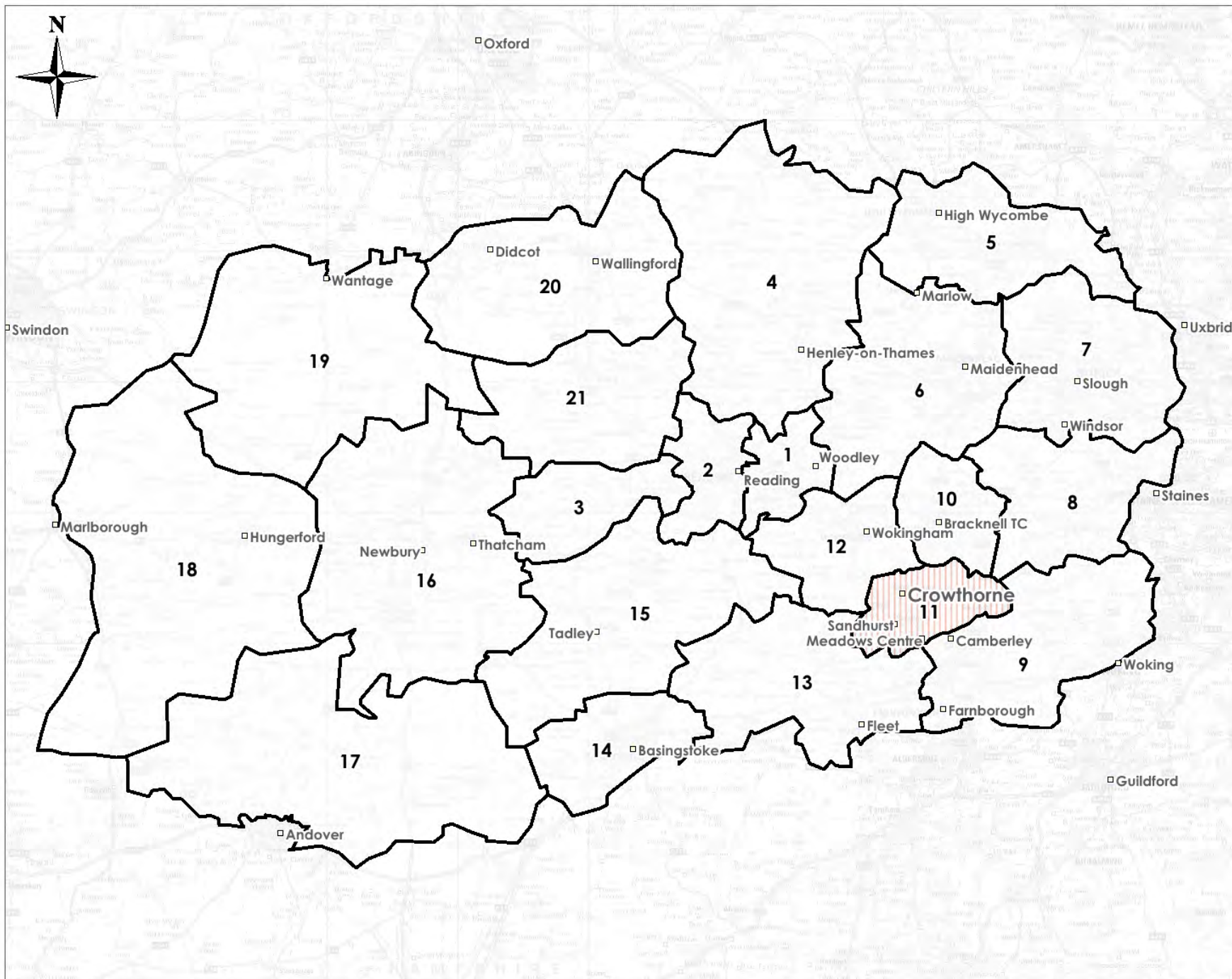
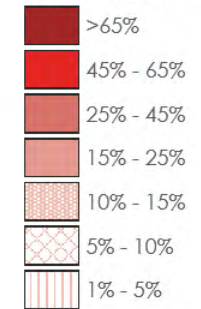




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#### Key

Comparison goods market share



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# Plan 10: Crowthorne comparison goods market share

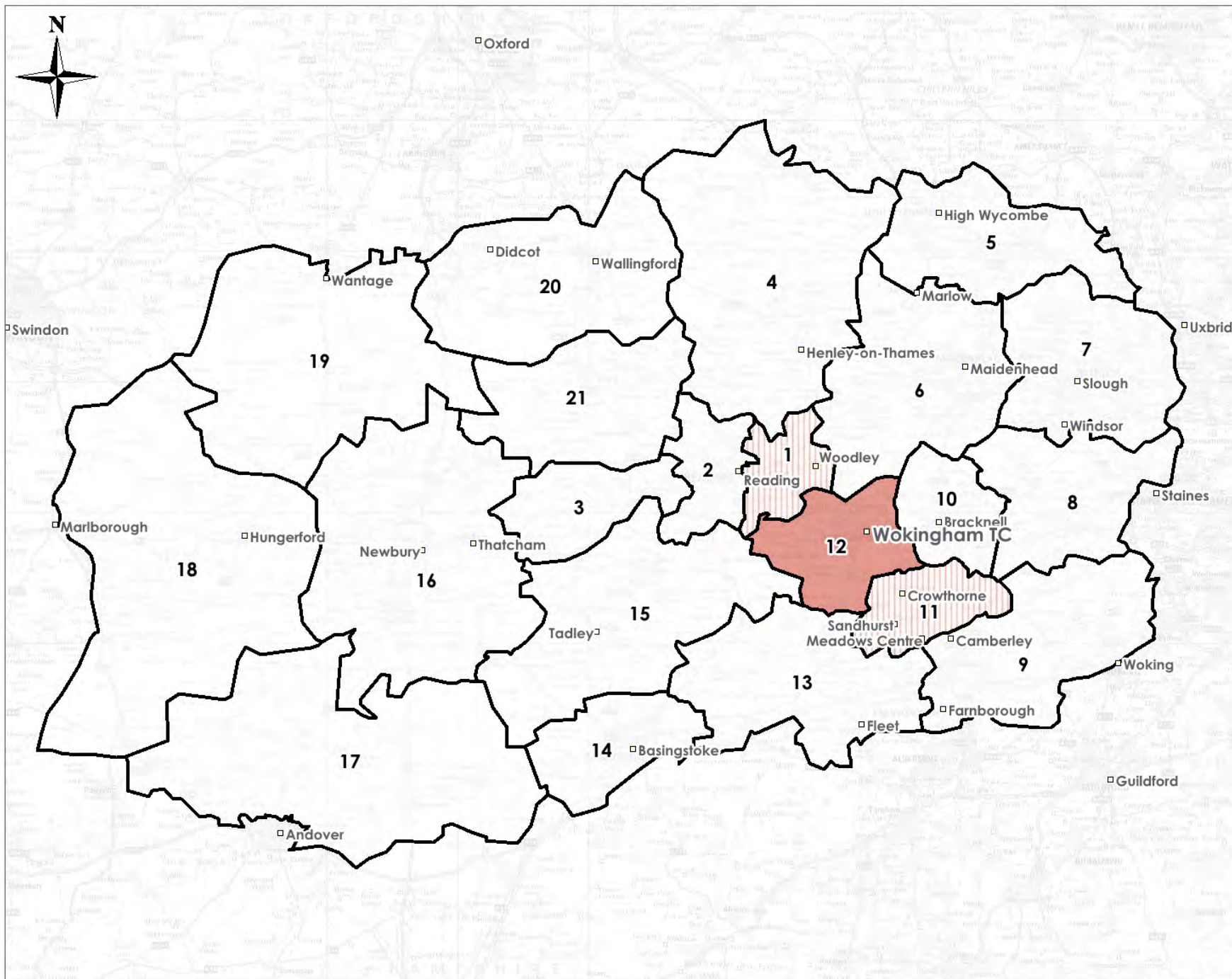
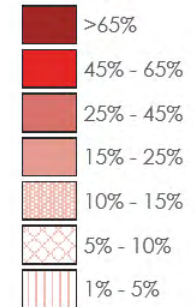




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Comparison goods market share



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# Plan 11: Wokingham Town Centre comparison goods market share

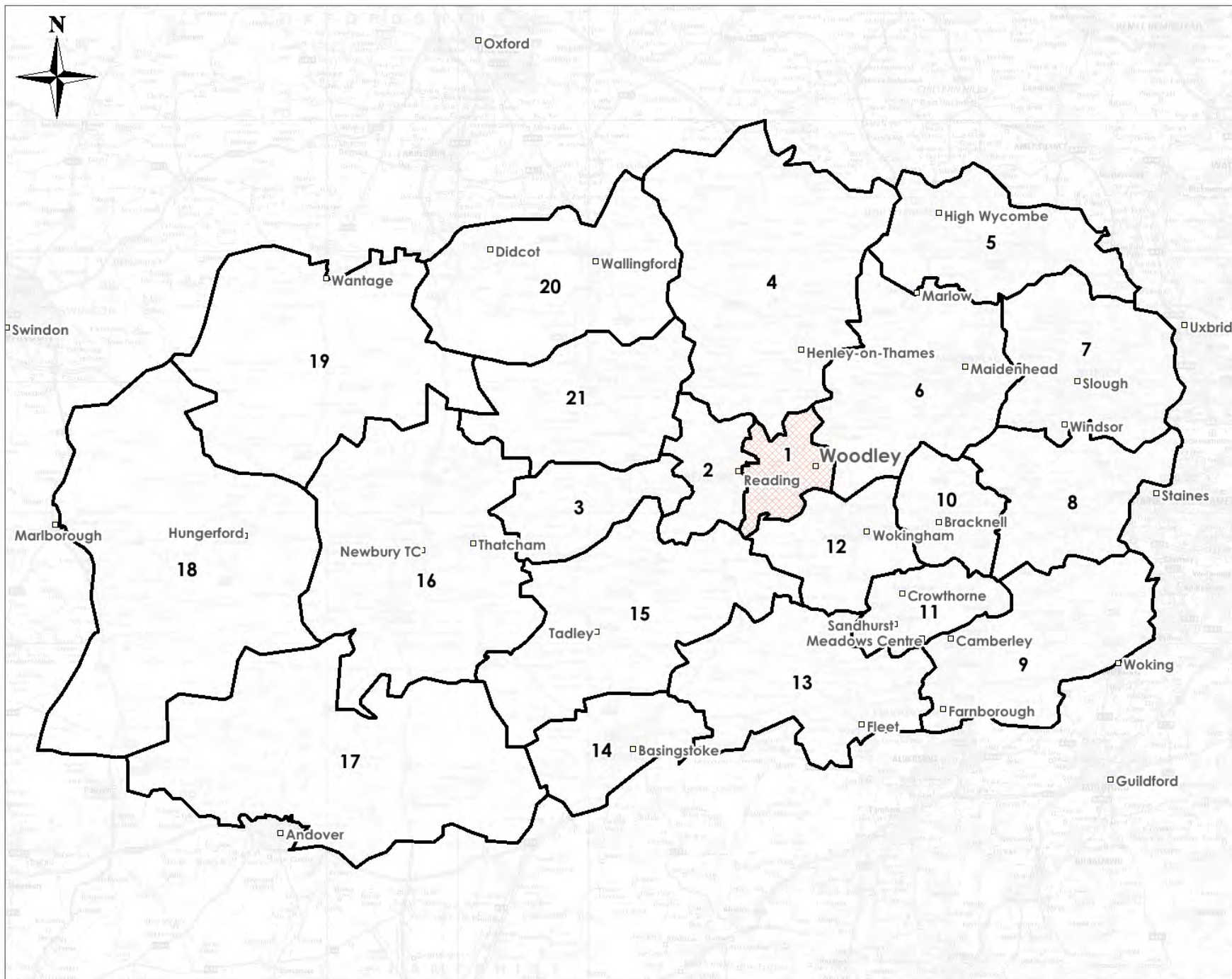
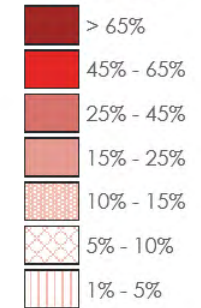




### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Comparison goods market share



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# Plan 12: Woodley comparison goods market share

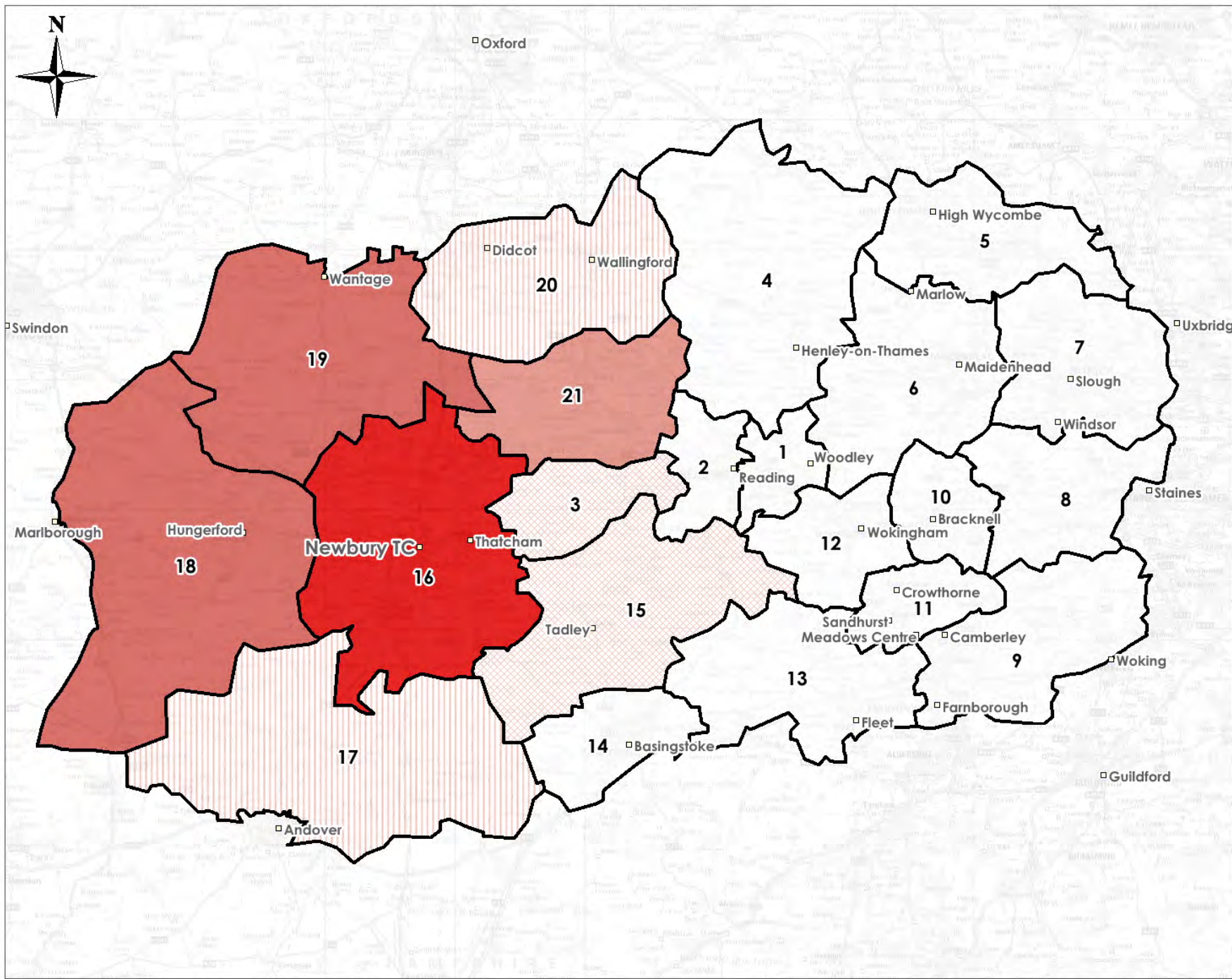
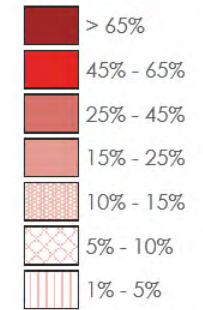




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Key

Comparison goods market share



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# Plan 13: Newbury Town Centre comparison goods market share

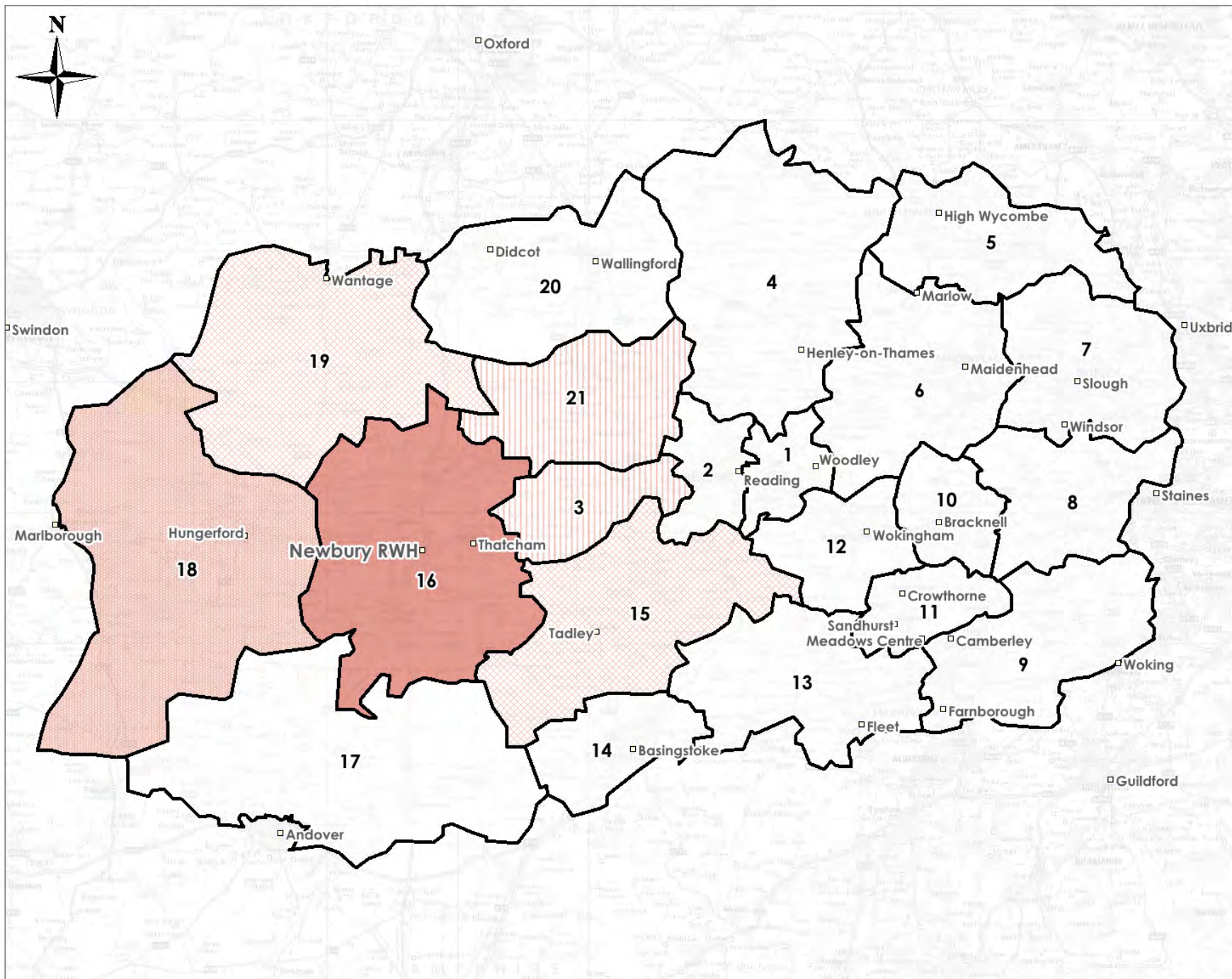
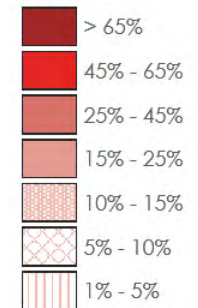




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#### Key

Comparison goods market share



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# Plan 14: Newbury Retail Warehousing comparison goods market share

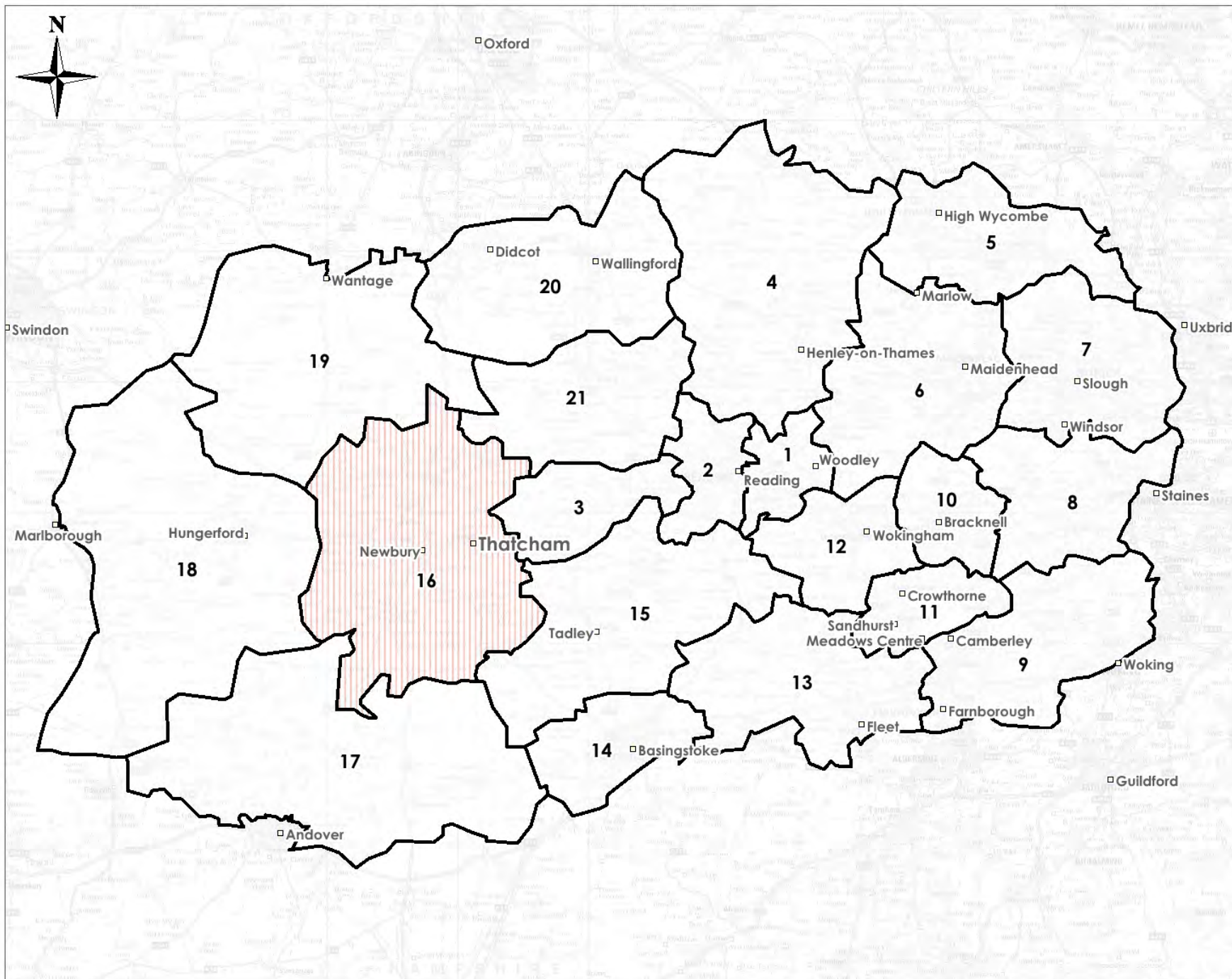
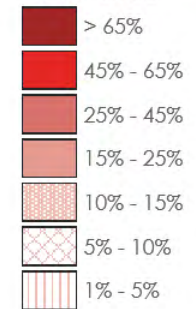




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#### Key

Comparison goods market share



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# Plan 15: Thatcham Town Centre comparison goods market share

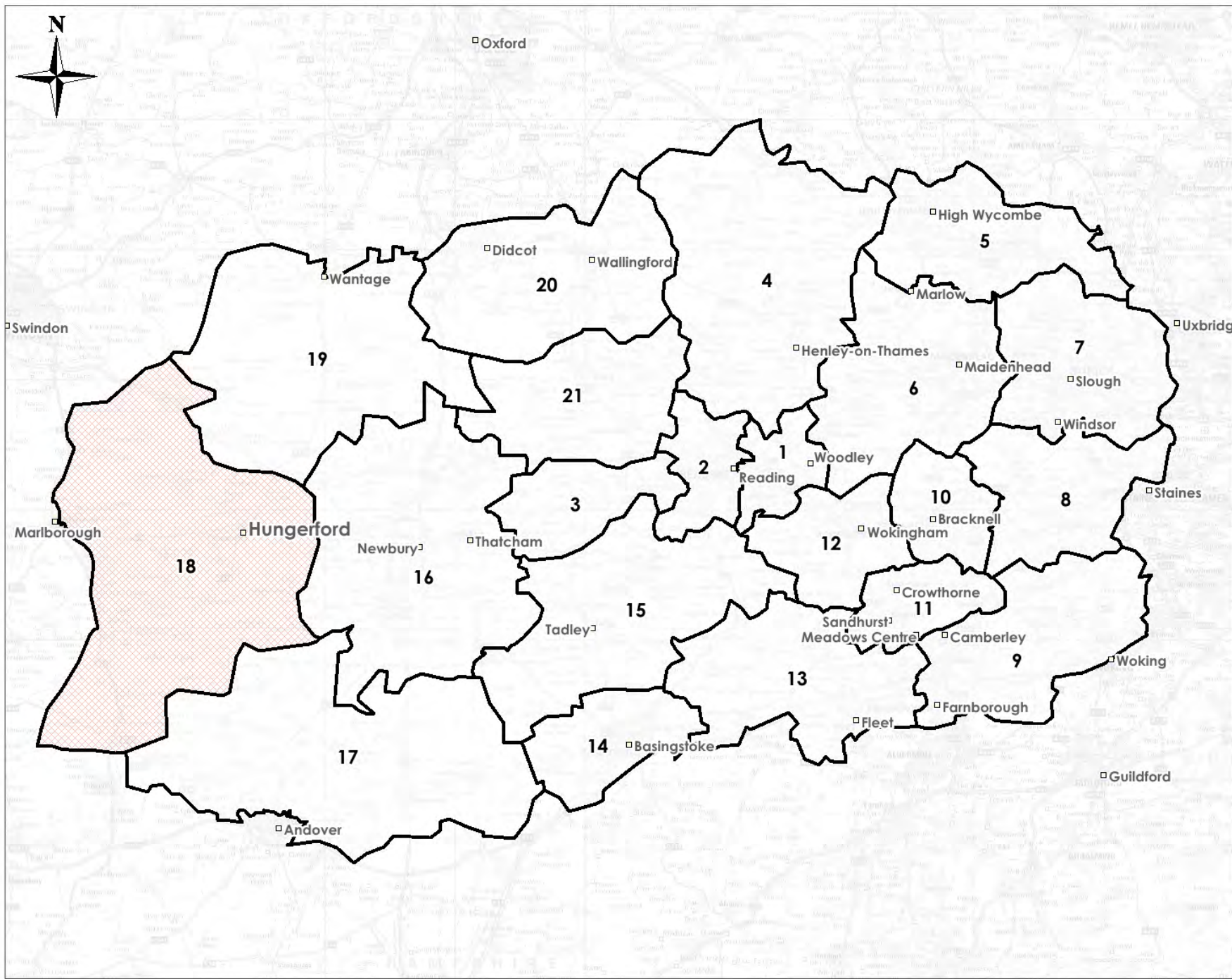
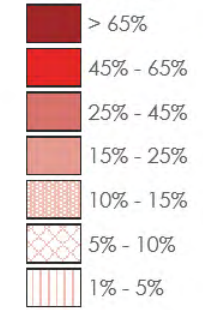




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Comparison goods market share



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# Plan 16: Hungerford Town Centre comparison goods market share

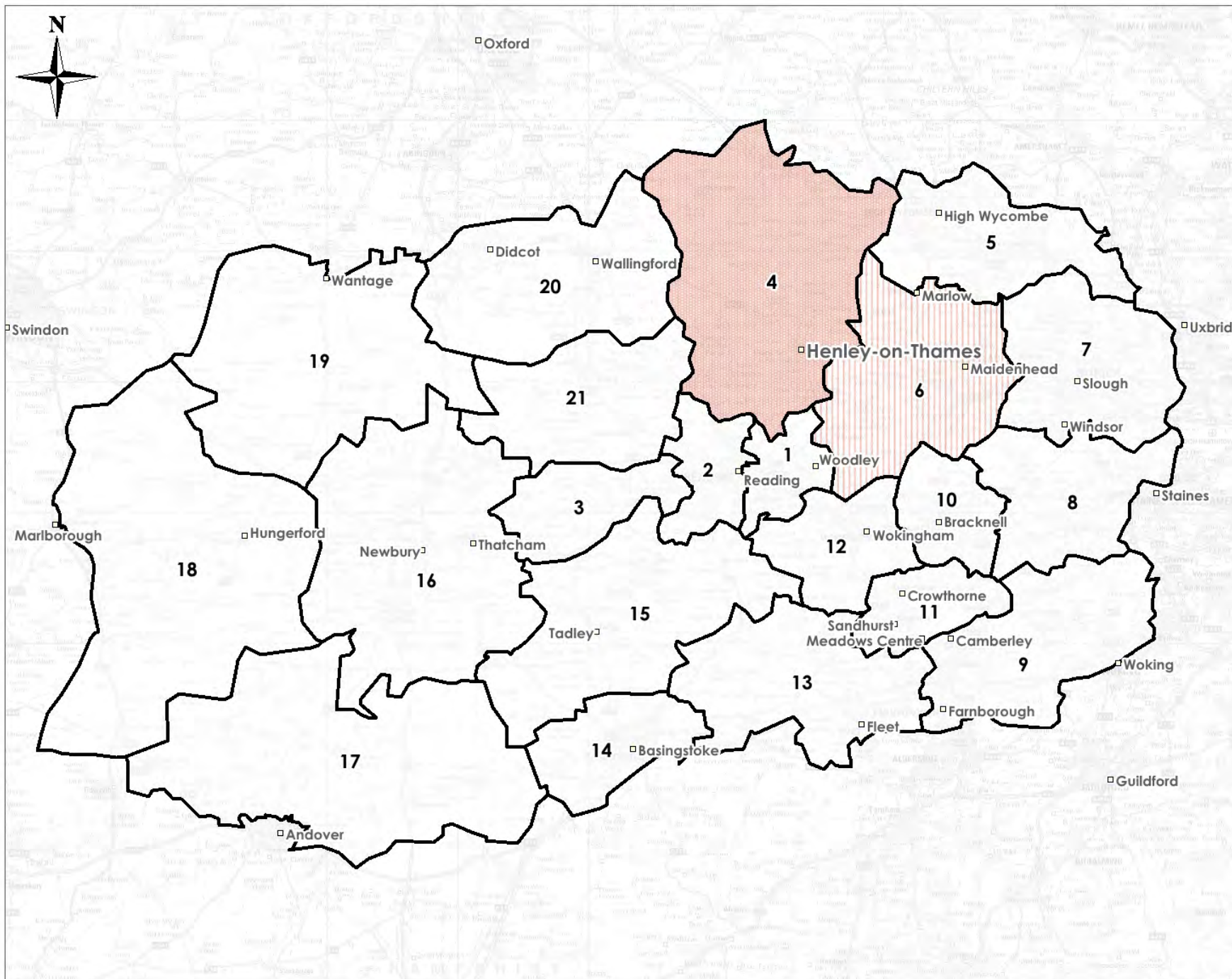
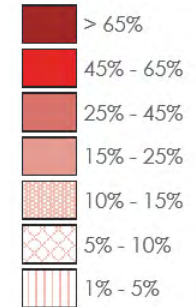




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Comparison goods market share



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# Plan 17: Henley-on-Thames comparison goods market share

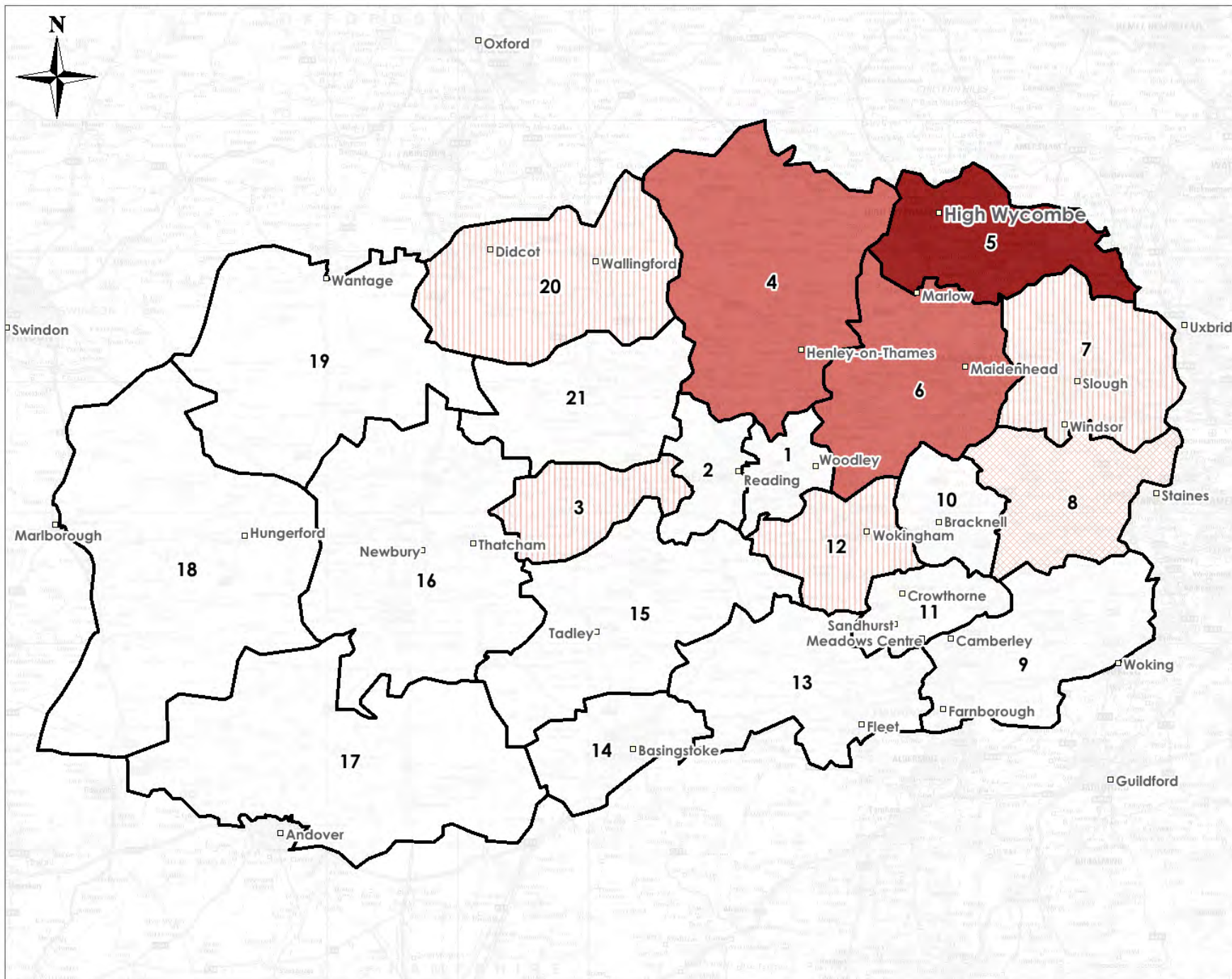
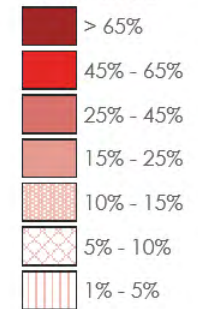




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Comparison goods market share



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## Plan 18: High Wycombe comparison goods market share

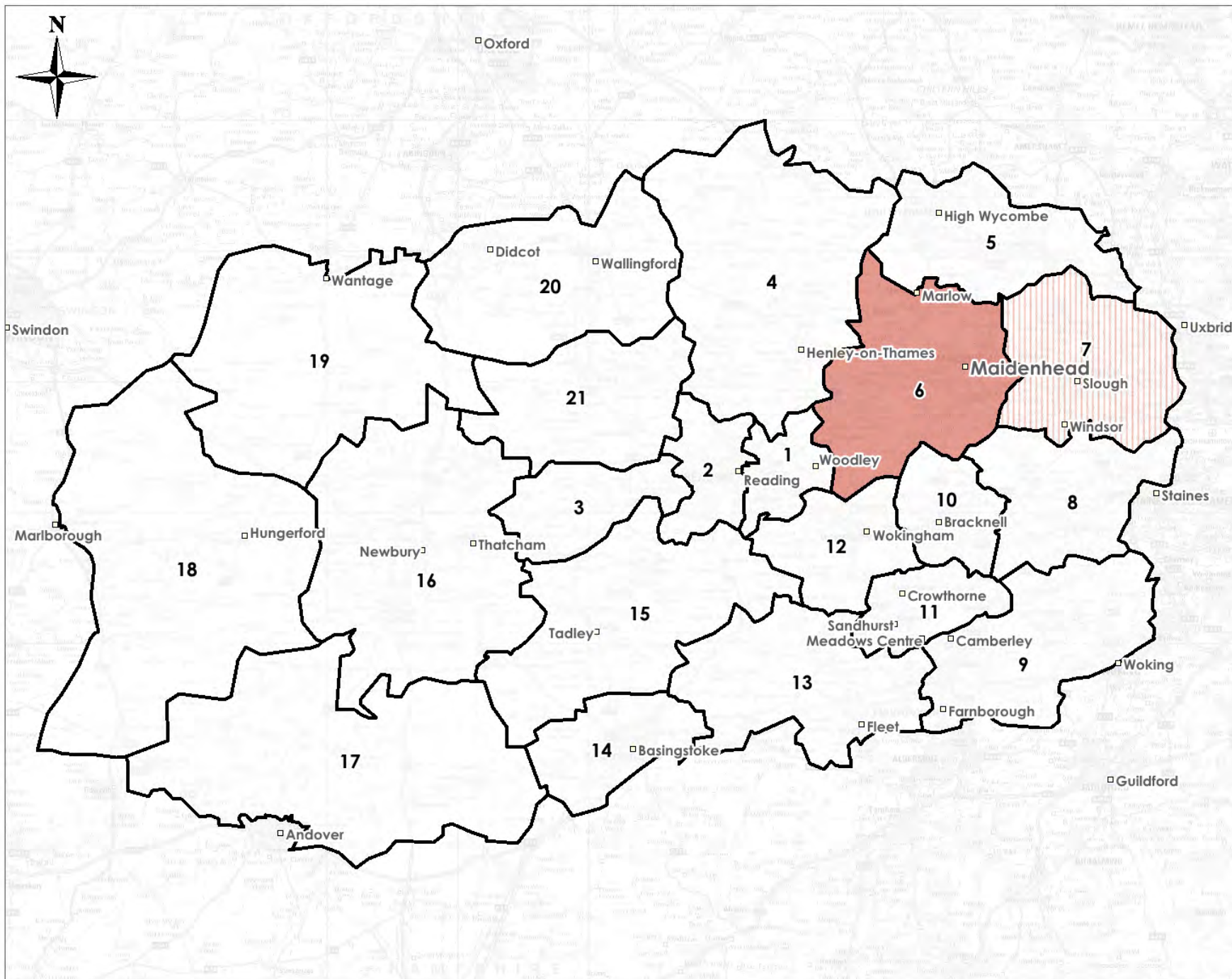
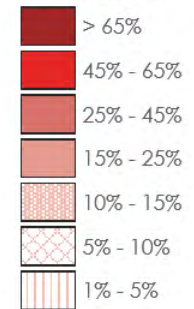




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Comparison goods market share



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# Plan 19: Maidenhead comparison goods market share

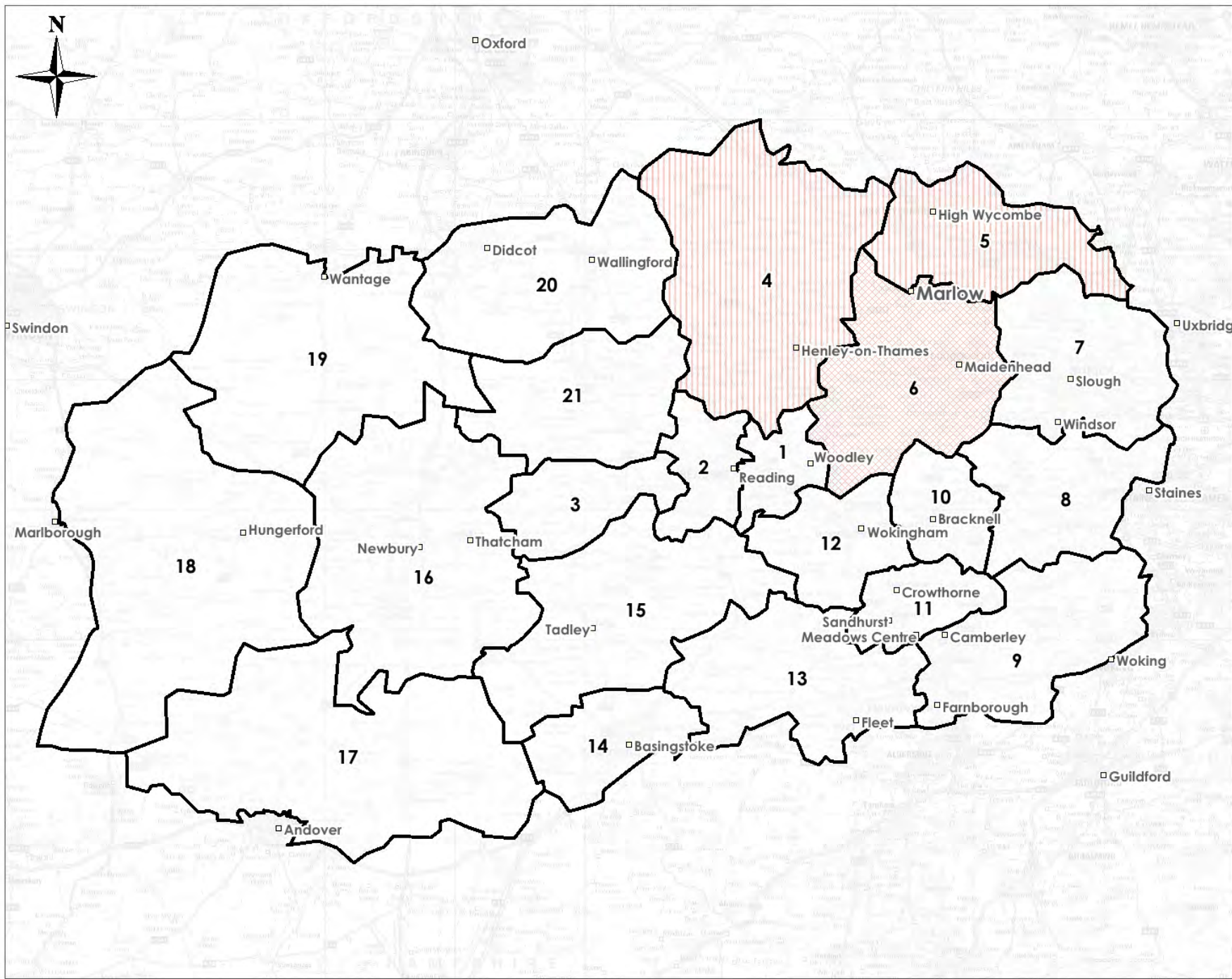
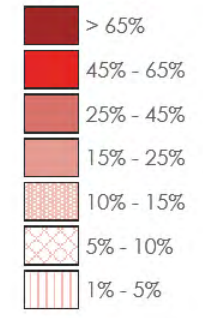




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Comparison goods market share



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# Plan 20: Marlow comparison goods market share

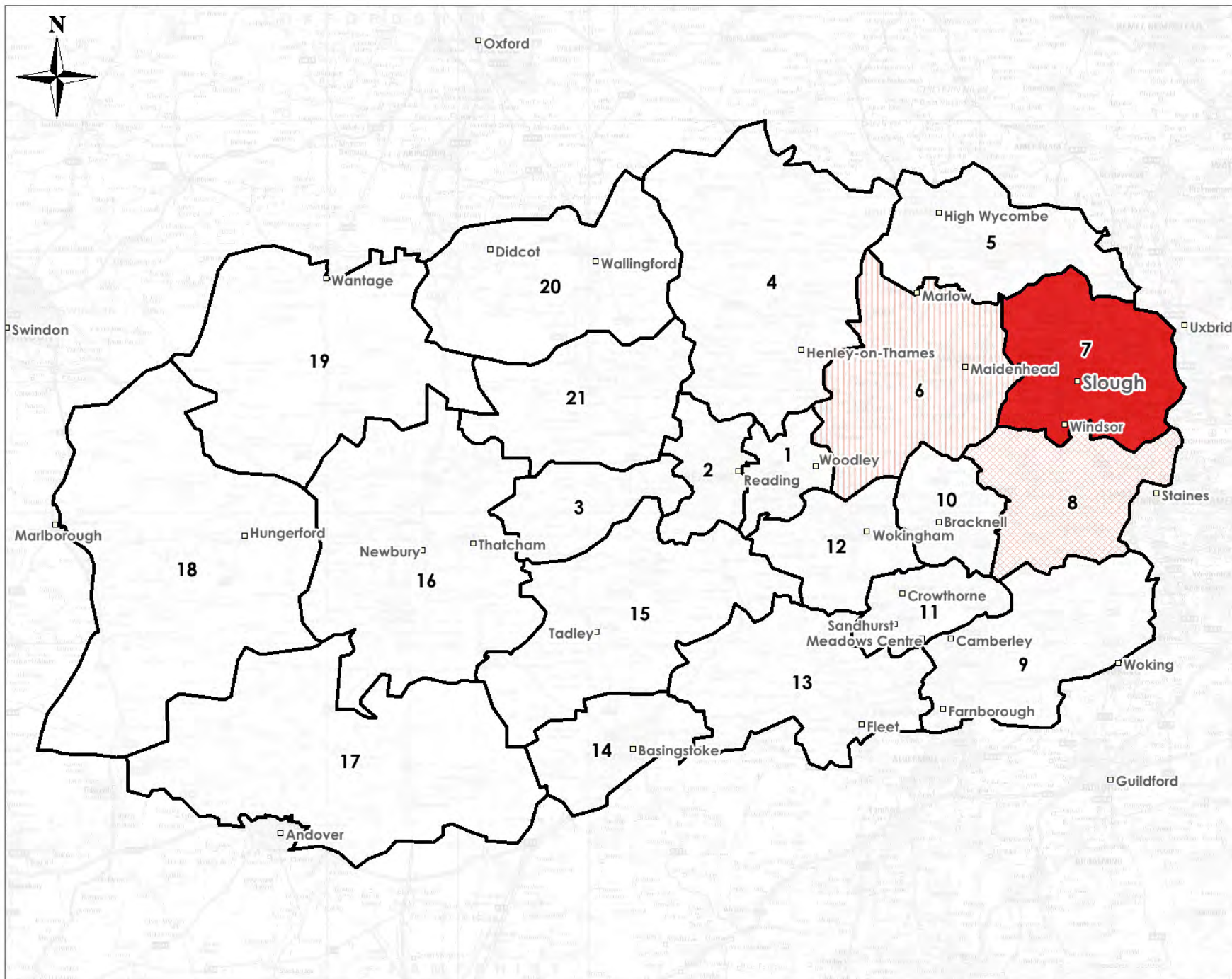
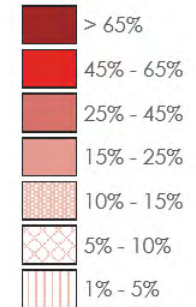




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Comparison goods market share



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# Plan 21: Slough (inc. Taplow) comparison goods market share

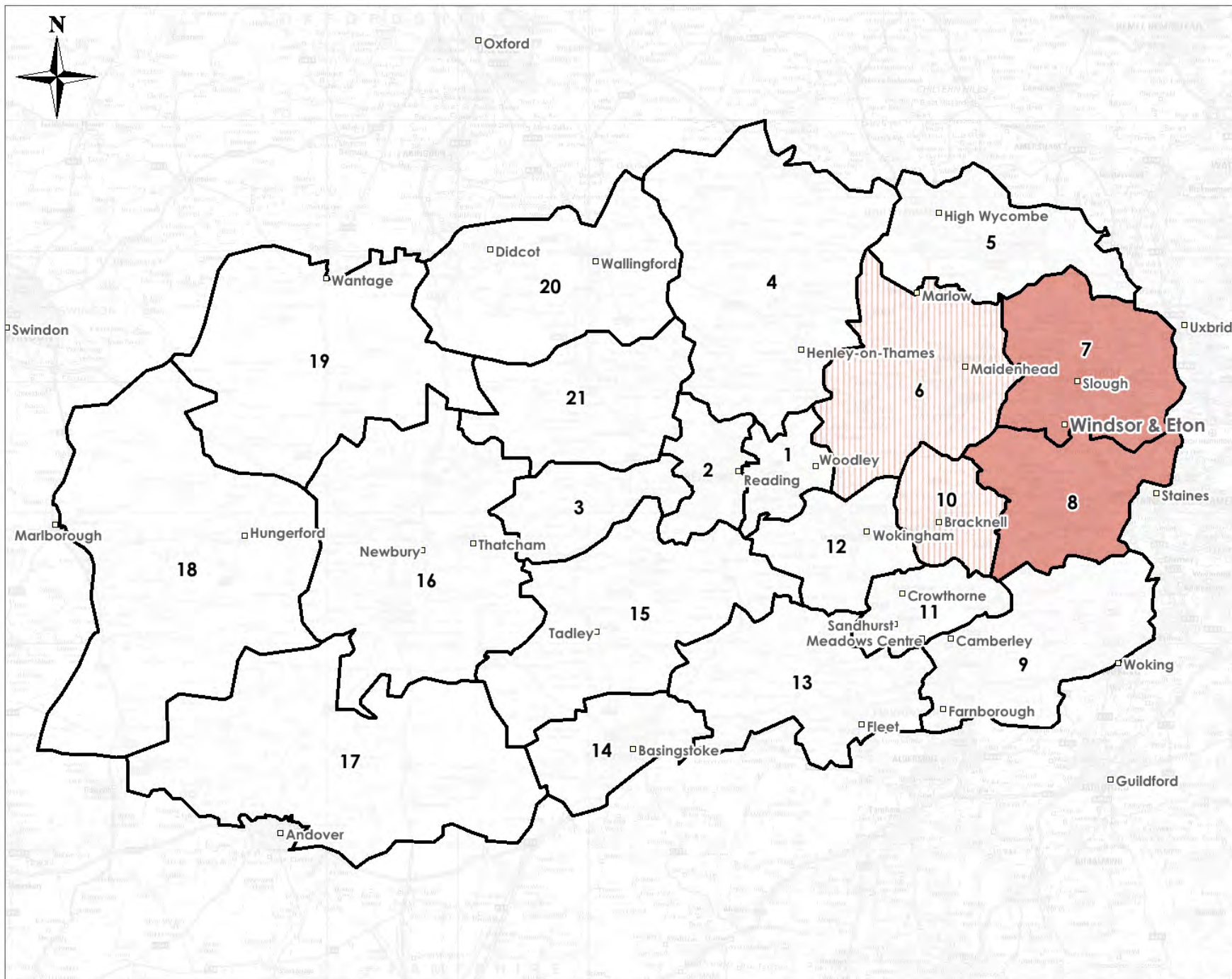
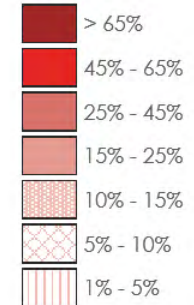




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Comparison goods market share



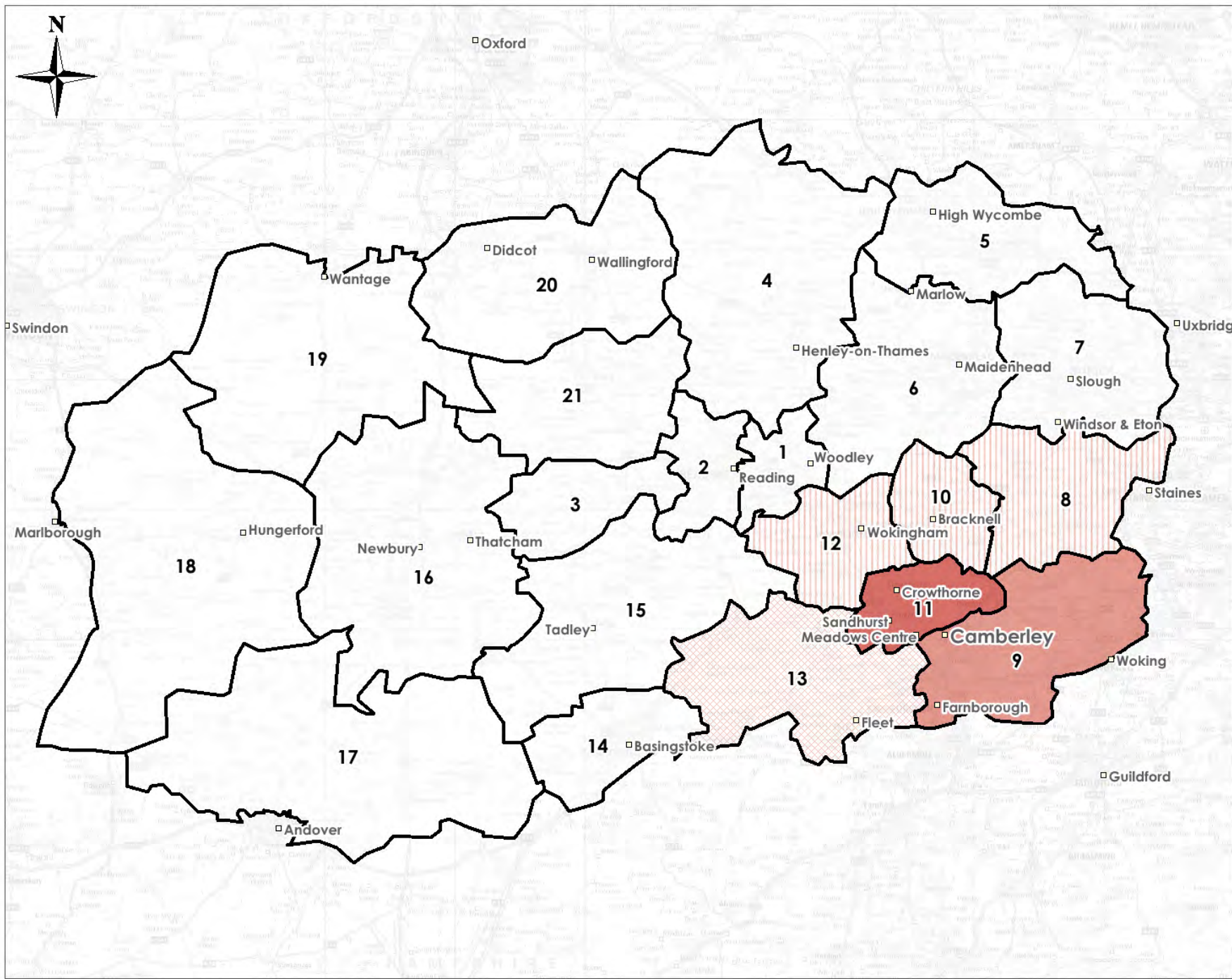
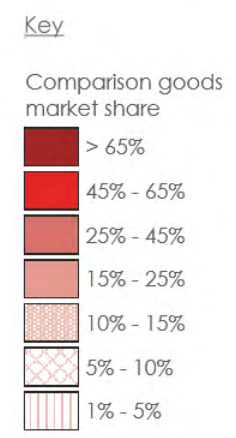
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## Plan 22: Windsor & Eton comparison goods market share





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# Plan 23: Camberley comparison goods market share

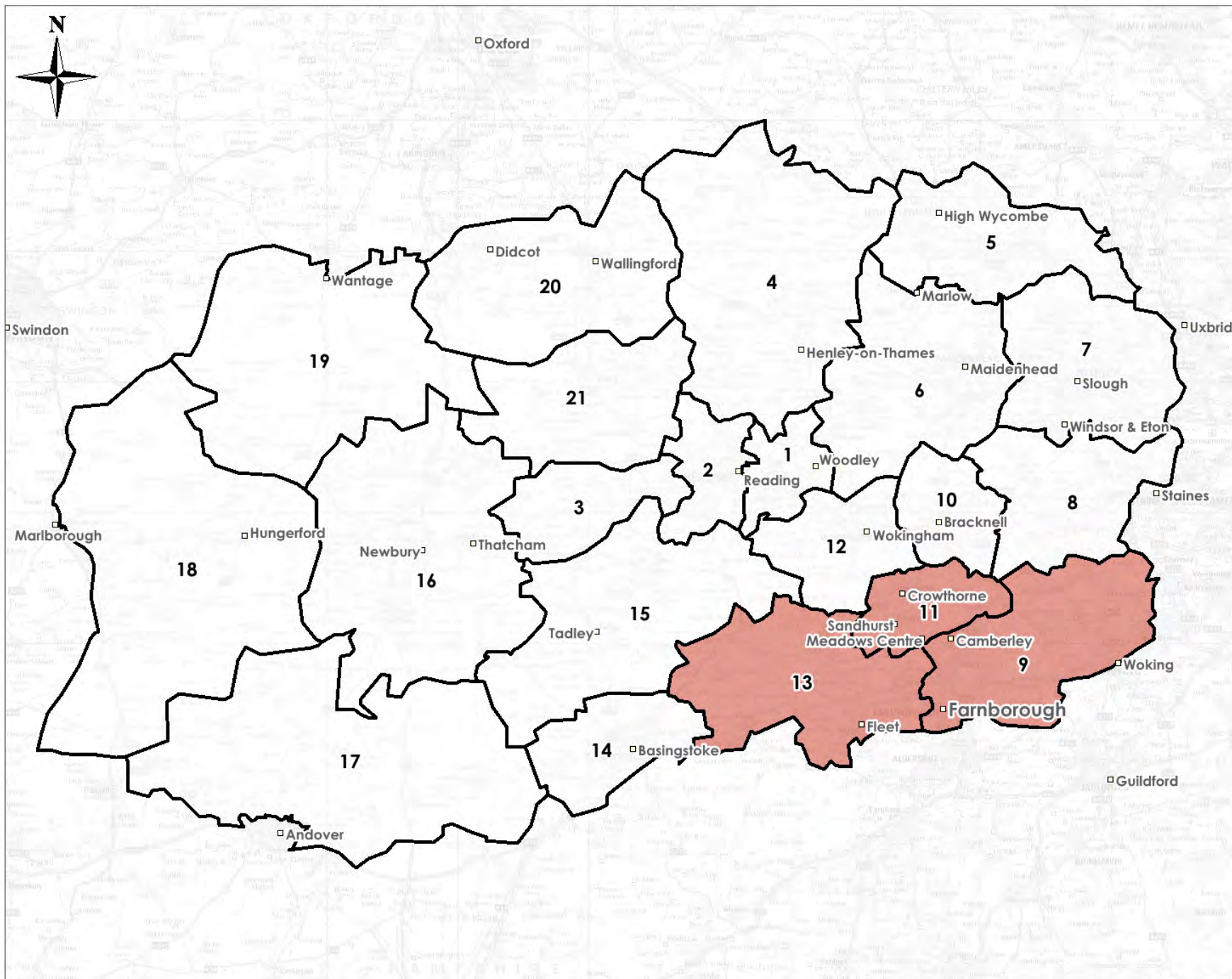
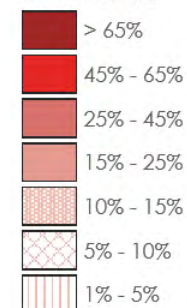




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Comparison goods market share



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## Plan 24: Farnborough comparison goods market share

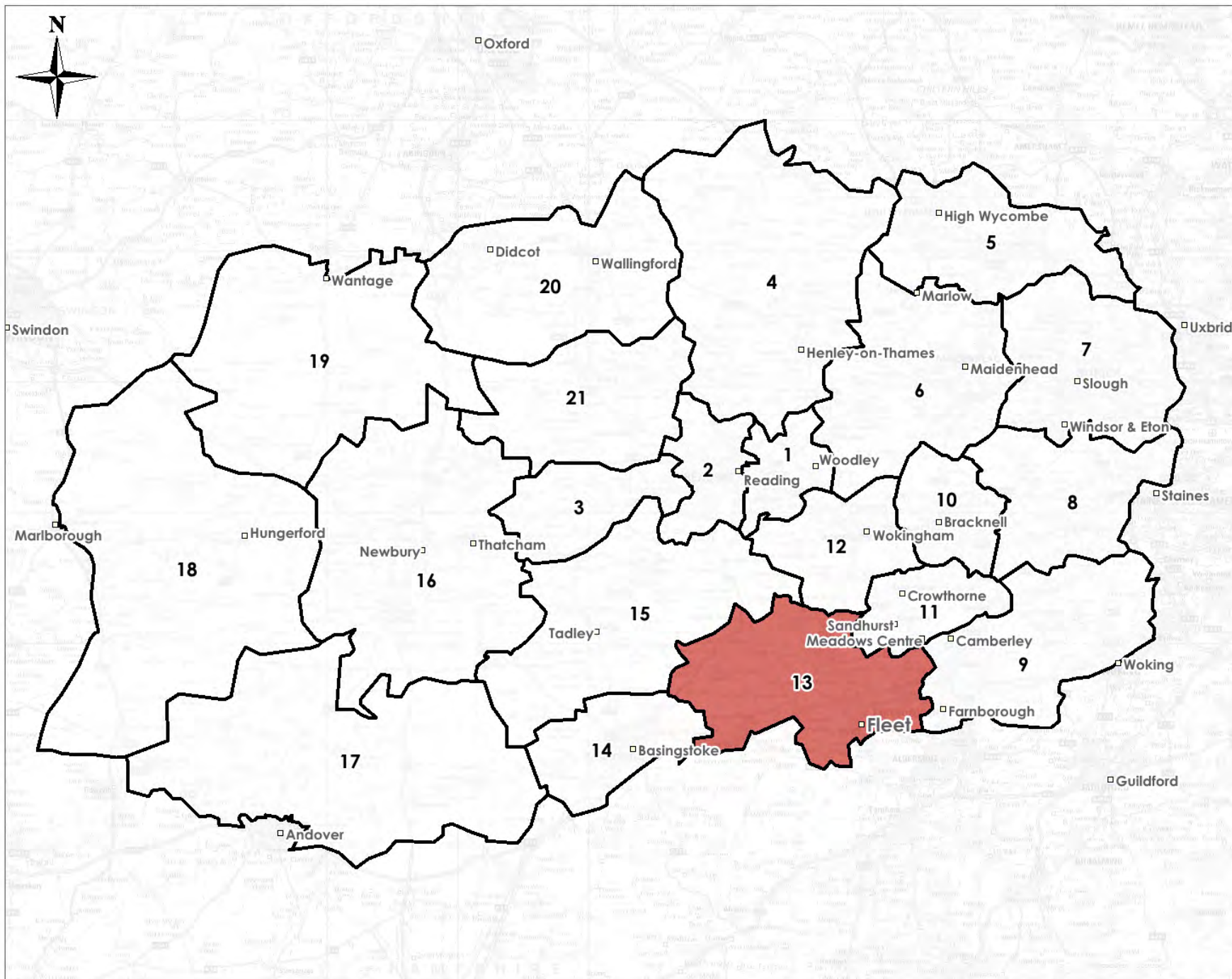
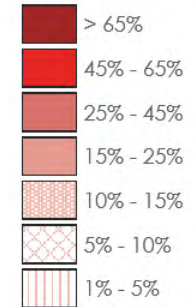




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Comparison goods market share



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## Plan 25: Fleet comparison goods market share

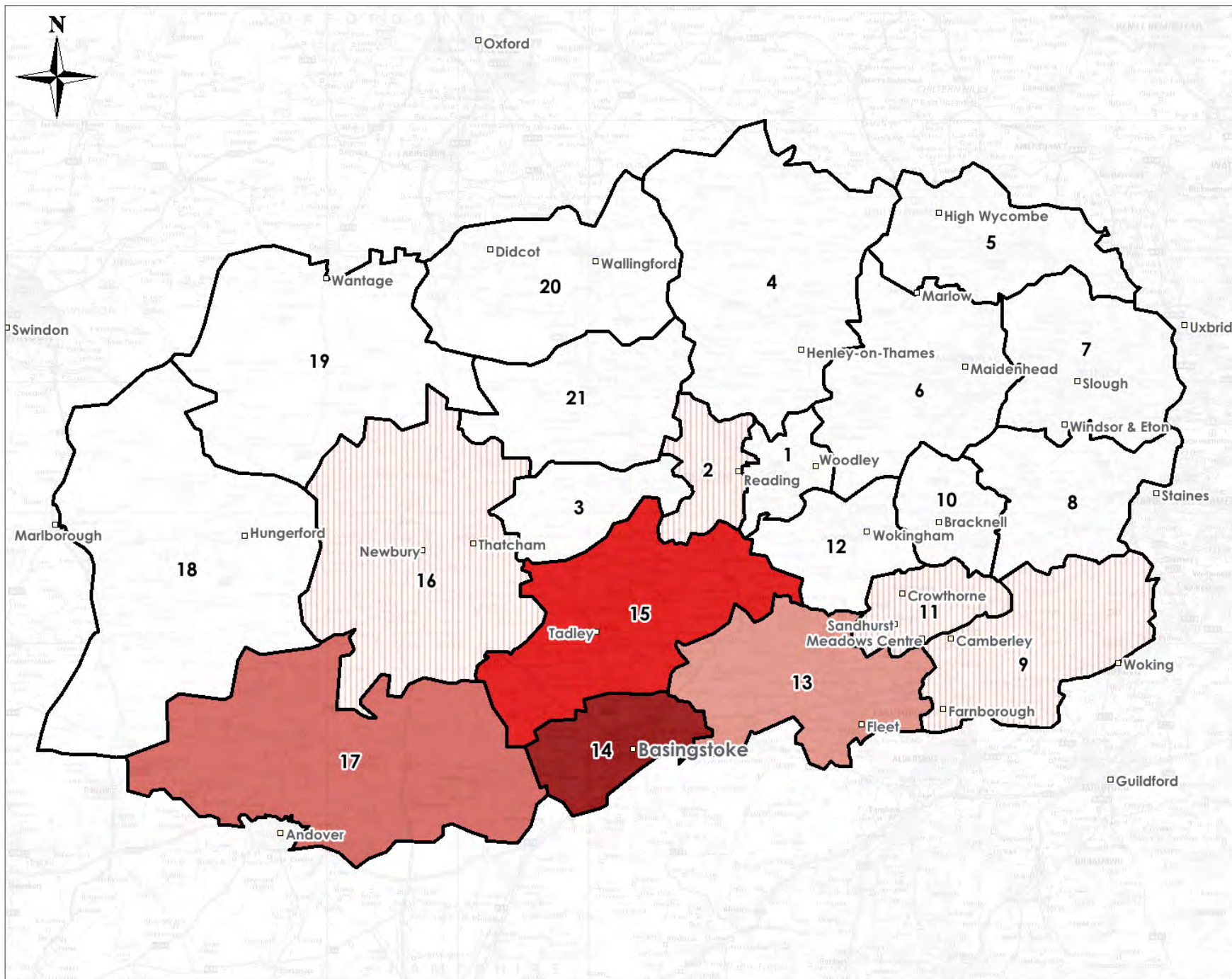
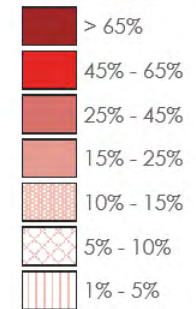




### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

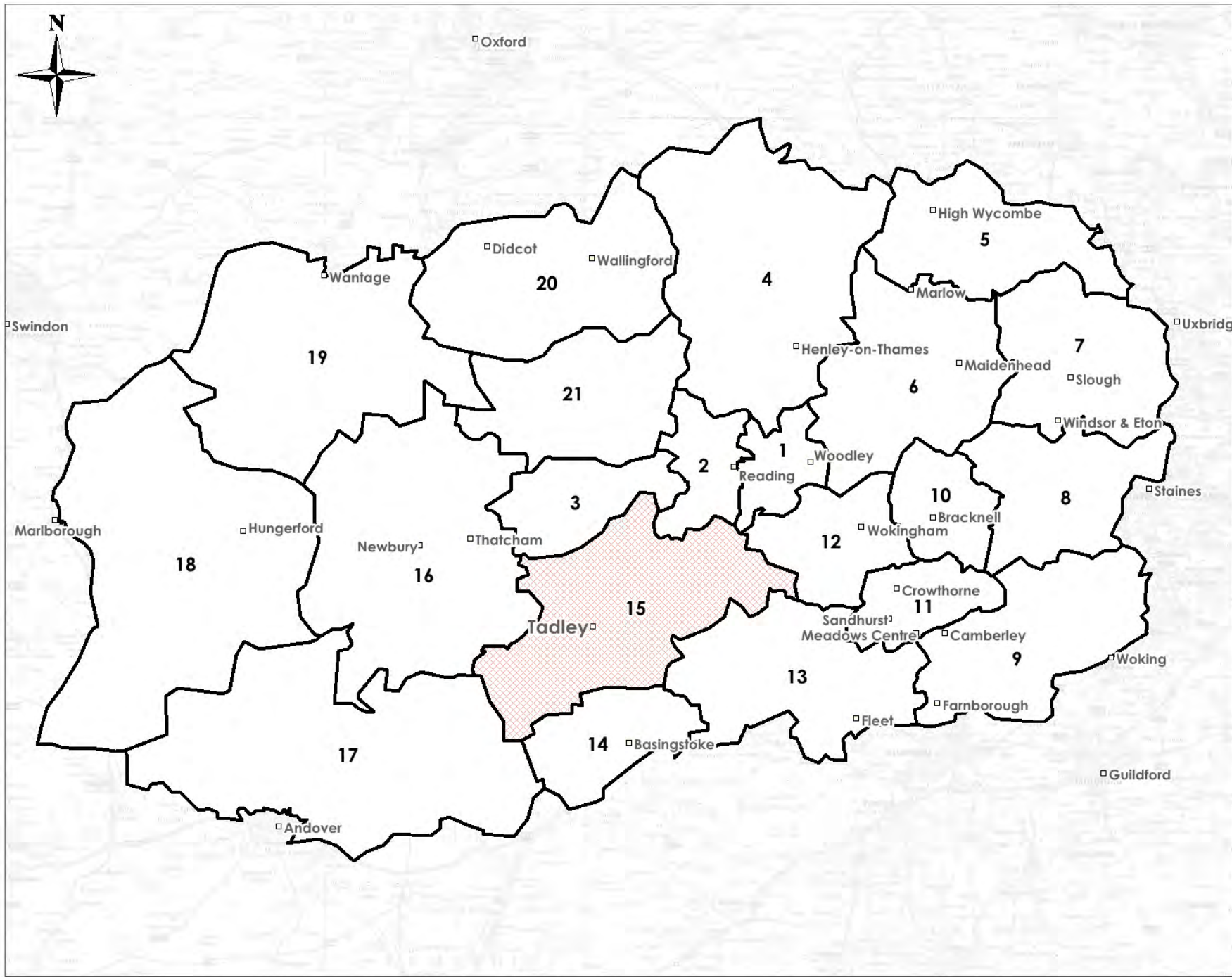
Comparison goods market share



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## Plan 26: Basingstoke comparison goods market share

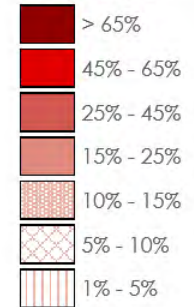




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Comparison goods market share



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## Plan 27: Tadley comparison goods market share

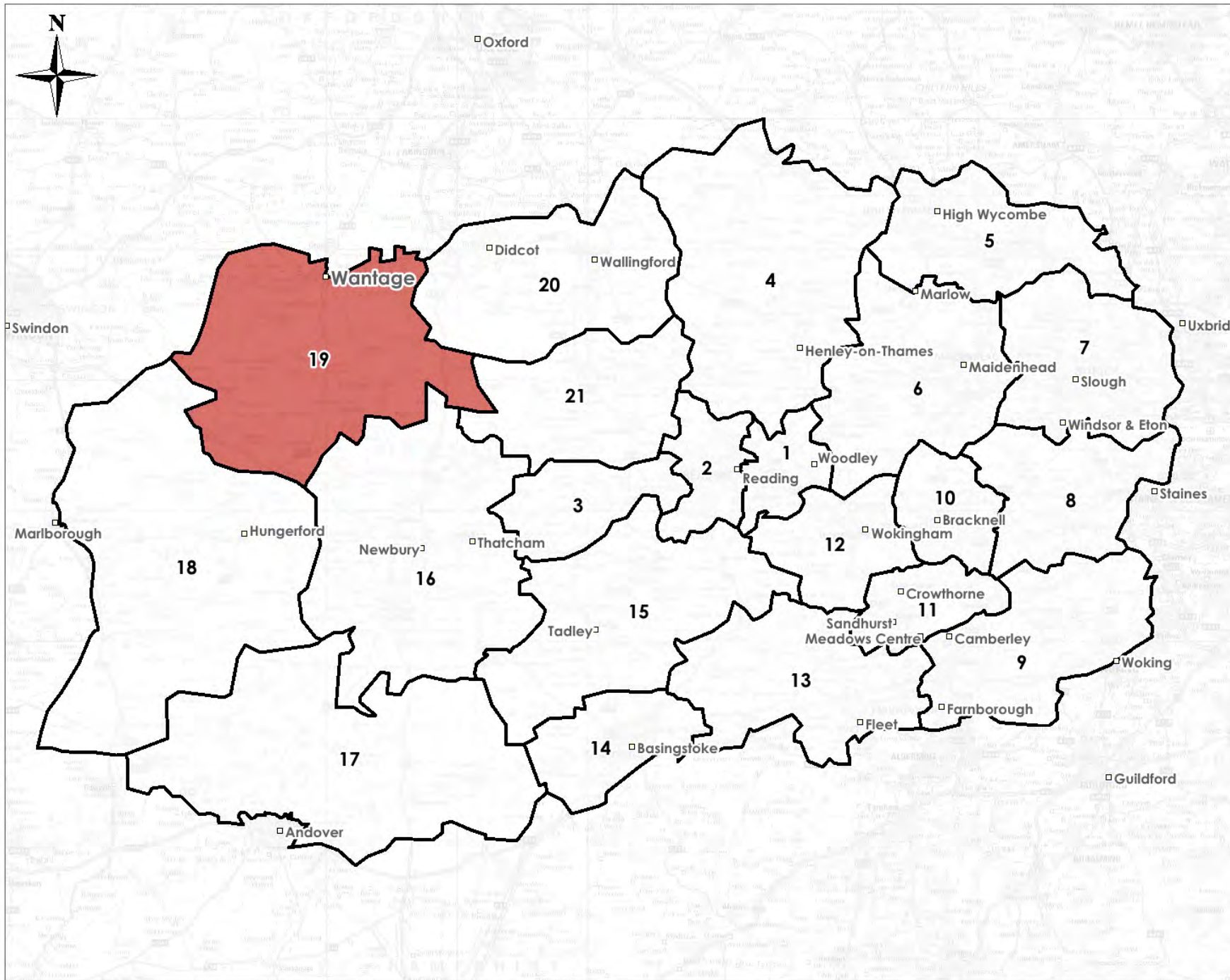
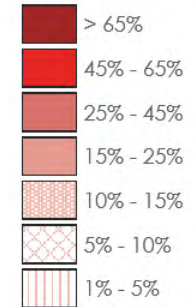




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Comparison goods market share



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## Plan 28: Wantage comparison goods market share

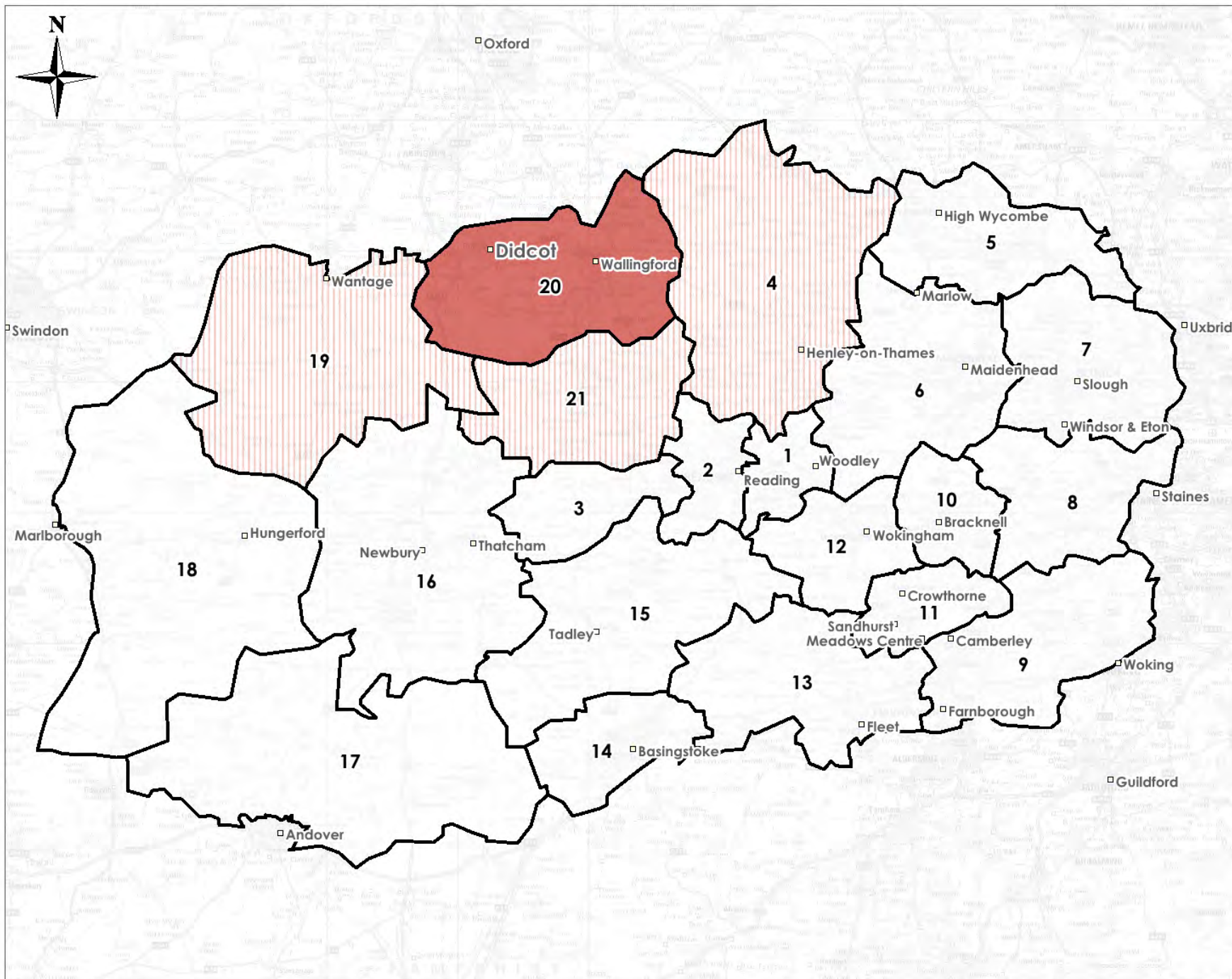
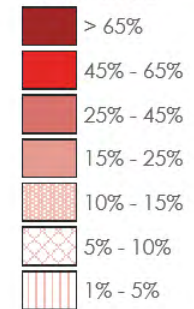




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Comparison goods market share



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## Plan 29: Didcot comparison goods market share

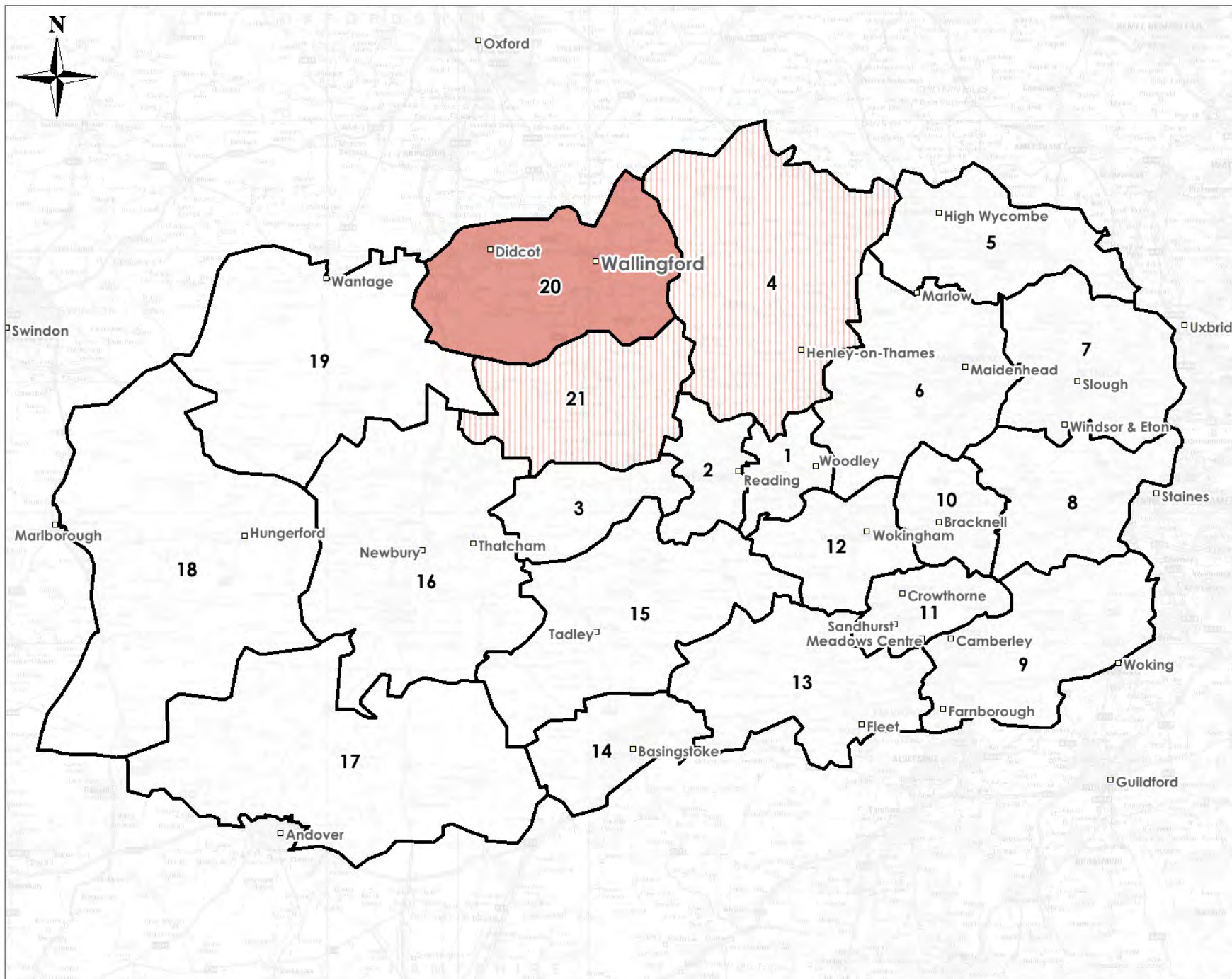
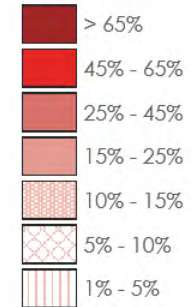




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#### Key

Comparison goods market share



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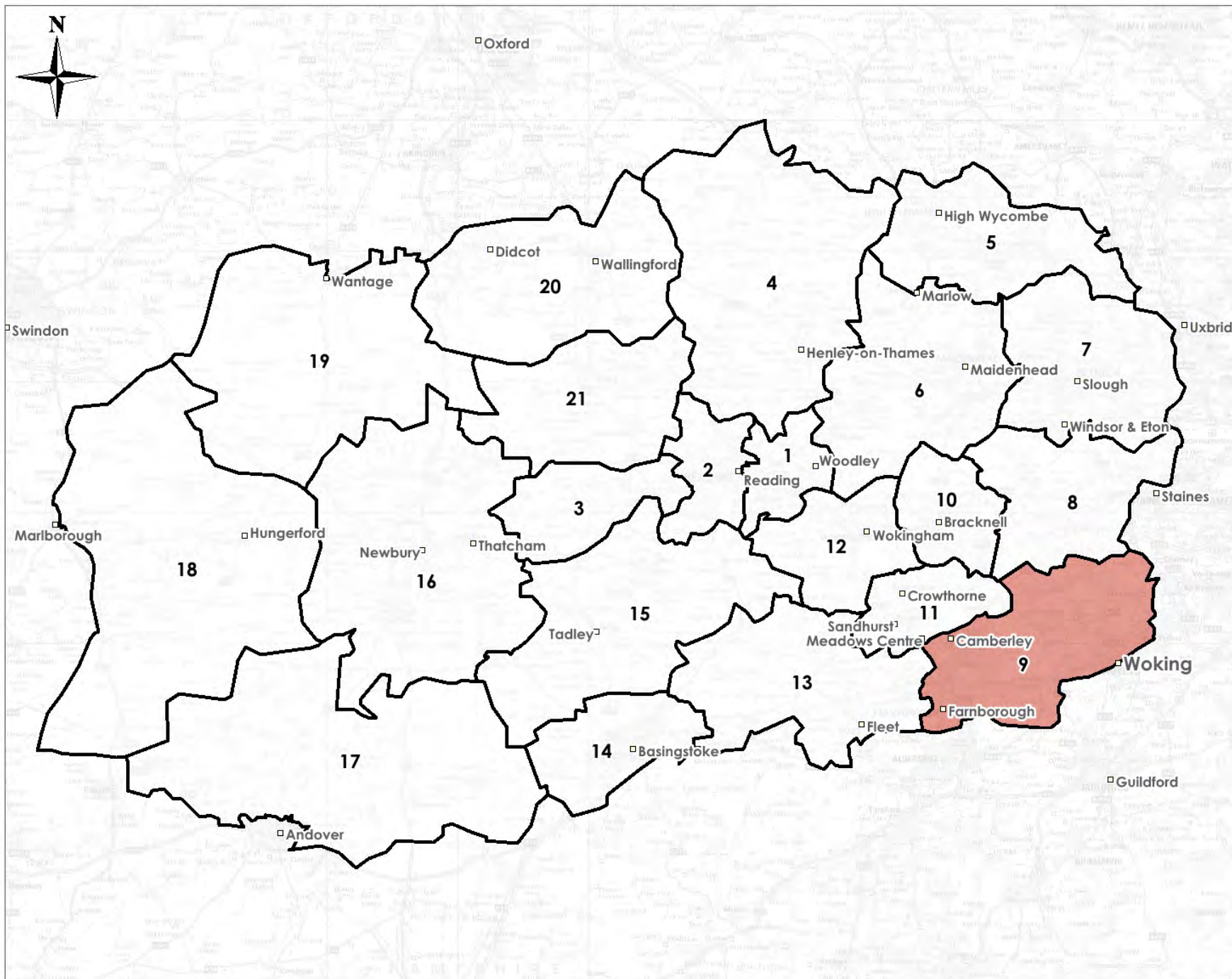
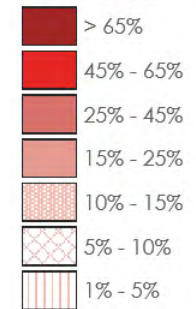
## Plan 30: Wallingford comparison goods market share



### Western Berkshire Retail & Commercial Leisure Assessment 2016

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Comparison goods market share



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## Plan 31: Woking comparison goods market share

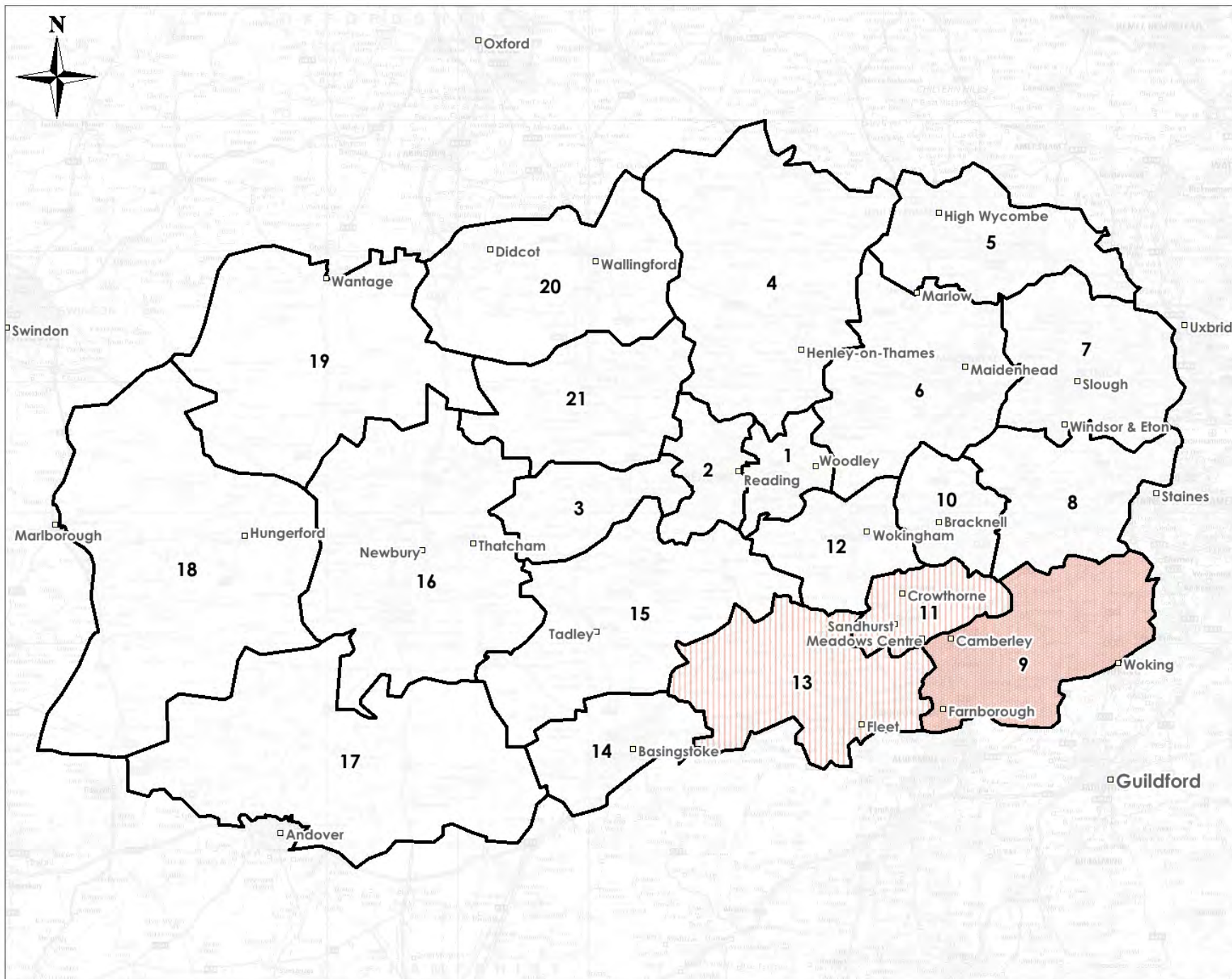
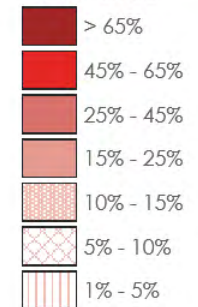




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Comparison goods market share



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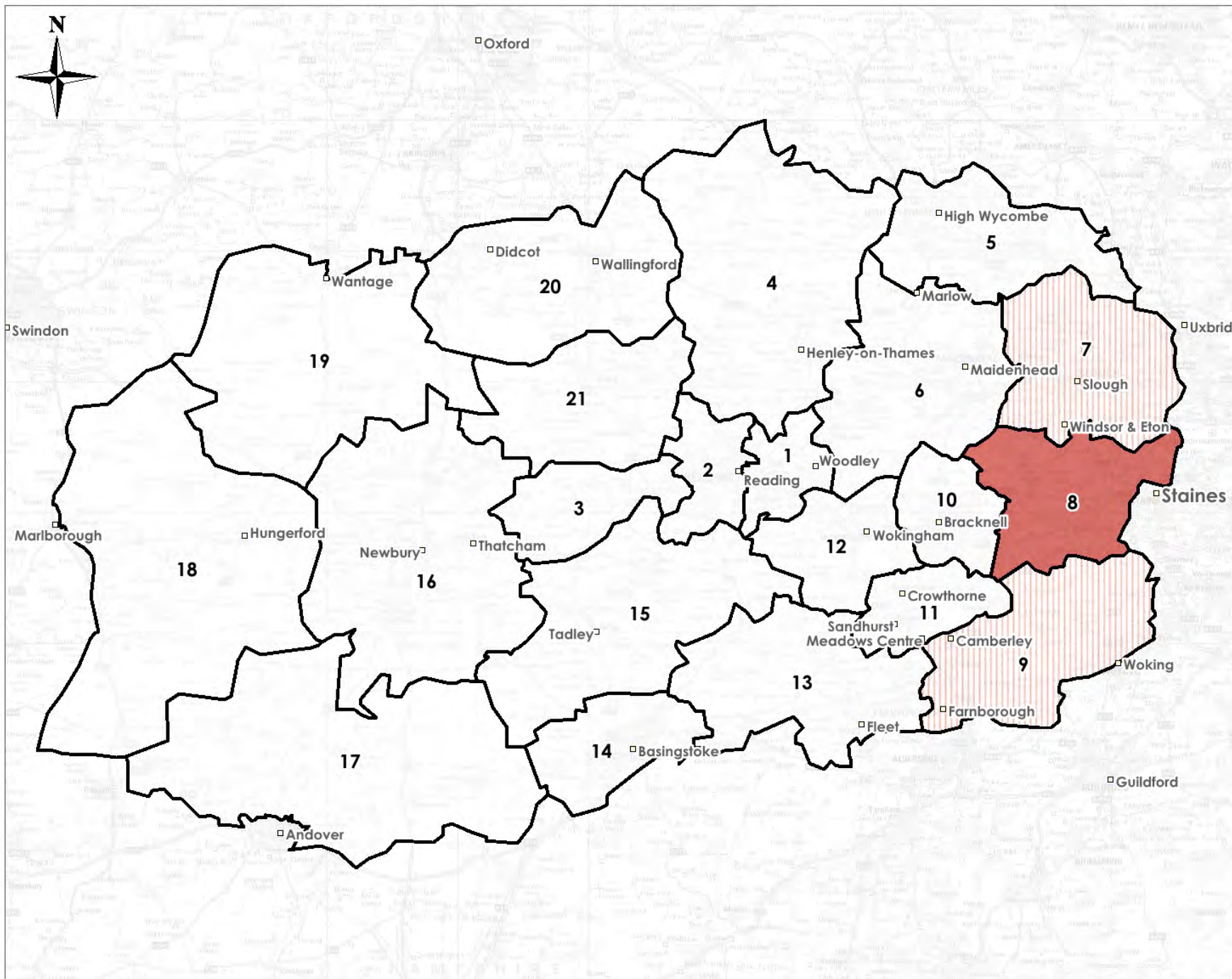
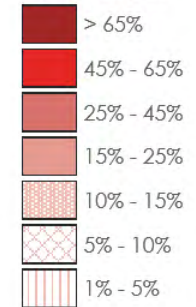
## Plan 32: Guildford comparison goods market share



### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Comparison goods market shares



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MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

## Plan 33: Staines comparison goods market share

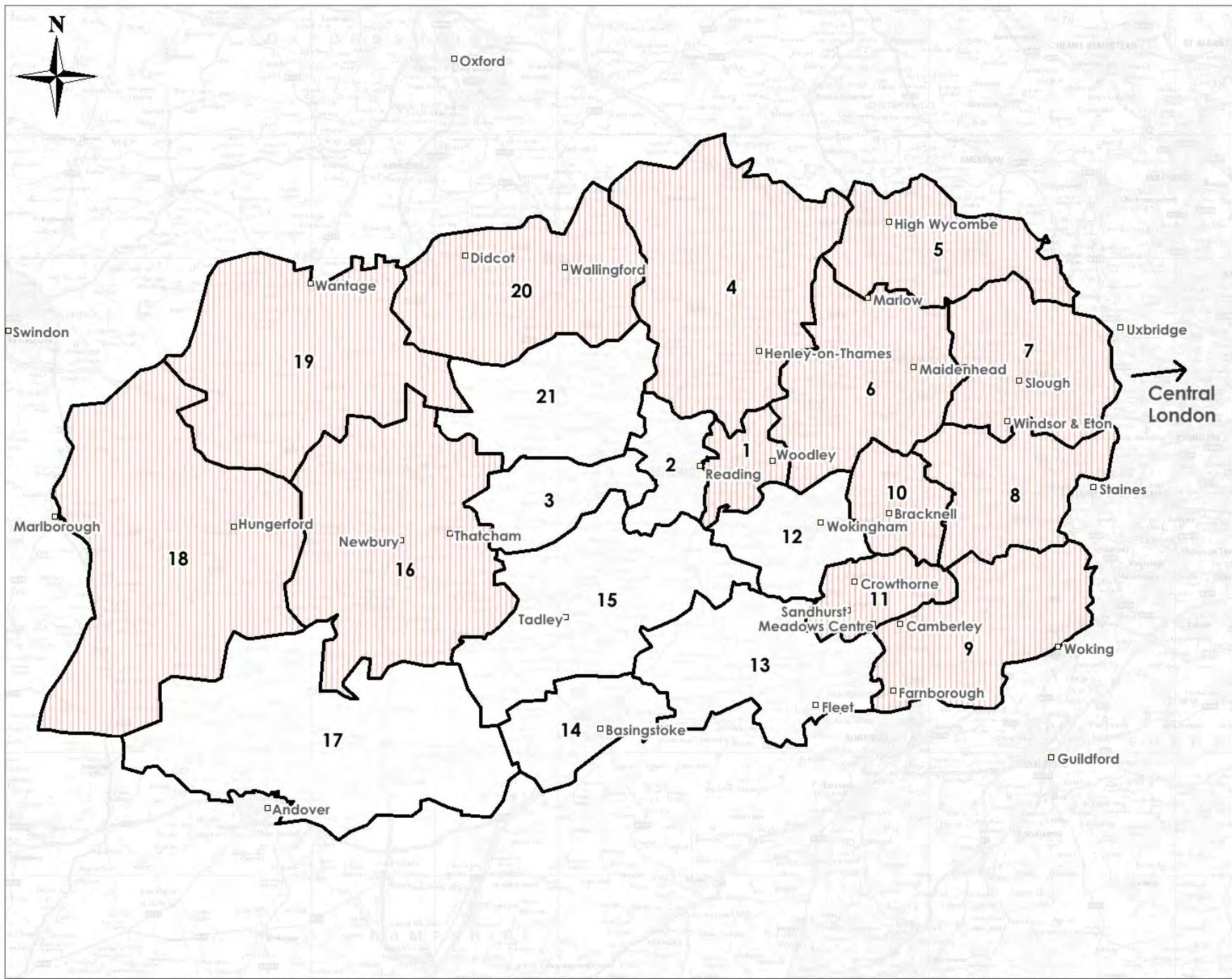
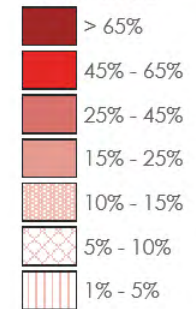




### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Comparison goods market share



Map reproduced from GBPro 200 GB (2015 edition). MapData © Collins Bartholomew Ltd (2015). Postal Boundary Data © Post Office Ltd 2015

## Plan 34: Central London (inc. Westfield Shepherds Bush) comparison goods market share

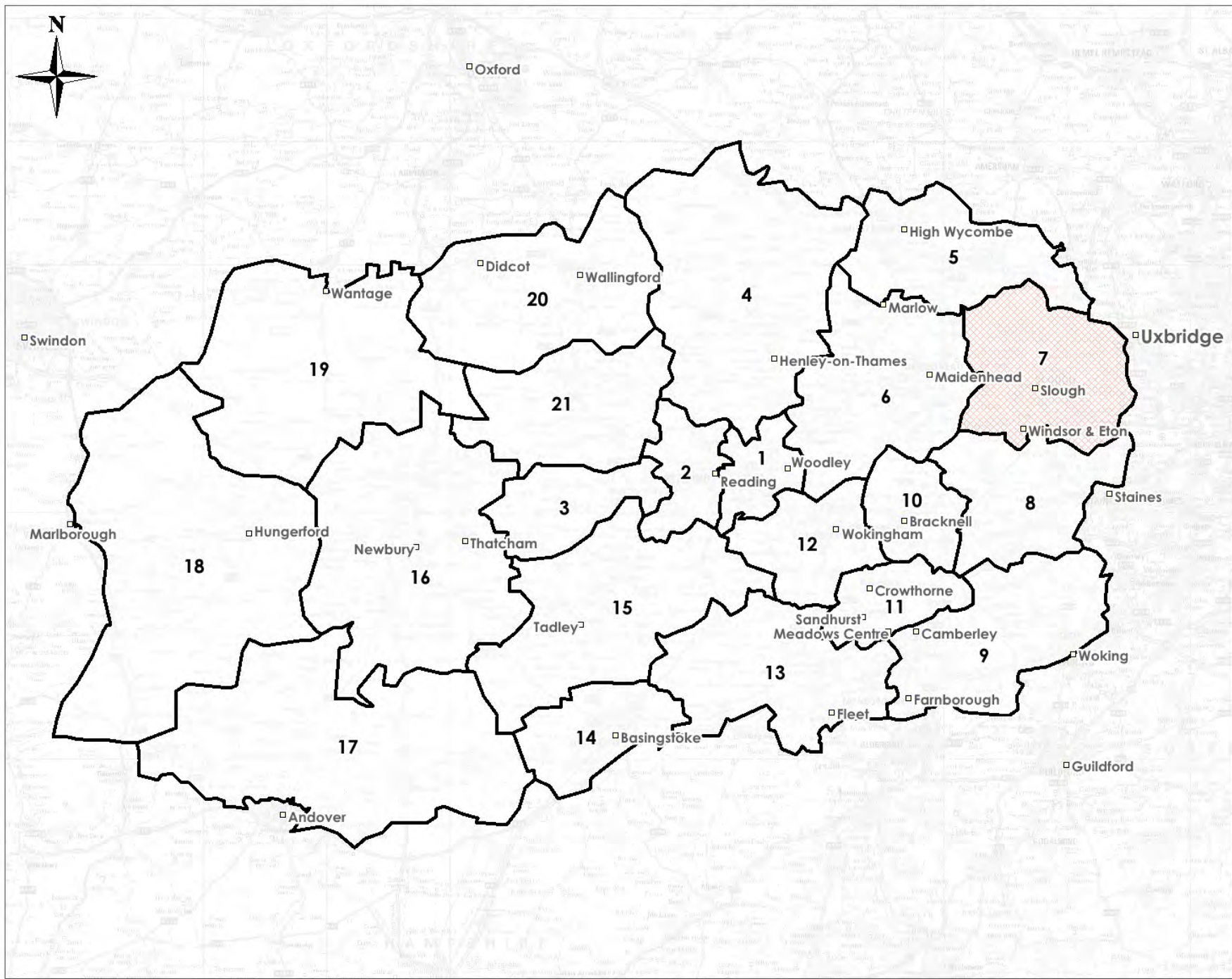
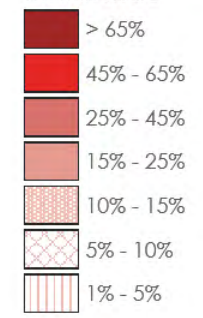




### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

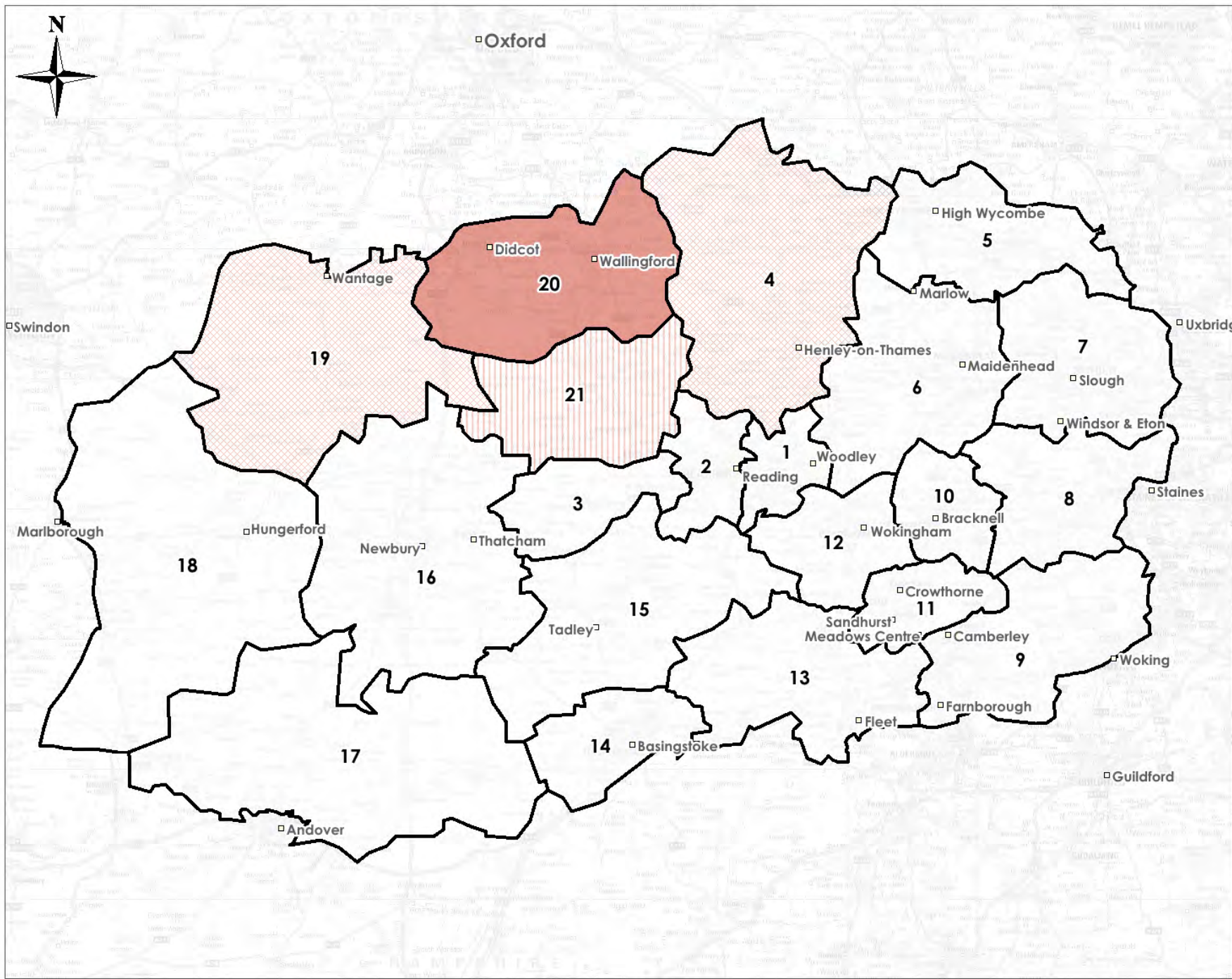
Comparison goods market share



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

# Plan 35: Uxbridge comparison goods market share

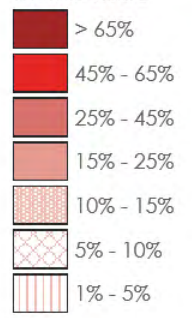




**Western Berkshire Retail & Commercial Leisure Assessment 2016**

Key

Comparison goods market share



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

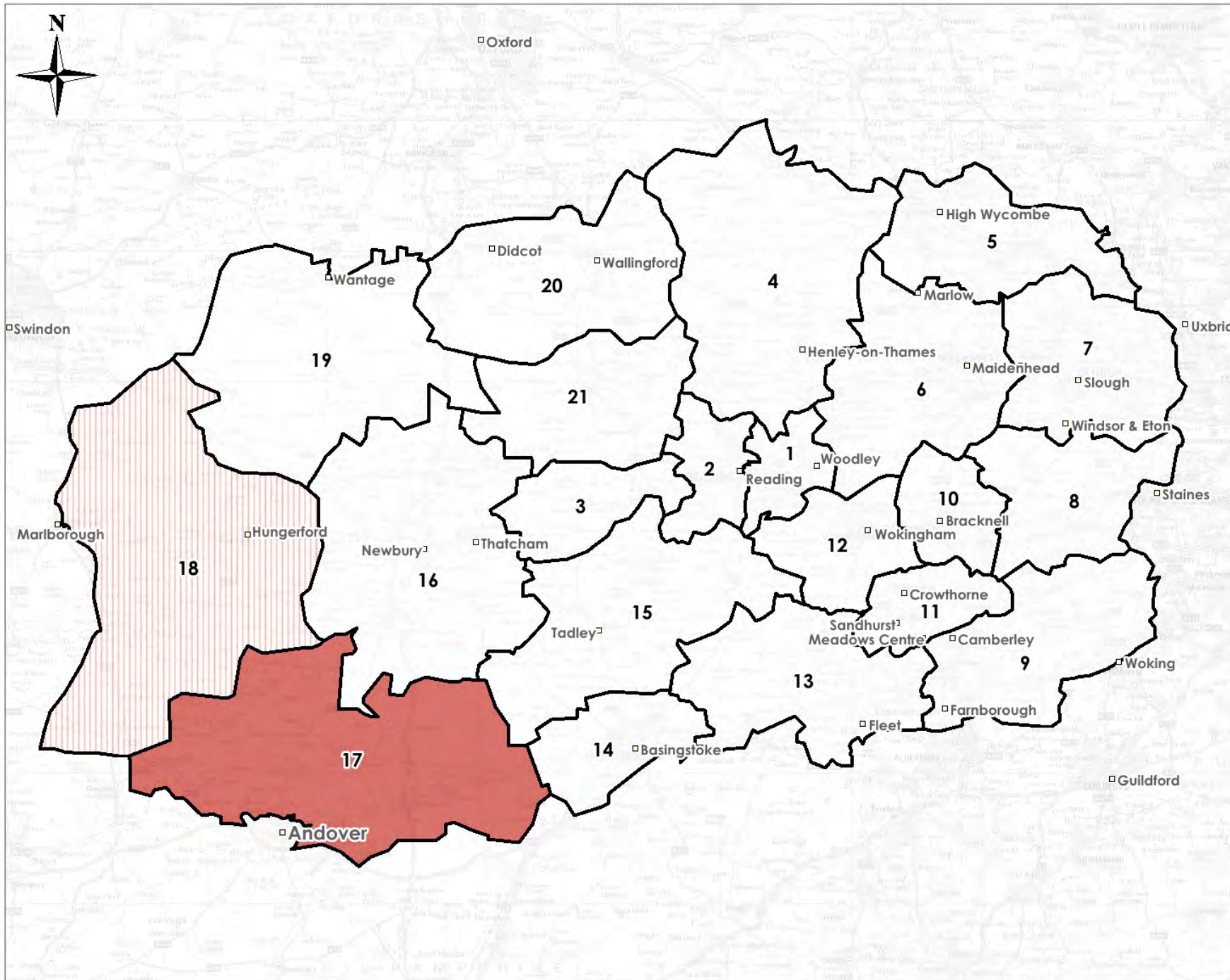
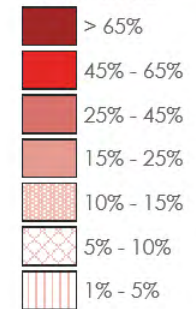
**Plan 36: Oxford comparison goods market share**



### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Comparison goods market share



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

## Plan 37: Andover comparison goods market share

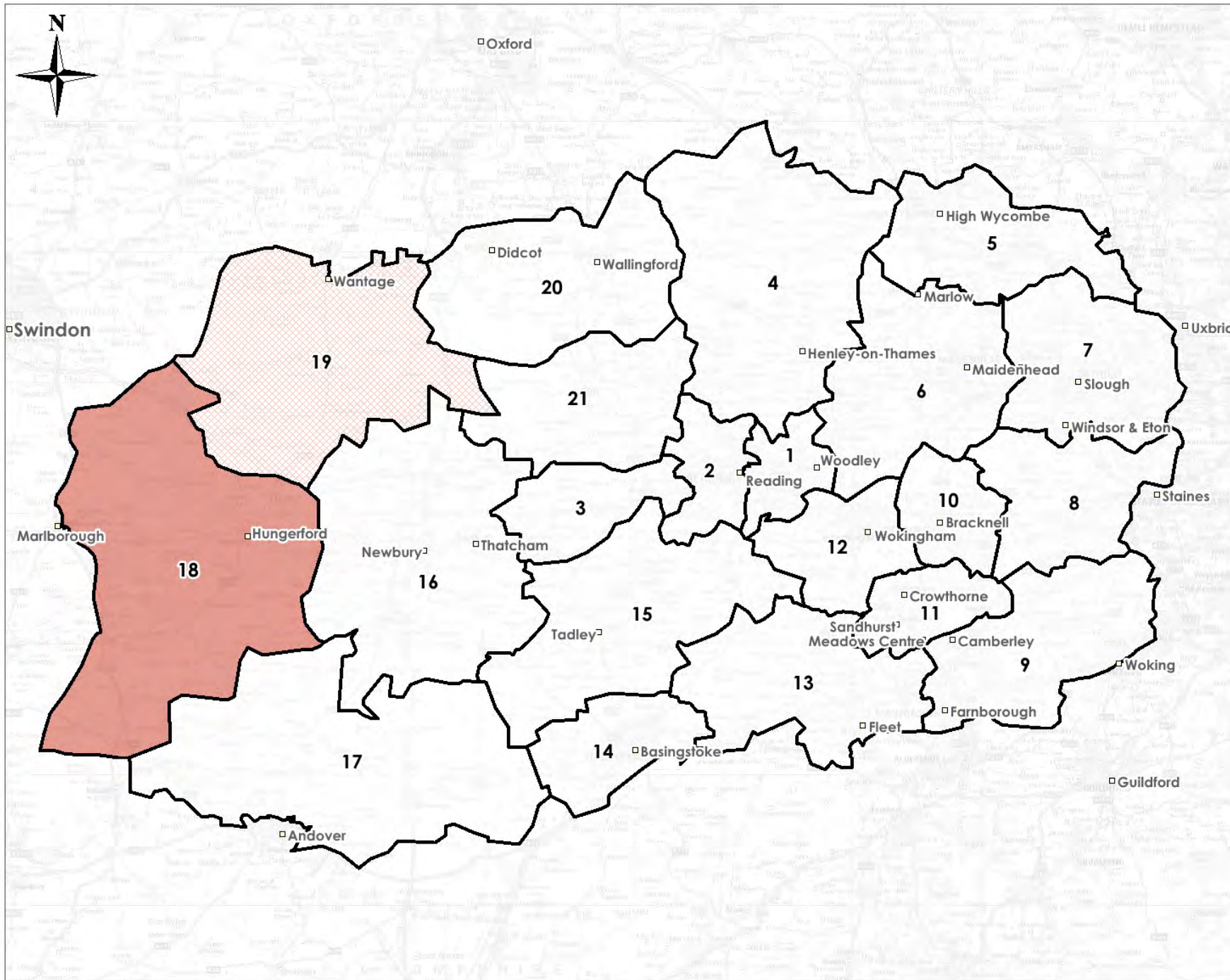
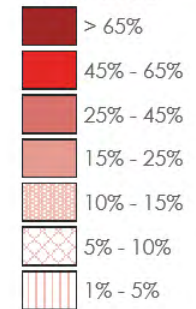




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Comparison goods market share



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MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

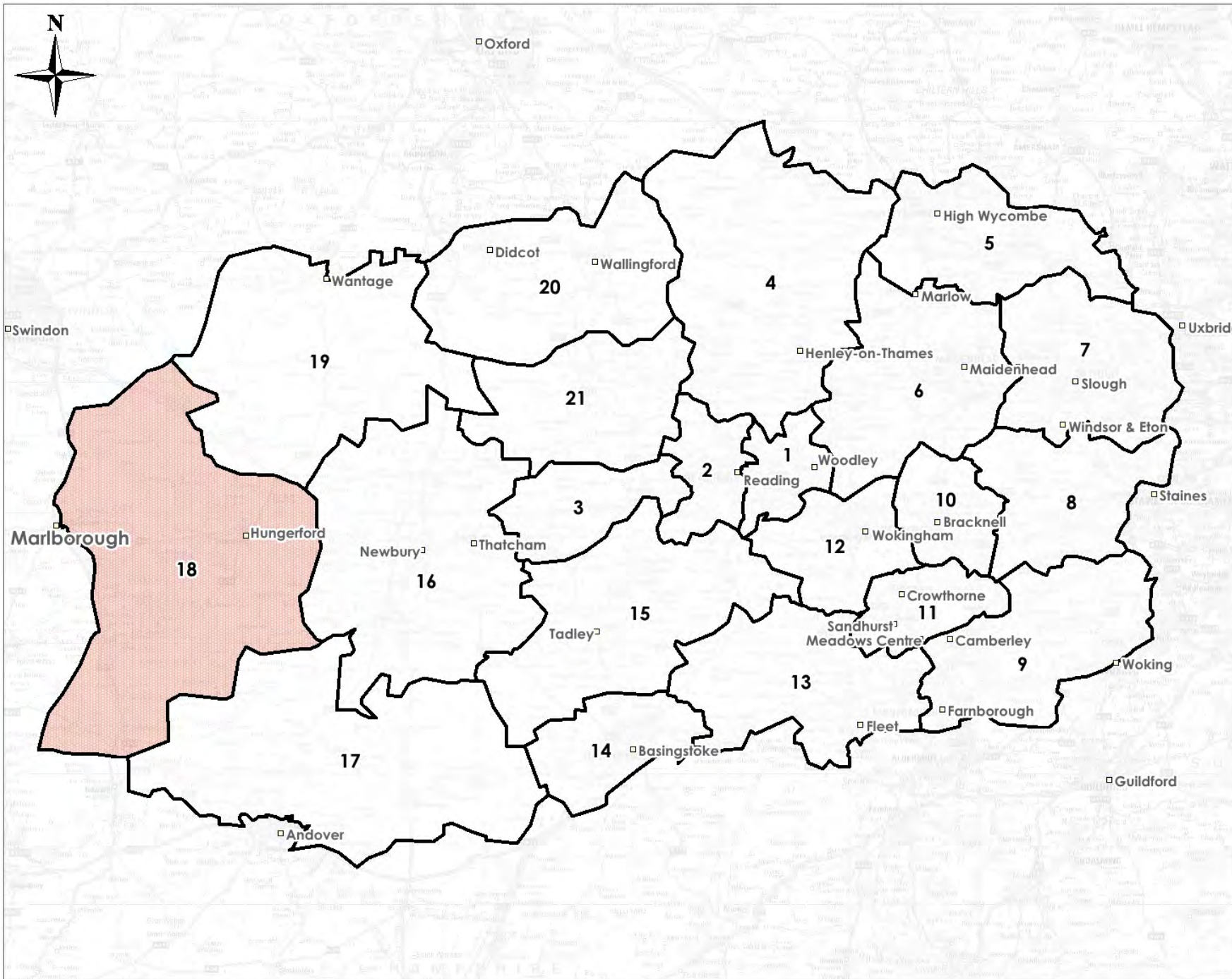
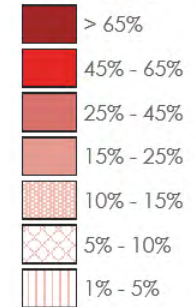
## Plan 38: Swindon comparison goods market share



### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Comparison goods market share



Map reproduced from GBPro 200 GB (2015 edition). MapData © Collins Bartholomew Ltd (2015). Postal Boundary Data © Post Office Ltd 2015

# Plan 39: Marlborough comparison goods market share

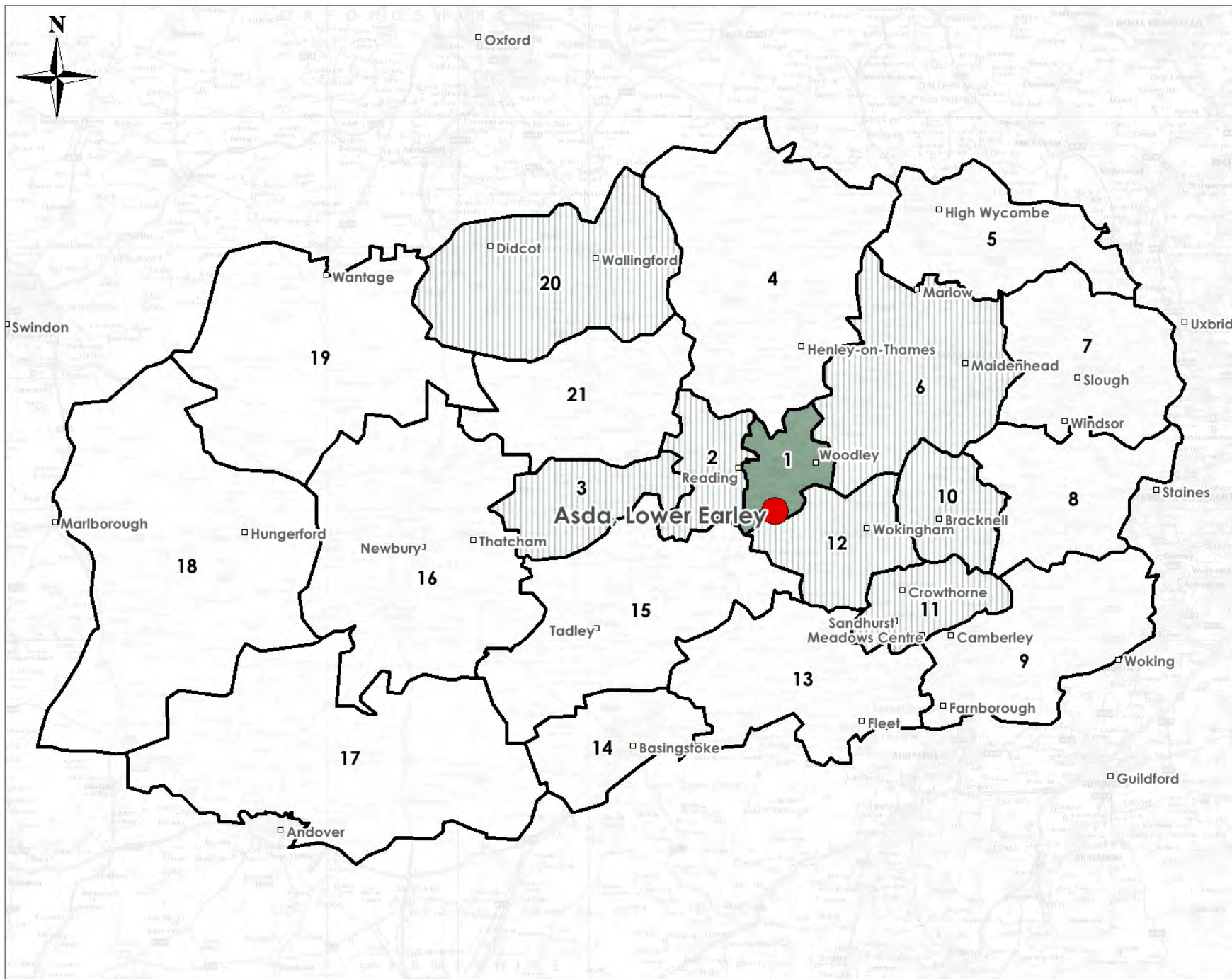
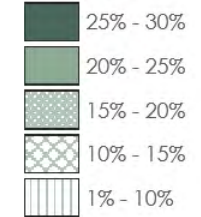




### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Convenience goods market share



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MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

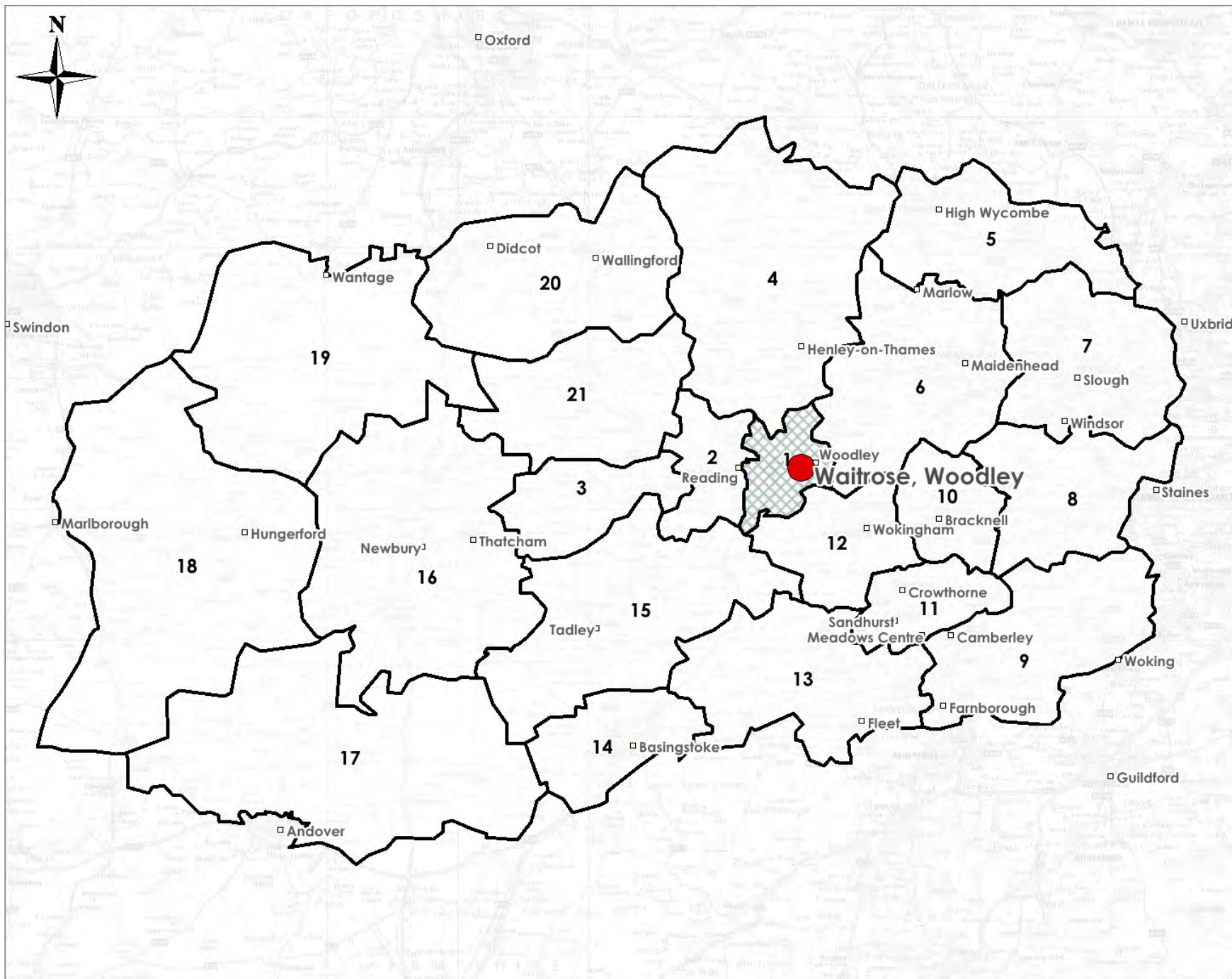
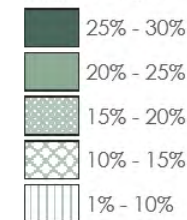
# Plan 40: Asda, Chalfont Way, Lower Earley convenience goods market share



### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Convenience goods market share



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

## Plan 41: Waitrose, Crockhamwell Rd, Woodley convenience goods market share



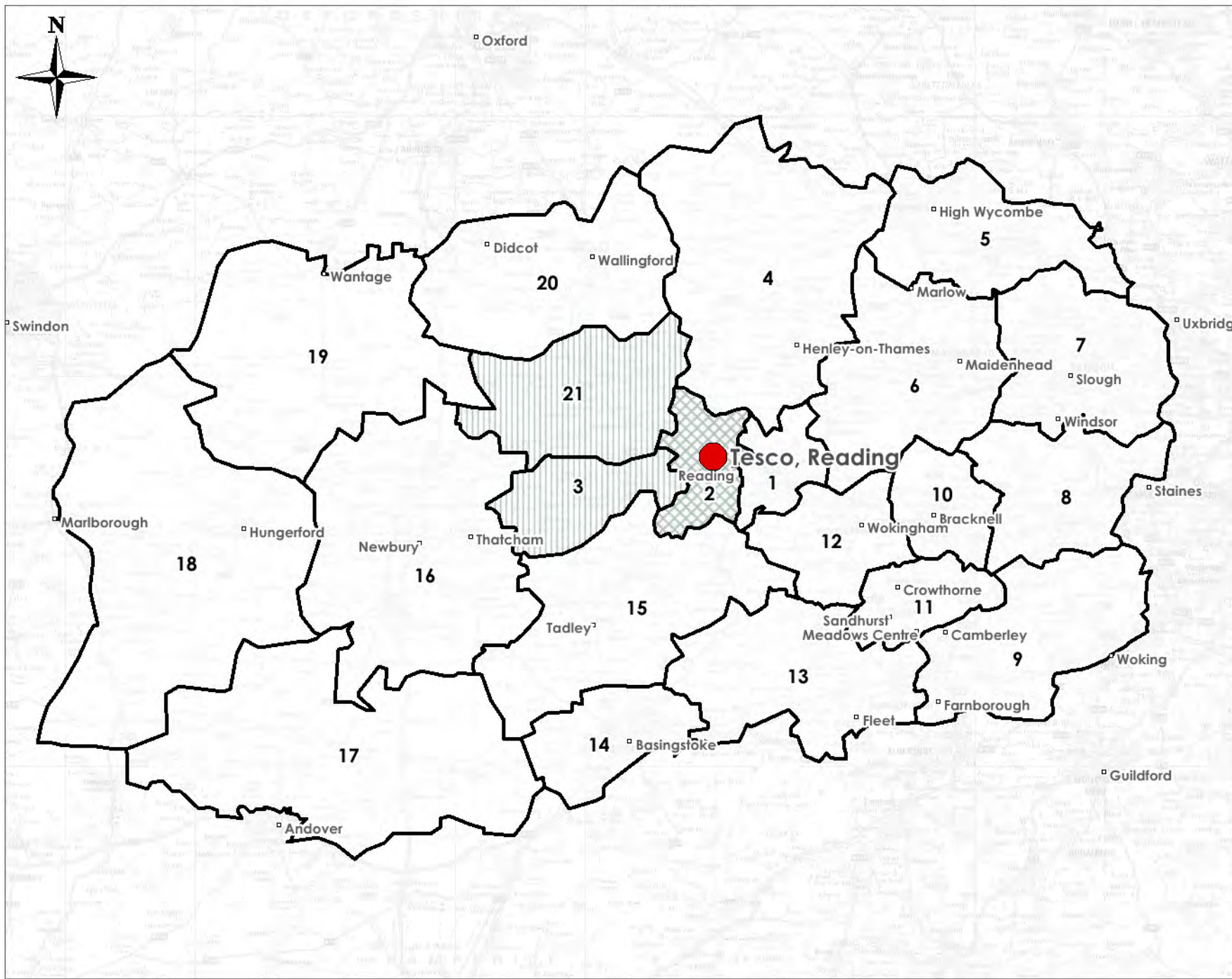


### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Convenience goods market shares

- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 1% - 10%



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

## Plan 42: Tesco Extra, Portman Rd, Reading convenience goods market share

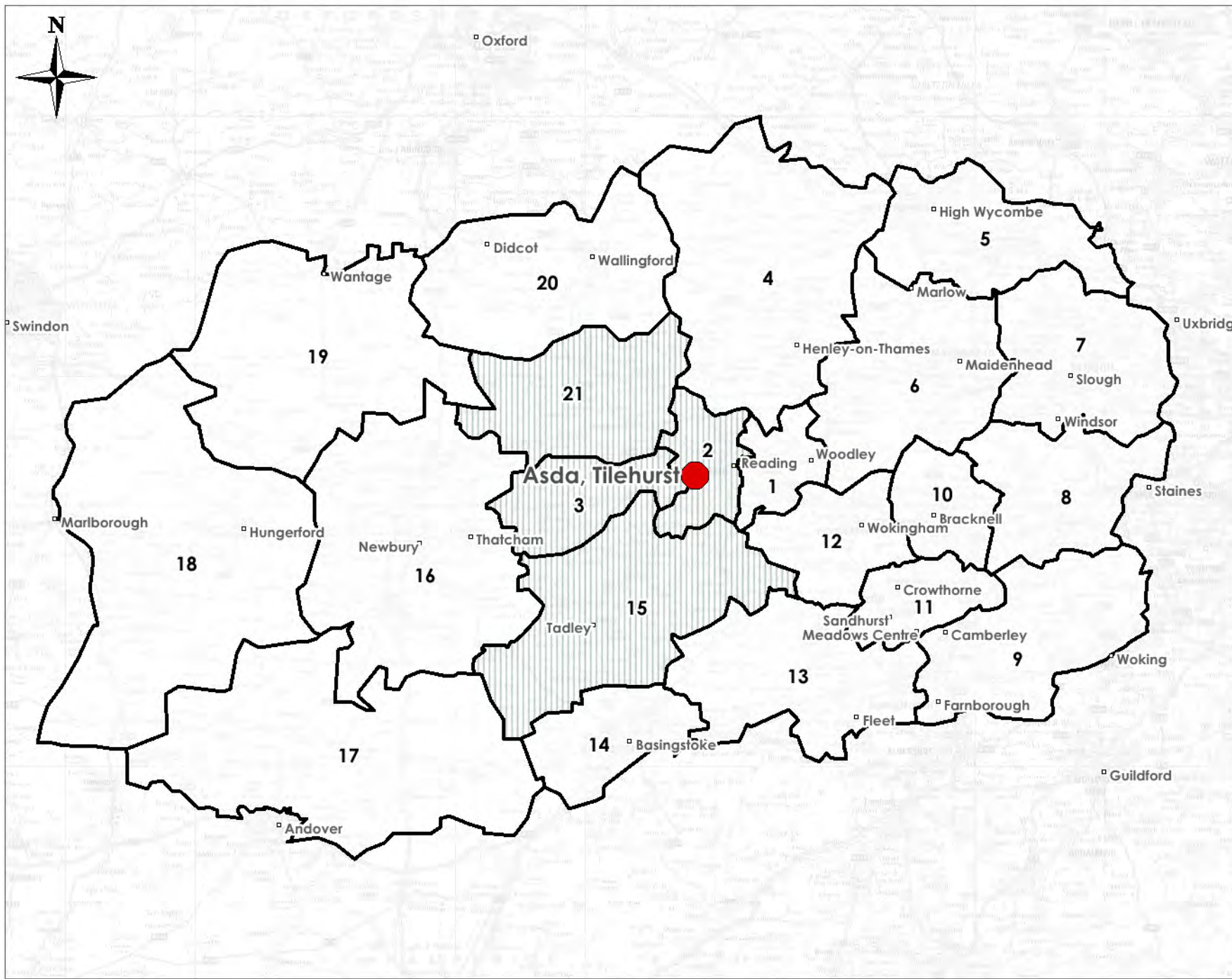


### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Convenience goods market share

- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 1% - 10%



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

## Plan 43: Asda, Honey End Lane, Tilehurst convenience goods market share



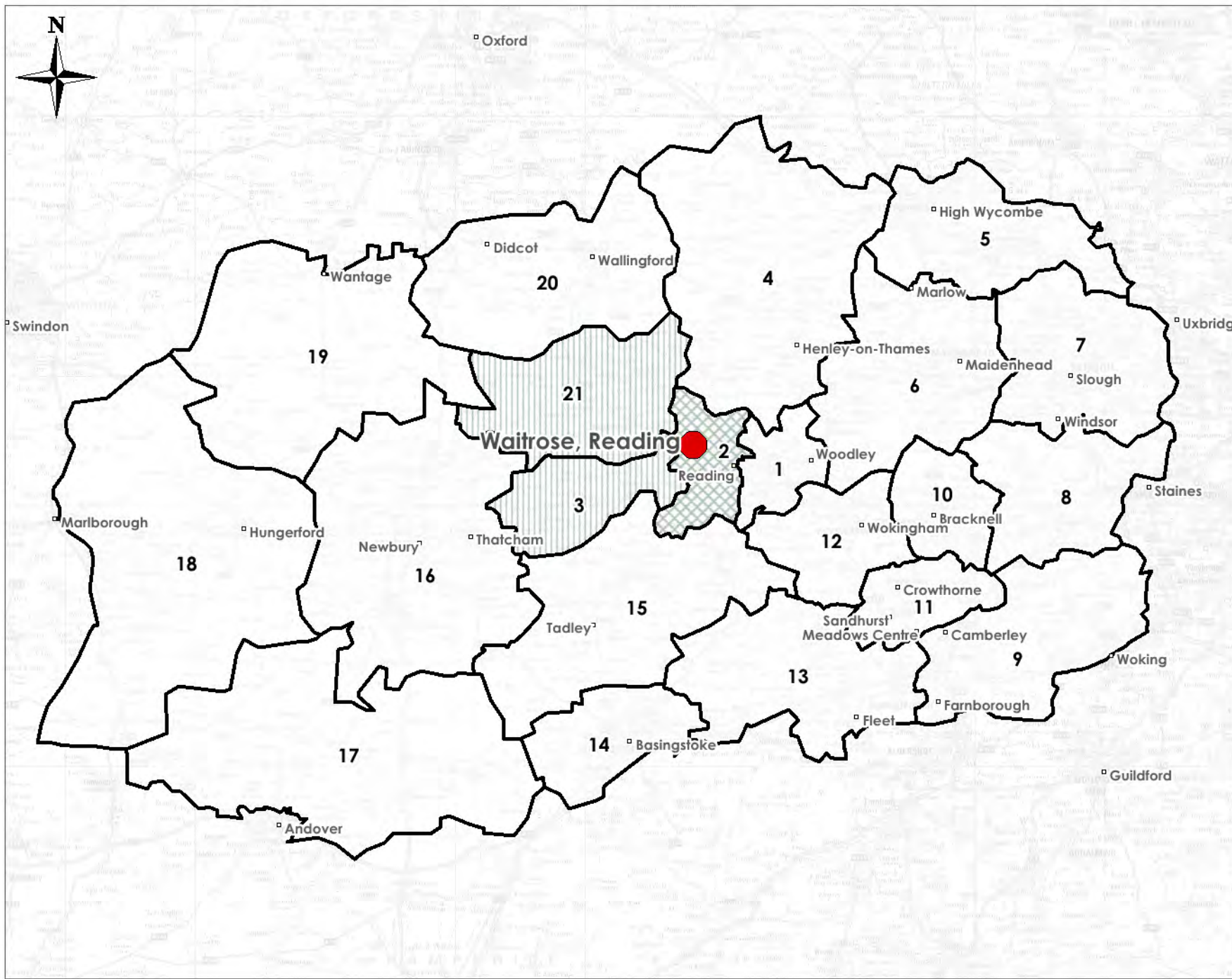


### Western Berkshire Retail & Commercial Leisure Assessment 2016

Key

Convenience goods market share

- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 1% - 10%

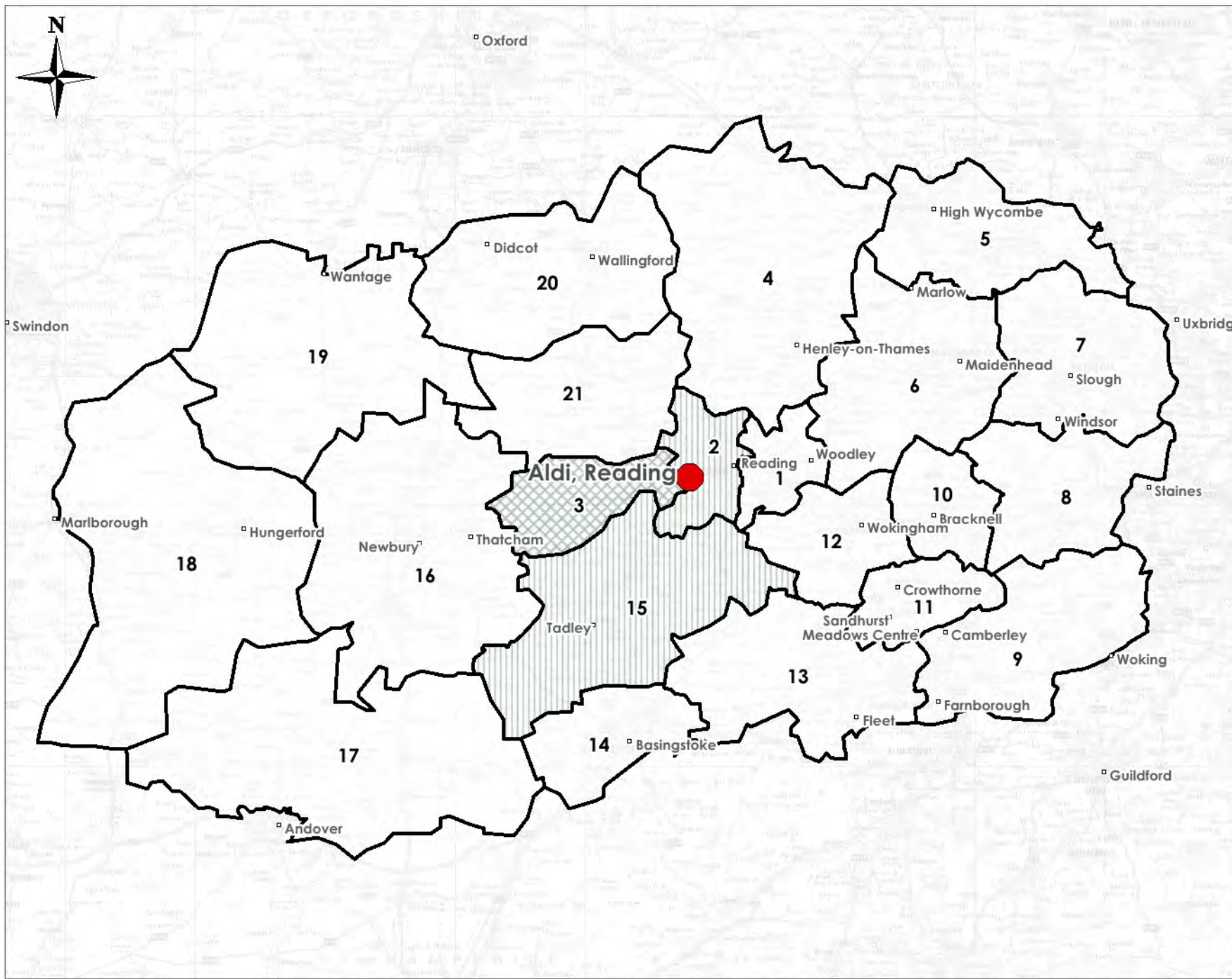


Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

# Plan 44: Waitrose, Oxford Road, Reading convenience goods market share



### Western Berkshire Retail & Commercial Leisure Assessment 2016



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

# Plan 45: Aldi, Bath Road, Reading convenience goods market share

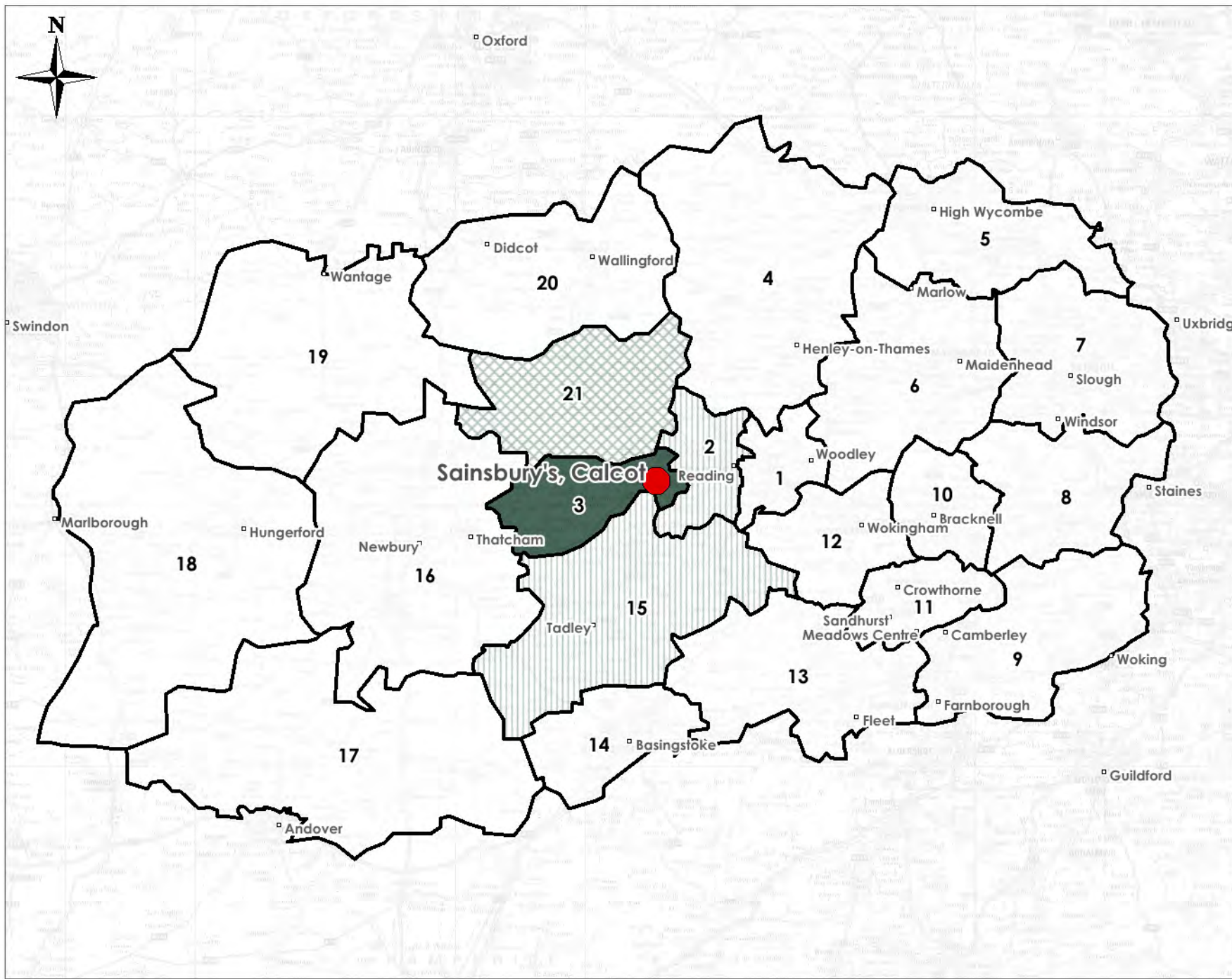
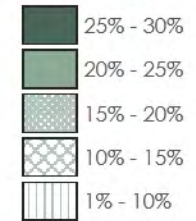




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Convenience goods market share

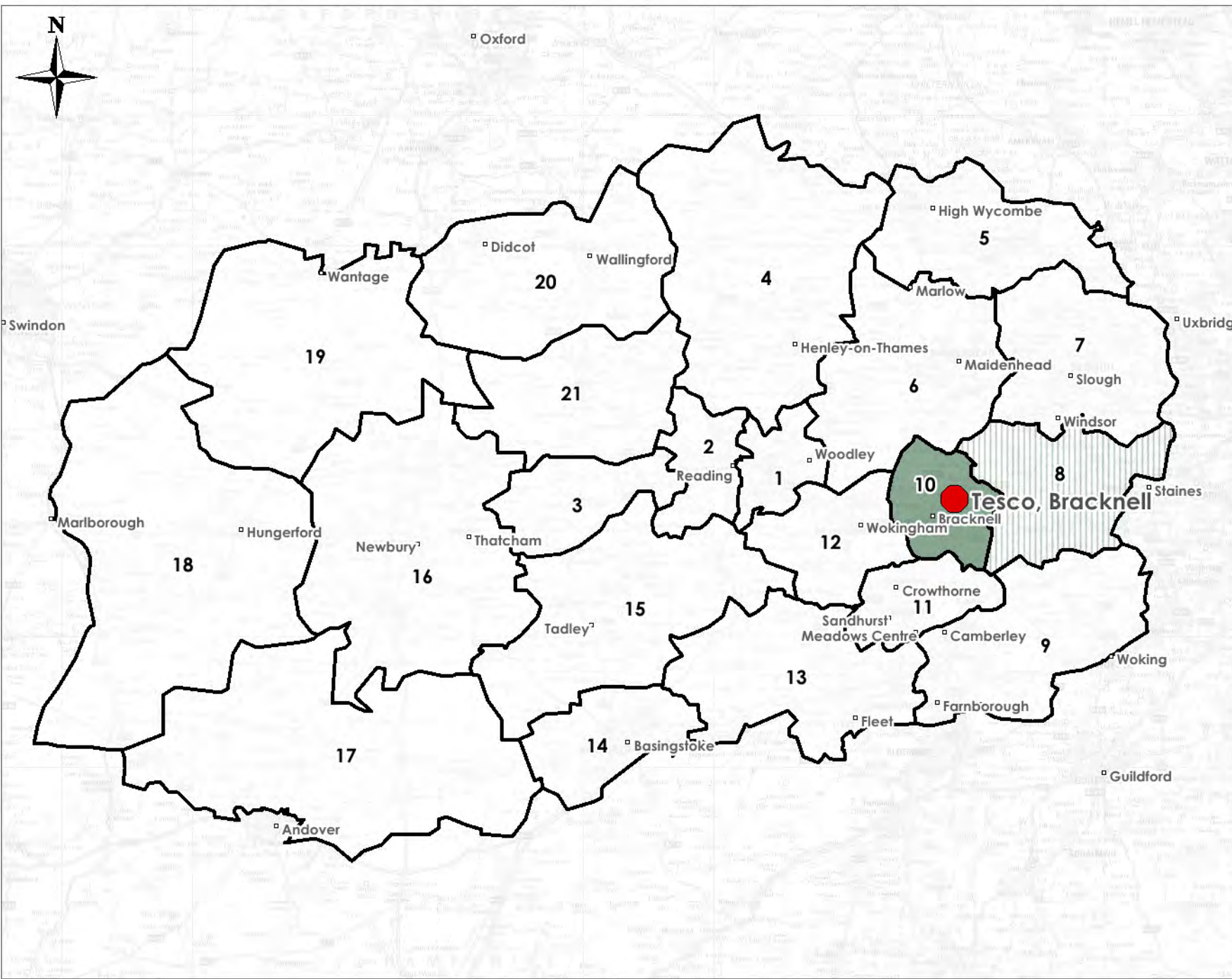


Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

# Plan 46: Sainsbury's, Bath Road, Calcot convenience goods market share



### Western Berkshire Retail & Commercial Leisure Assessment 2016



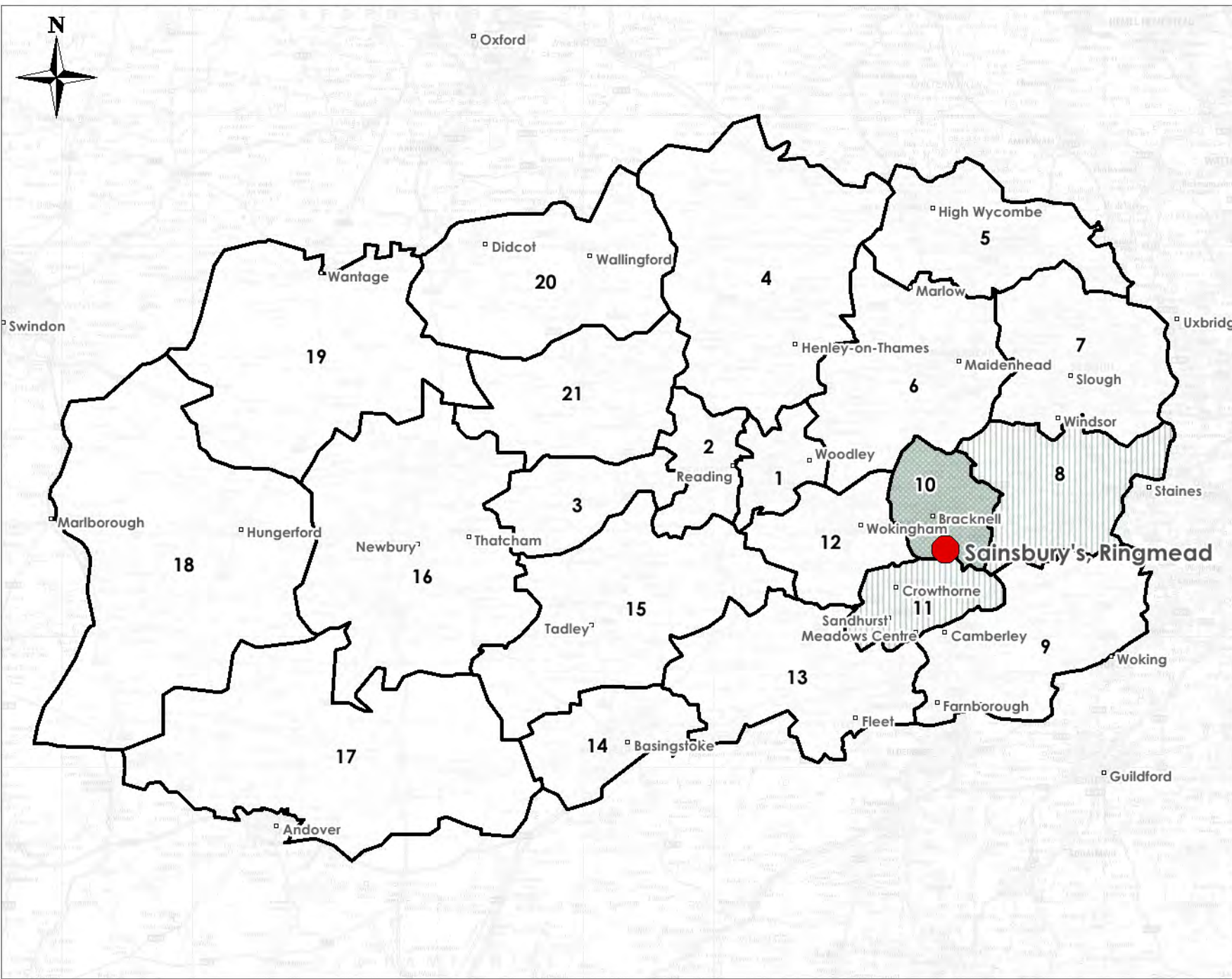
Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

## Plan 47: Tesco, County Lane, Warfield, Bracknell convenience goods market share





### Western Berkshire Retail & Commercial Leisure Assessment 2016



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MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

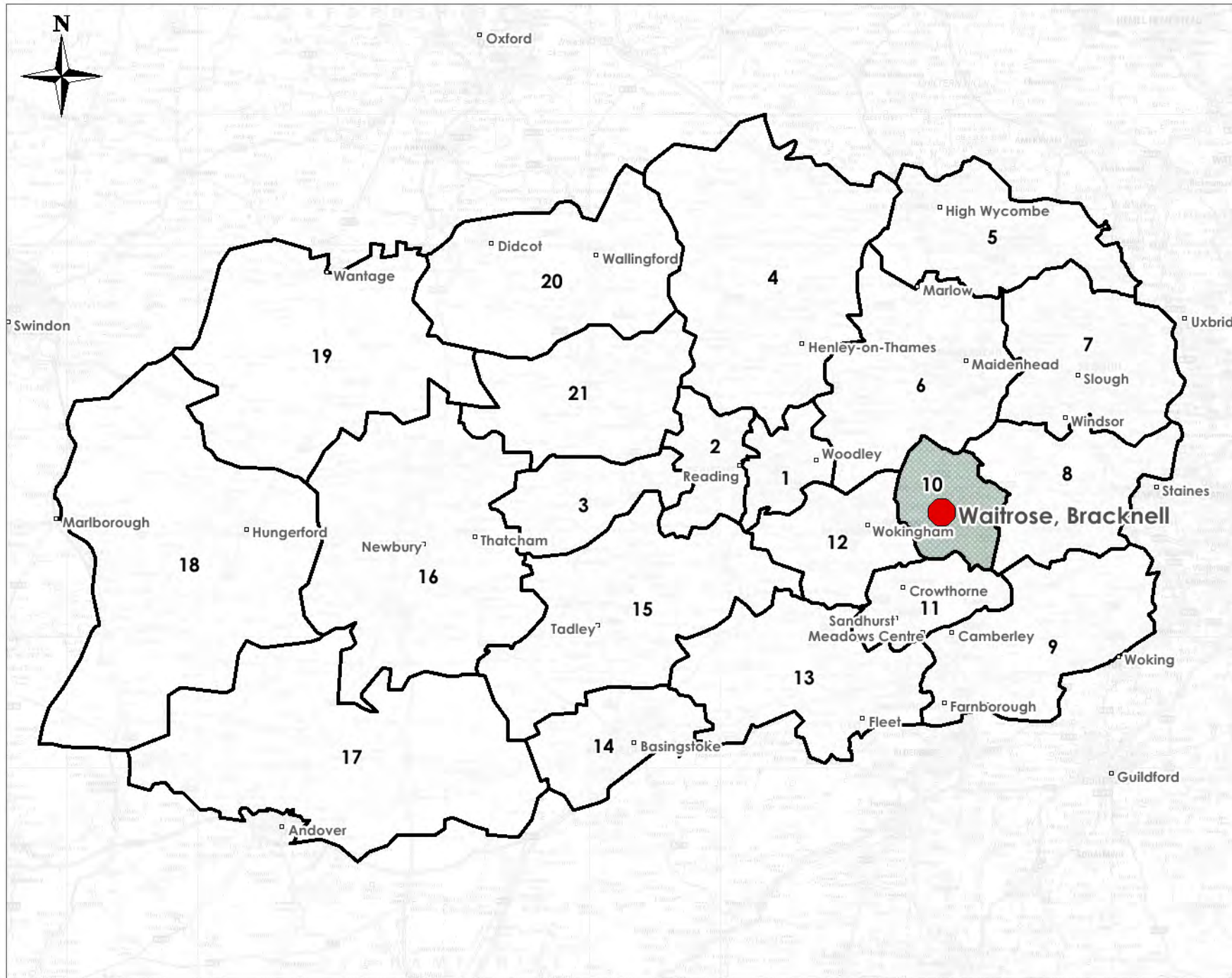
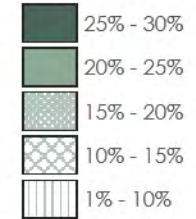
## Plan 48: Sainsbury's, Bagshot Road, Ringmead convenience goods market share



### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Convenience goods market share



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

## Plan 49: Waitrose, Bond Way, Bracknell convenience goods market share

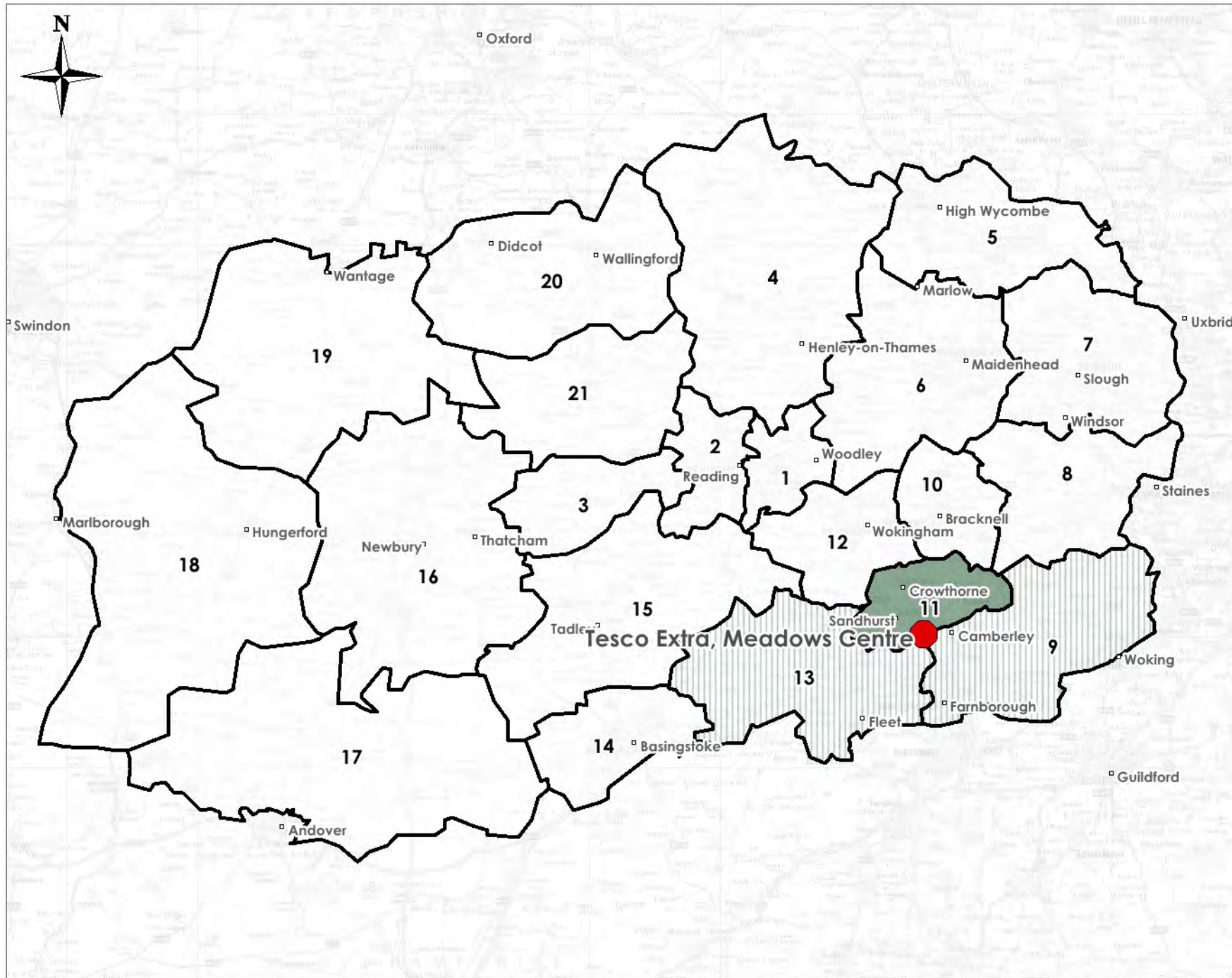
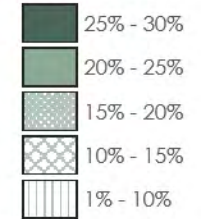




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Convenience goods market share



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

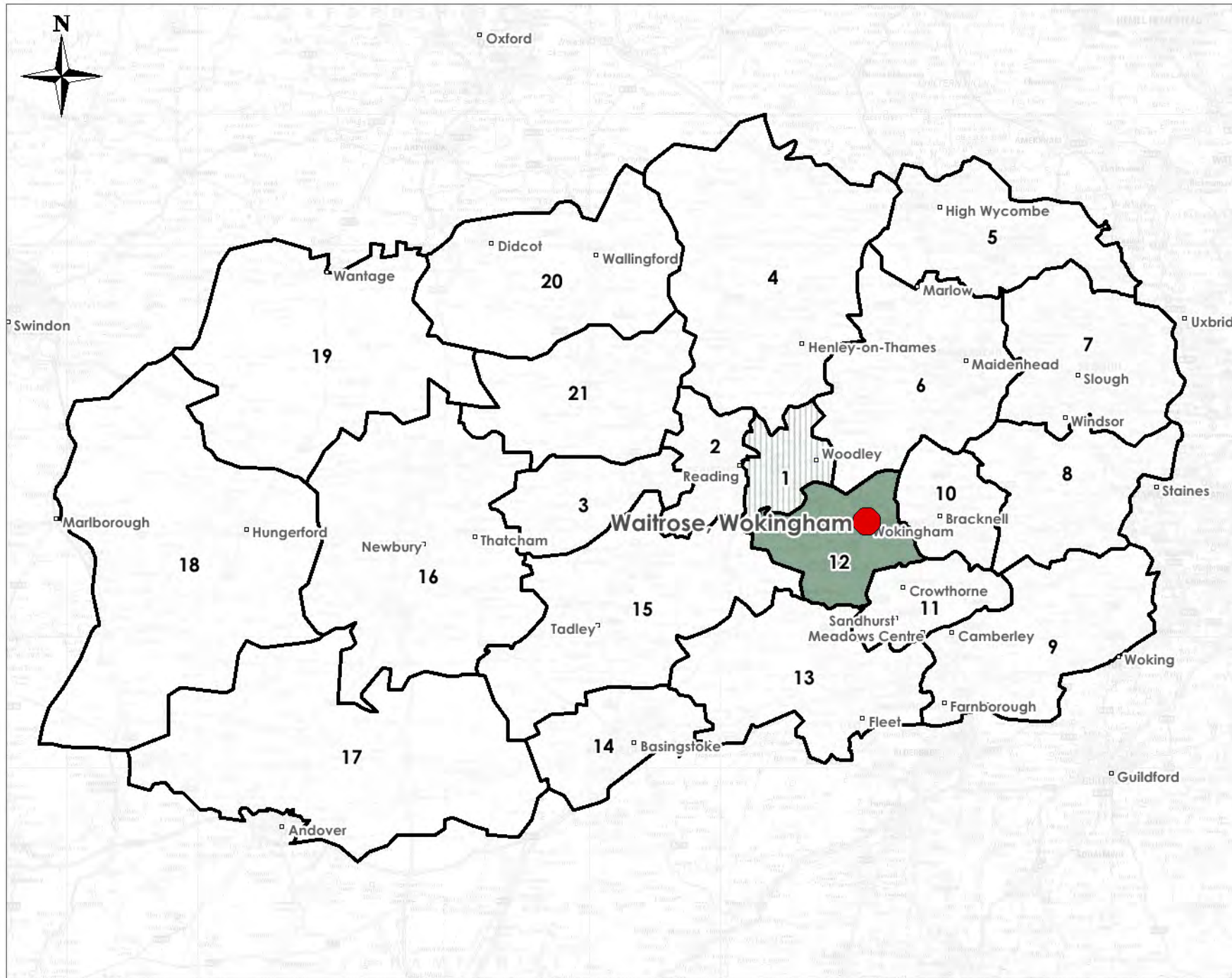
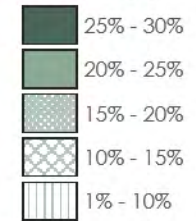
## Plan 50: Teco Extra, Meadows Centre, Sandhurst convenience goods market share



### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Convenience goods market share



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

## Plan 51: Waitrose, Rectory Road, Wokingham convenience goods market share



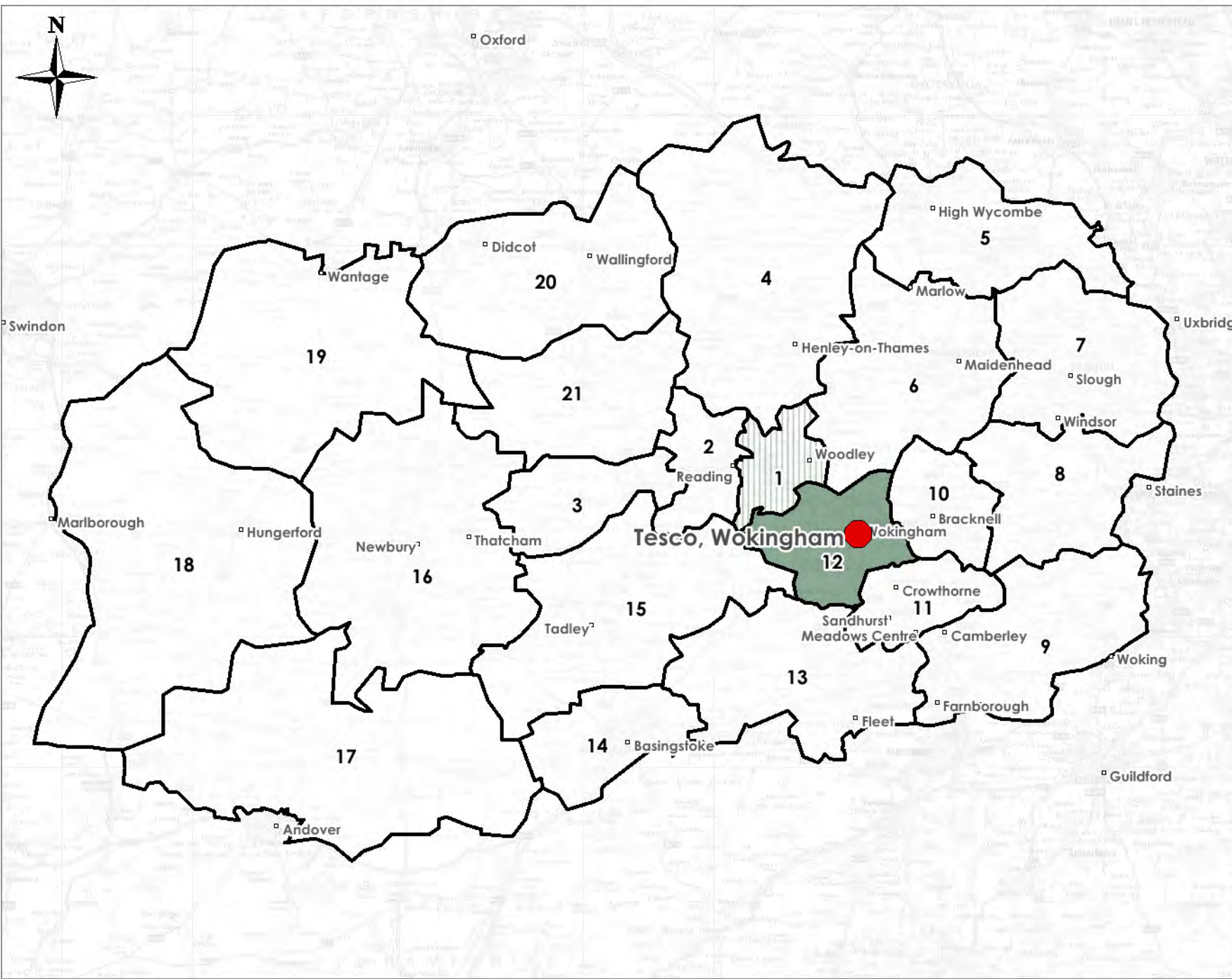


### Western Berkshire Retail & Commercial Leisure Assessment 2016

**Key**

Convenience goods market share

- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 1% - 10%



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

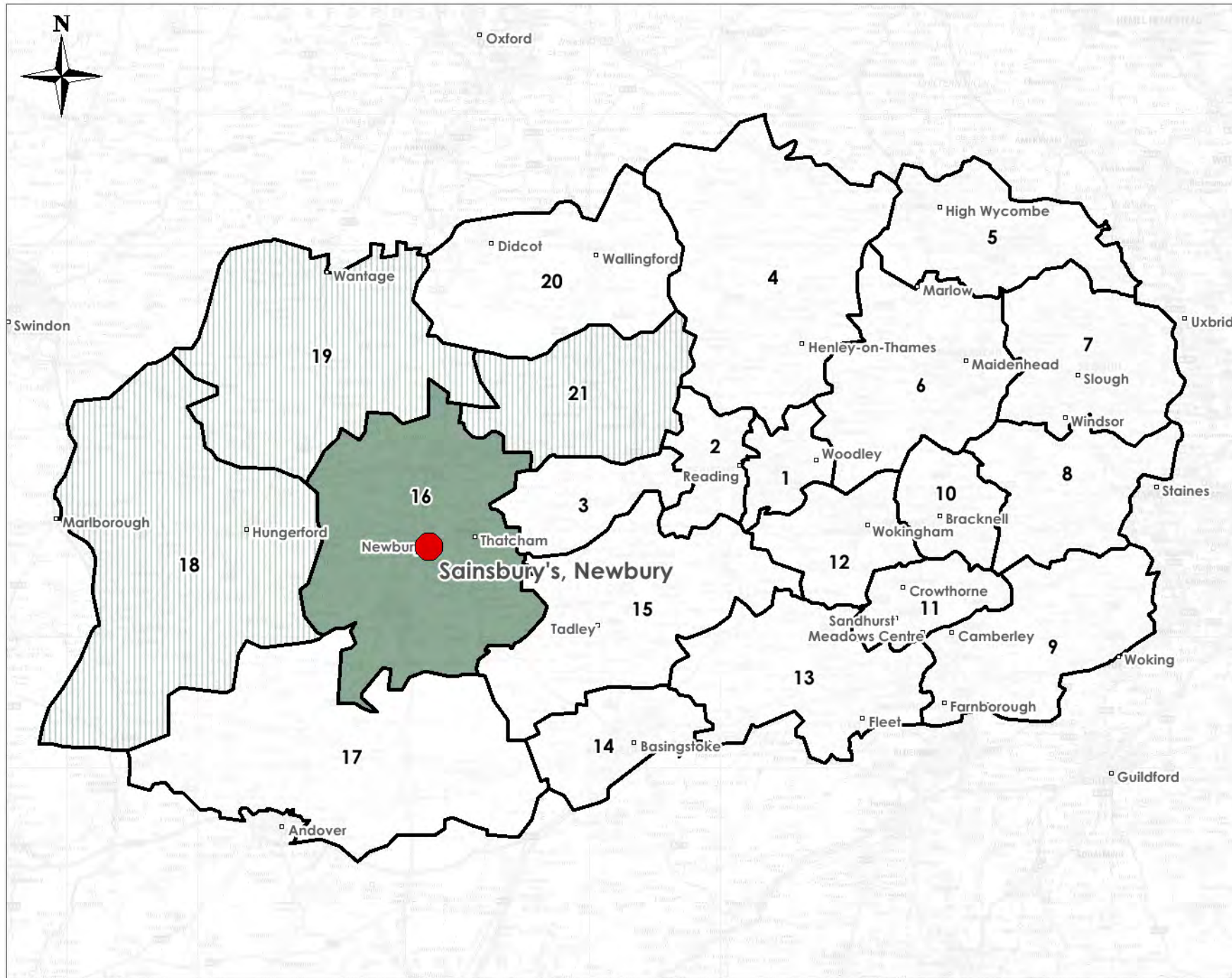
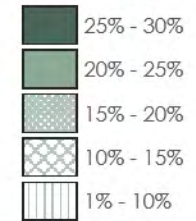
# Plan 52: Tesco, Finchampstead Rd, Wokingham convenience goods market share



### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Convenience goods market share



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

## Plan 53: Sainsbury's, Hectors Way, Newbury convenience goods market share

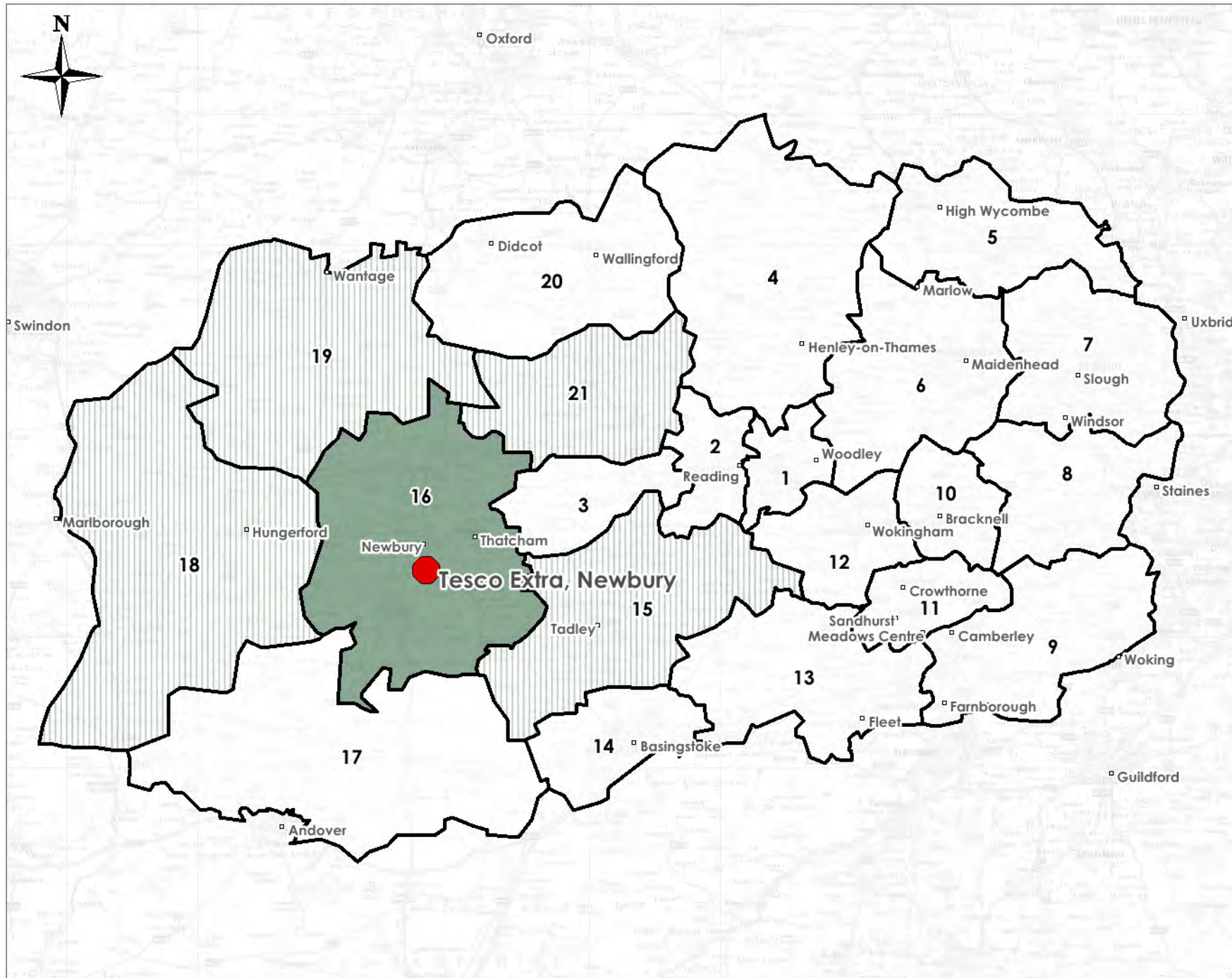
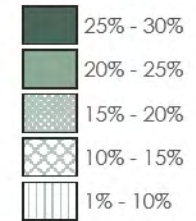




### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Convenience goods market share



Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

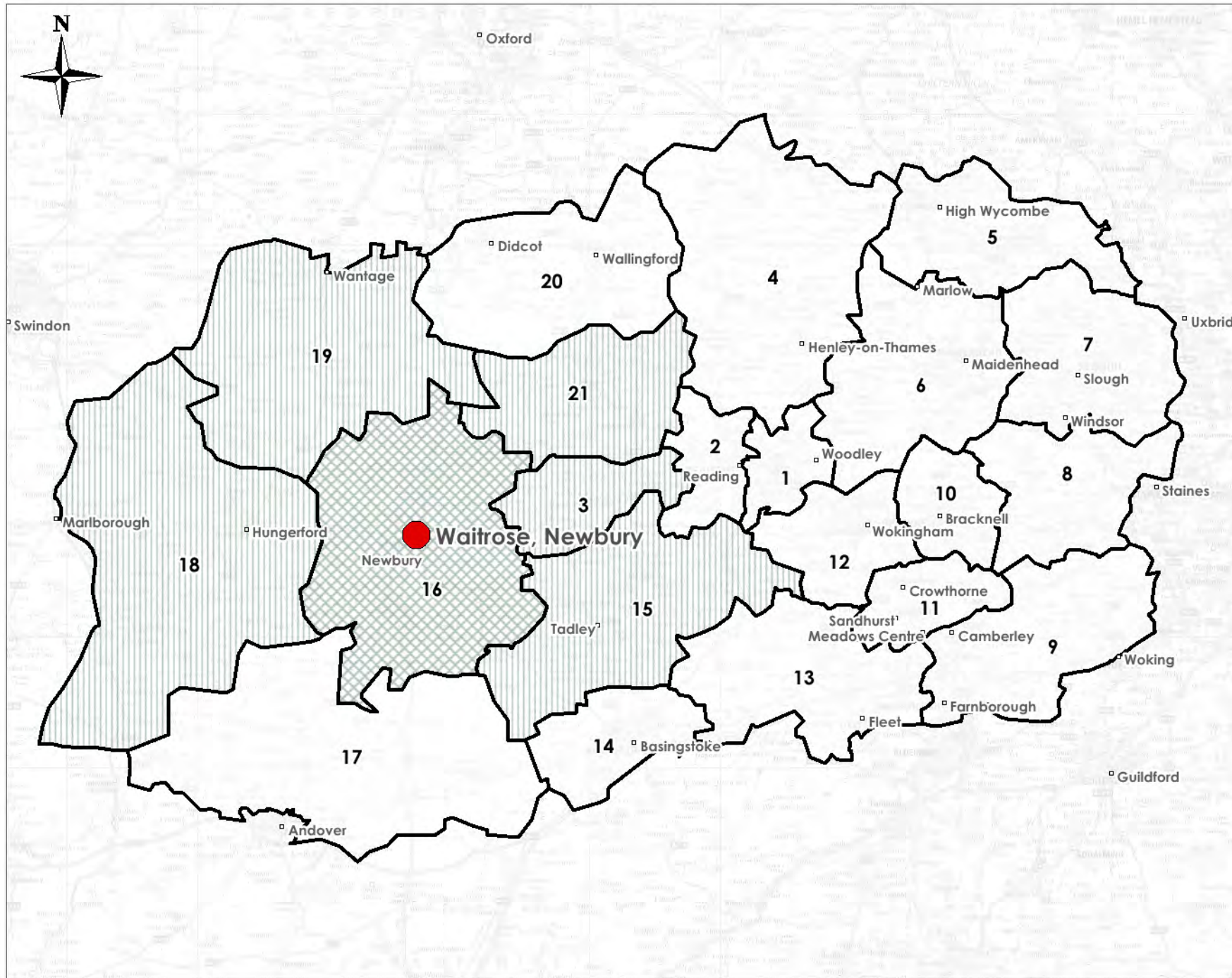
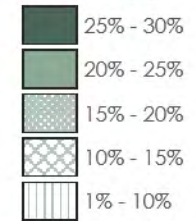
## Plan 54: Tesco Extra, Pinchington Lane, Newbury convenience goods market share



### Western Berkshire Retail & Commercial Leisure Assessment 2016

#### Key

Convenience goods market share

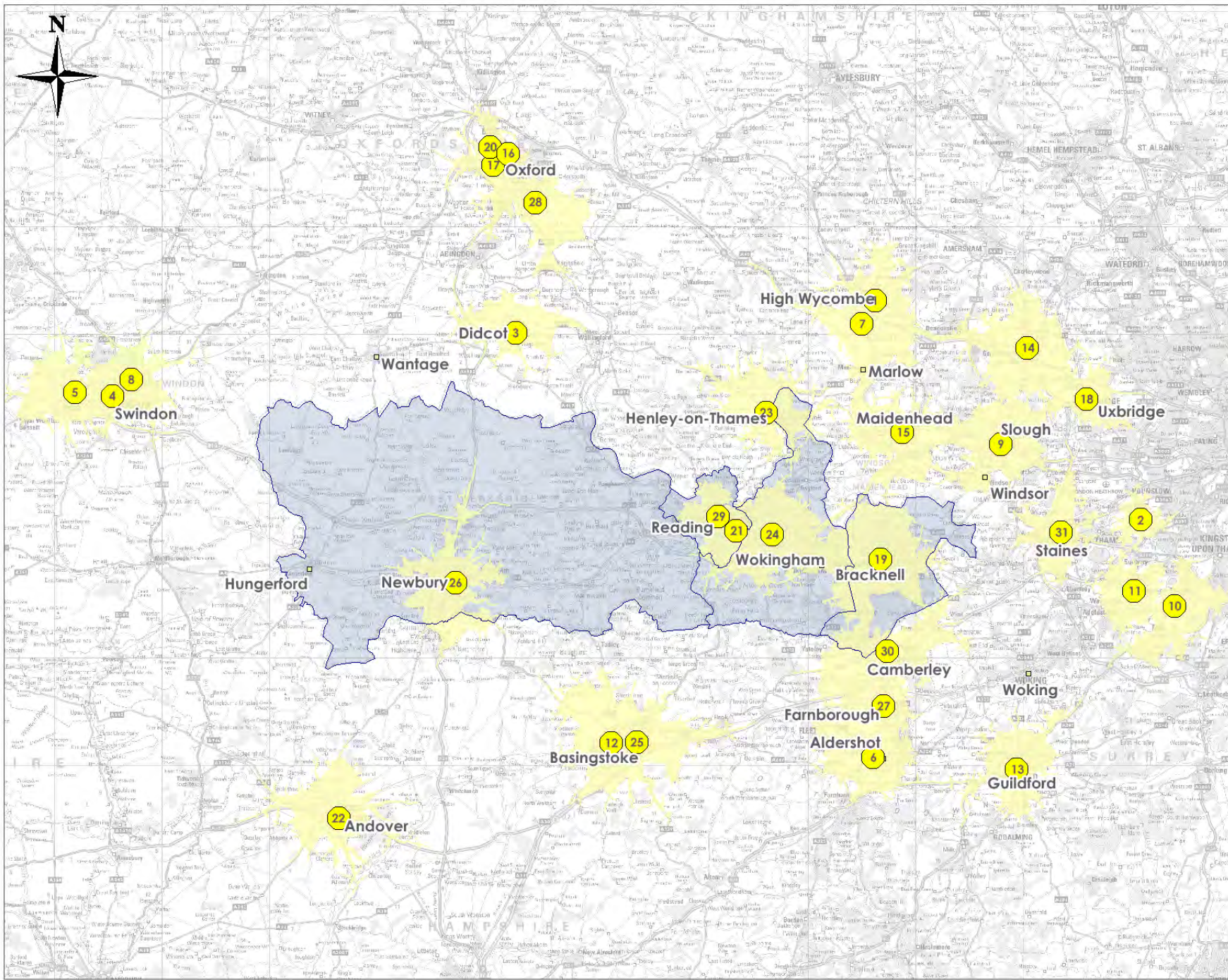


Map reproduced from GBPro 200 GB (2015 edition).  
MapData © Collins Bartholomew Ltd (2015). Postal  
Boundary Data © Post Office Ltd 2015

## Plan 55: Waitrose, Oxford Road, Newbury convenience goods market share



# COMMERCIAL LEISURE PLANS



**Western Berkshire Retail & Commercial Leisure Assessment 2016**

- Key**
- 10 minute drivetime
  - Cinema (see list attached)

Map reproduced from GBPro 200 GB (2015 edition).  
 MapData © Collins Bartholomew Ltd (2015). Postcode  
 Boundary Data © Post Office Ltd 2015. Drive-time  
 boundaries © Experian Ltd, HERE 2014 Q3.

**Plan 57: Provision of cinema facilities**

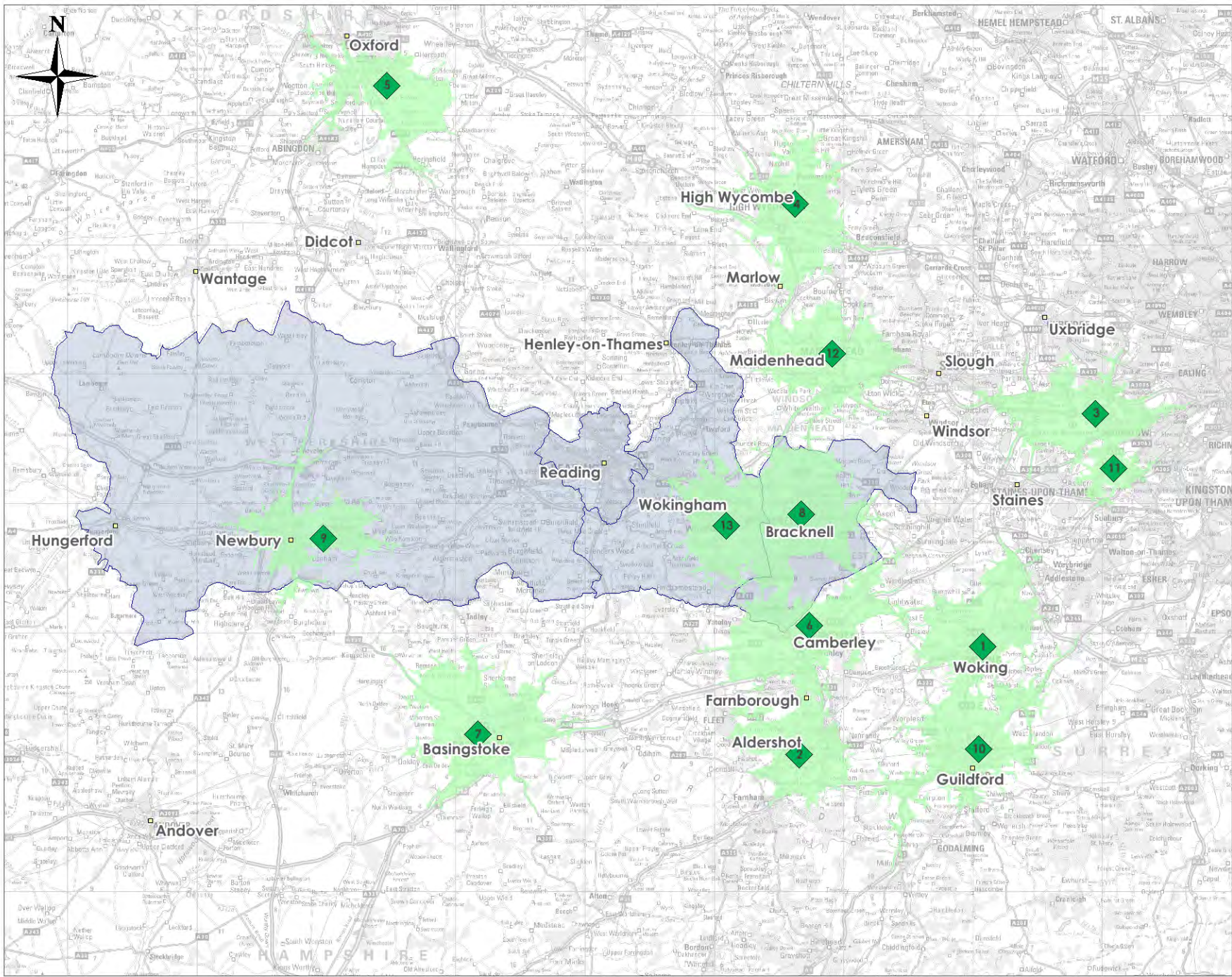
08449 02 03 04  
[gva.co.uk](http://gva.co.uk)





## Western Berkshire Retail & Commercial Leisure Assessment 2016

- Key**
- 10 minute drivetime
  - Entertainment facility
- 1 10 Pin, Crown Square, Woking
  - 2 1st Bowl, Hippodrome House, Birckett Road, Aldershot
  - 3 Airport Bowl, Bath Road, Hayes
  - 4 AMF Bowling, Eden Centre, High Wycombe
  - 5 Bowlplex, Ozone Leisure Park, Oxford
  - 6 Bowlplex, The Atrium, Park Street, Camberley
  - 7 Bowlplex, West Ham Leisure Park, Basingstoke
  - 8 Hollywood Bowl, The Point, Bracknell
  - 9 Lakeside Superbowl, Newbury Leisure Park, Thatcham
  - 10 Spectrum, Parkway, Guildford
  - 11 Tenpin, Leisure West, Feltham
  - 12 Tenpin, St Clouds Way, Maidenhead
  - 13 Wokingham Superbowl, Wellington Road, Wokingham



Map reproduced from GBPro 200 GB (2015 edition).  
 MapData © Collins Bartholomew Ltd (2015). Postcode  
 Boundary Data © Post Office Ltd 2015. Drive-time  
 boundaries © Experian Ltd, HERE 2014 Q3

# Plan 58: Provision of entertainment facilities

08449 02 03 04  
[gva.co.uk](http://gva.co.uk)

# COMPARISON GOODS MODELLING



Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
Comparison Capacity Modelling

denotes zone wholly or predominantly within Western Berkshire

Table 1: Survey area population forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Total
2015	122,017	105,350	28,473	43,651	153,780	111,892	210,830	64,989	170,489	90,113	71,263	66,501	78,225	117,951	50,076	89,096	41,197	23,838	22,195	57,980	21,881	1,741,787
<b>2016</b>	123,046	105,914	28,632	43,875	154,841	112,897	213,337	65,599	171,449	91,038	71,723	67,192	78,649	119,346	50,583	89,726	41,452	23,985	22,330	58,321	22,002	<b>1,755,937</b>
<b>2021</b>	127,208	108,352	29,438	45,058	159,826	117,802	225,212	68,390	176,110	95,482	74,324	70,317	80,795	126,014	53,002	92,844	42,742	24,764	23,073	60,044	22,578	<b>1,823,375</b>
<b>2026</b>	130,988	110,769	30,195	46,066	164,475	122,221	235,485	70,941	180,583	99,309	76,564	72,914	82,752	131,635	55,144	95,578	44,058	25,407	23,750	61,733	23,069	<b>1,883,636</b>
<b>2031</b>	134,488	112,876	30,742	46,906	168,868	125,791	244,255	73,274	184,636	102,421	78,444	74,874	84,405	136,225	56,846	97,793	45,266	25,872	24,361	63,205	23,424	<b>1,934,972</b>
<b>2036</b>	137,373	114,926	31,235	47,689	172,765	129,143	252,730	75,316	188,931	105,401	80,307	76,722	85,900	140,442	58,348	99,866	46,418	26,300	24,819	64,505	23,817	<b>1,982,954</b>
<b>Change 2016-36</b>	14,327	9,012	2,603	3,814	17,924	16,246	39,393	9,717	17,482	14,363	8,584	9,530	7,251	21,096	7,765	10,140	4,966	2,315	2,489	6,184	1,815	<b>227,017</b>

Source: Experian Micromarketer zonal population estimates and projections

Table 1b: Survey area postcode sectors

Zone	Postal Sectors
Zone 1	RG 1 3, RG1 4, RG1 5, RG2 7, RG2 8, RG4 5, RG4 6, RG5 3, RG6 1, RG6 3, RG6 4, RG6 5, RG6 6, RG6 7, RG5 4
Zone 2	RG1 1, RG1 2, RG1 6, RG1 7, RG1 8, RG2 0, RG2 6, RG4 7, RG4 8, RG30 1, RG30 2, RG30 3, RG30 4, RG30 6, RG31 6
Zone 3	RG7 5, RG7 6, RG31 4, RG31 5, RG31 7
Zone 4	RG4 9, OX49 5, HP14 3, RG9 1, RG9 2, RG9 3, RG9 4, RG9 5, RG9 6
Zone 5	HP10 0, HP10 8, HP10 9, HP11 1, HP11 2, HP12 3, HP12 4, HP13 5, HP13 6, HP13 7, HP15 7, SL7 3, SL8 5, HP9 2, SL9 7
Zone 6	SL9 8, RG10 0, RG10 8, RG10 9, SL6 0, SL6 1, SL6 2, SL6 3, SL6 4, SL6 5, SL6 6, SL6 7, SL6 8, SL6 9, SL7 1, SL7 2
Zone 7	SL1 2, SL1 3, SL1 4, SL1 5, SL1 6, SL1 7, SL1 8, SL1 9, SL2 1, SL2 2, SL2 3, SL2 4, SL4 1, SL4 3, SL4 5, SL4 6, SL0 0, SL0 9, SL1 1, SL3 0, SL3 6, SL3 7, SL3 8, SL3 9, SL2 5
Zone 8	SL4 2, SL4 4, SL5 7, SL5 9, GU25 4, SL5 0, TW19 5, TW19 6, TW20 0, TW20 9
Zone 9	GU14 6, GU14 7, GU16 6, GU24 0, GU14 8, GU15 1, GU15 2, GU15 3, GU16 7, GU16 8, GU16 9, GU18 5, GU20 6, GU24 8, GU24 9, GU21 2, GU21 3, GU21 4, GU21 5, GU21 6, GU21 7, GU21 8, KT16 0
Zone 10	RG12 0, RG12 1, RG12 2, RG12 7, RG12 8, RG12 9, RG42 1, RG42 2, RG42 3, RG42 4, RG42 5, RG42 6, RG42 7, SL5 8
Zone 11	GU15 4, GU17 0, GU19 5, GU46 6, GU46 7, GU47 0, GU47 8, GU47 9, RG45 6, RG45 7
Zone 12	RG40 1, RG40 2, RG40 3, RG40 4, RG40 5, RG41 1, RG41 2, RG41 3, RG41 4, RG41 5
Zone 13	GU14 0, GU14 9, GU51 1, GU51 2, GU51 3, GU51 4, GU51 5, GU52 7, RG27 8, RG27 9, GU17 9, RG27 0
Zone 14	RG21 3, RG21 34, RG21 5, RG21 6, RG21 7, RG21 8, RG22 4, RG22 5, RG22 6, RG24 7, RG23 7, RG23 8, RG24 8, RG24 9
Zone 15	RG7 1, RG7 2, RG7 3, RG7 4, RG26 3, RG26 4, RG26 5, RG20 5, RG7 8
Zone 16	RG14 1, RG14 2, RG14 3, RG14 5, RG14 6, RG14 7, RG18 3, RG18 4, RG18 9, RG19 3, RG19 4, RG19 6, RG19 8, RG20 0, RG20 4, RG20 8, RG20 9
Zone 17	RG25 3, RG28 7, SP11 0, SP11 6, SP10 4, SP10 5, SP11 9
Zone 18	RG17 0, RG17 9, SN8 2, SN8 3
Zone 19	OX12 8, OX12 9, RG17 7, RG17 8, RG20 7
Zone 20	OX10 6, OX10 8, OX10 9, OX11 9, OX11 0, OX11 6, OX11 7, OX11 8
Zone 21	RG8 7, RG8 8, RG18 0, RG8 0, RG8 9, RG20 6

Western Berkshire LPA areas
<b>Reading:</b> zone 1*, zone 2
<b>Bracknell Forest:</b> zone 10, zone 11*
<b>Wokingham:</b> zone 1*, zone 12
<b>West Berkshire:</b> zone 3, zone 15*, zone 16*, zone 18*, zone 19*, zone 21*
(*denotes authority area which falls partially within zone)

Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
Comparison Capacity Modelling

denotes zone wholly or predominantly within Western Berkshire

Table 2: Survey area comparison goods retail expenditure forecasts (per capita, 2014 prices)

	Zone 1 (£)	Zone 2 (£)	Zone 3 (£)	Zone 4 (£)	Zone 5 (£)	Zone 6 (£)	Zone 7 (£)	Zone 8 (£)	Zone 9 (£)	Zone 10 (£)	Zone 11 (£)	Zone 12 (£)	Zone 13 (£)	Zone 14 (£)	Zone 15 (£)	Zone 16 (£)	Zone 17 (£)	Zone 18 (£)	Zone 19 (£)	Zone 20 (£)	Zone 21 (£)
2014	3,425	3,188	3,783	4,312	3,767	4,193	3,195	4,371	3,721	3,627	3,890	4,110	3,928	3,432	4,206	3,735	3,627	4,067	3,900	3,700	4,522
2016	3,805	3,542	4,203	4,790	4,184	4,658	3,549	4,856	4,134	4,029	4,322	4,565	4,363	3,813	4,672	4,149	4,029	4,518	4,332	4,110	5,023
<b>2016 Minus SFT at 12.4%</b>	3,333	3,103	3,682	4,196	3,665	4,080	3,109	4,254	3,622	3,529	3,786	3,999	3,822	3,340	4,093	3,635	3,530	3,958	3,795	3,600	4,400
2021	4,415	4,110	4,877	5,559	4,855	5,405	4,118	5,635	4,797	4,675	5,015	5,298	5,063	4,425	5,422	4,815	4,676	5,243	5,027	4,769	5,829
<b>2021 Minus SFT at 15.0%</b>	3,753	3,494	4,145	4,725	4,127	4,594	3,501	4,790	4,078	3,974	4,263	4,503	4,304	3,761	4,609	4,092	3,974	4,456	4,273	4,054	4,954
2026	5,148	4,792	5,687	6,482	5,662	6,303	4,802	6,571	5,594	5,451	5,847	6,177	5,904	5,159	6,322	5,614	5,452	6,113	5,862	5,561	6,797
<b>2026 Minus SFT at 15.0%</b>	4,376	4,074	4,834	5,510	4,812	5,357	4,082	5,585	4,755	4,634	4,970	5,251	5,018	4,385	5,374	4,772	4,634	5,196	4,983	4,727	5,777
2031	6,026	5,610	6,657	7,587	6,627	7,378	5,621	7,691	6,548	6,381	6,845	7,231	6,911	6,039	7,400	6,572	6,382	7,156	6,862	6,509	7,956
<b>2031 Minus SFT at 14.6%</b>	5,146	4,791	5,685	6,480	5,660	6,301	4,801	6,569	5,592	5,450	5,846	6,175	5,902	5,158	6,320	5,612	5,450	6,111	5,860	5,559	6,794
2036	7,054	6,567	7,792	8,882	7,758	8,636	6,580	9,003	7,665	7,470	8,012	8,464	8,090	7,069	8,663	7,693	7,470	8,377	8,032	7,620	9,313
<b>2036 Minus SFT at 14.3%</b>	6,045	5,628	6,678	7,612	6,649	7,401	5,639	7,716	6,569	6,402	6,867	7,254	6,933	6,058	7,424	6,593	6,402	7,179	6,884	6,530	7,981

Expenditure growth rates: 2014-15: 5.5%pa; 2015-16: 5.3%pa; 2016-17: 3.2%pa; 2017-18: 2.9%pa; 2018-23: 3.0%pa; 2023-36: 3.2%pa

Source: Experian E-Marketer, October 2014. Growth rates and allowance for SFT are derived from Experian Retail Planner 12.1

Table 3: Survey area comparison goods retail expenditure forecasts (2014 prices)

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Zone 16 (£m)	Zone 17 (£m)	Zone 18 (£m)	Zone 19 (£m)	Zone 20 (£m)	Zone 21 (£m)	Total (£m)
<b>2016</b>	410.1	328.6	105.4	184.1	567.6	460.7	663.3	279.1	620.9	321.3	271.5	268.7	300.6	398.6	207.0	326.1	146.3	94.9	84.7	210.0	96.8	<b>6,346.5</b>
<b>2021</b>	477.4	378.5	122.0	212.9	659.6	541.2	788.4	327.6	718.1	379.4	316.8	316.6	347.7	473.9	244.3	380.0	169.9	110.4	98.6	243.4	111.9	<b>7,418.6</b>
<b>2026</b>	573.2	451.2	146.0	253.8	791.5	654.8	961.2	396.2	858.6	460.2	380.6	382.9	415.3	577.3	296.3	456.1	204.2	132.0	118.3	291.8	133.3	<b>8,934.7</b>
<b>2031</b>	692.1	540.8	174.8	303.9	955.8	792.6	1,172.6	481.3	1,032.5	558.2	458.5	462.4	498.2	702.6	359.3	548.8	246.7	158.1	142.8	351.4	159.2	<b>10,792.3</b>
<b>2036</b>	830.5	646.8	208.6	363.0	1,148.6	955.8	1,425.2	581.1	1,241.1	674.7	551.4	556.5	595.6	850.9	433.2	658.4	297.2	188.8	170.8	421.2	190.1	<b>12,989.5</b>
<b>Change 2016-36</b>	<b>420.4</b>	<b>318.2</b>	<b>103.2</b>	<b>178.9</b>	<b>581.1</b>	<b>495.1</b>	<b>761.9</b>	<b>302.1</b>	<b>620.2</b>	<b>353.4</b>	<b>279.9</b>	<b>287.8</b>	<b>294.9</b>	<b>452.2</b>	<b>226.1</b>	<b>332.3</b>	<b>150.9</b>	<b>93.9</b>	<b>86.1</b>	<b>211.3</b>	<b>93.3</b>	<b>6,643.0</b>

Source: Tables 1 & 2



Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
Comparison Capacity Modelling

Table 4: Comparison goods allocation 2016 - % market share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)	Zone 10 (%)	Zone 11 (%)	Zone 12 (%)	Zone 13 (%)	Zone 14 (%)	Zone 15 (%)	Zone 16 (%)	Zone 17 (%)	Zone 18 (%)	Zone 19 (%)	Zone 20 (%)	Zone 21 (%)
denotes zone wholly or predominantly within Western Berkshire																					
<b>Town centres in Western Berkshire (by LPA area)</b>																					
<b>Reading Centres</b>																					
Reading (zone 2)	62.9%	69.3%	51.3%	22.6%	0.3%	11.2%	3.7%	2.1%	1.7%	24.6%	10.6%	47.7%	9.4%	2.3%	23.5%	12.7%	0.1%	2.6%	7.0%	21.6%	49.3%
<b>Bracknell Forest Centres</b>																					
Bracknell town centre (zone 10)	0.5%	0.0%	0.3%	0.0%	0.0%	7.3%	0.0%	4.4%	0.0%	34.9%	1.2%	1.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sandhurst (zone 11)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.1%	0.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crowthorne (zone 11)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Wokingham Centres</b>																					
Wokingham town centre (zone 12)	1.0%	0.1%	0.0%	0.1%	0.0%	0.5%	0.0%	0.0%	0.2%	0.9%	1.2%	20.8%	0.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodley (zone 1)	6.4%	0.0%	0.8%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>West Berkshire Centres</b>																					
Newbury (zone 16)	0.0%	0.1%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	8.0%	53.7%	4.8%	30.5%	32.1%	2.1%	20.0%
Thatcham (zone 16)	0.0%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.1%	0.0%	0.0%	0.4%
Hungerford (zone 18)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	8.9%	0.5%	0.0%	0.2%
<b>Sub-total, main centres in Western Berkshire (A)</b>	<b>70.7%</b>	<b>69.6%</b>	<b>60.9%</b>	<b>22.7%</b>	<b>0.3%</b>	<b>19.8%</b>	<b>3.7%</b>	<b>6.5%</b>	<b>1.9%</b>	<b>61.7%</b>	<b>16.4%</b>	<b>70.9%</b>	<b>10.7%</b>	<b>2.4%</b>	<b>31.6%</b>	<b>69.5%</b>	<b>4.8%</b>	<b>42.1%</b>	<b>39.6%</b>	<b>23.7%</b>	<b>69.9%</b>
<b>Retail warehousing in Western Berkshire</b>																					
Retail warehousing / large foodstores, Reading (zones 1, 2 & 3)	20.6%	20.6%	22.7%	2.9%	0.0%	3.0%	0.3%	0.4%	0.0%	2.5%	1.1%	10.8%	0.5%	0.5%	5.4%	0.5%	0.0%	0.1%	0.0%	1.6%	9.4%
Retail warehousing / large foodstores, Bracknell (zone 10)	0.2%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	2.1%	0.6%	20.9%	3.5%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Meadows Centre, Sandhurst (zone 11)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.8%	2.1%	11.2%	1.4%	3.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Retail warehousing / large foodstores, Winkeshurst (zone 12)	1.2%	0.0%	0.9%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Retail warehousing / large foodstores, Newbury (zone 17)	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	23.3%	0.5%	13.5%	6.1%	0.0%	2.9%
<b>Sub-total, retail warehousing in Western Berkshire centres (B)</b>	<b>22.0%</b>	<b>20.6%</b>	<b>25.4%</b>	<b>2.9%</b>	<b>0.0%</b>	<b>7.1%</b>	<b>0.3%</b>	<b>3.0%</b>	<b>4.4%</b>	<b>25.4%</b>	<b>15.8%</b>	<b>19.9%</b>	<b>3.6%</b>	<b>0.8%</b>	<b>11.2%</b>	<b>23.7%</b>	<b>0.5%</b>	<b>13.6%</b>	<b>6.1%</b>	<b>1.6%</b>	<b>12.4%</b>
<b>Comparison goods floorspace outside Western Berkshire (within survey area)</b>																					
Henley-on-Thames (zone 4)	0.1%	0.1%	0.0%	13.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.8%
High Wycombe (zone 5)	0.7%	0.2%	1.3%	39.8%	81.7%	26.8%	4.1%	5.2%	0.0%	0.3%	3.3%	1.5%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.2%	0.4%
Maidenhead (zone 6)	0.1%	0.0%	0.2%	0.8%	0.0%	19.9%	1.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marlow (zone 6)	0.0%	0.0%	0.0%	1.0%	3.2%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Slough (incl. Taplow) (zone 6 / 7)	0.0%	0.0%	0.0%	0.0%	0.4%	4.7%	55.4%	6.9%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsor & Eton (zone 7)	0.0%	0.0%	0.1%	0.0%	0.4%	4.3%	17.5%	25.0%	0.0%	2.5%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley (zone 9)	0.2%	0.3%	0.2%	0.0%	0.0%	0.1%	0.1%	1.3%	23.4%	4.8%	33.6%	1.3%	9.0%	0.5%	0.6%	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%
Farnborough (zone 9)	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	18.9%	0.5%	19.8%	0.4%	19.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fleet (zone 13)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	26.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke (zone 14)	0.4%	1.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.1%	2.6%	0.4%	19.6%	91.4%	45.8%	2.2%	30.8%	0.1%	0.1%	0.0%	0.0%
Tadley (zone 15)	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	6.6%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Wantage (zone 19)	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	27.1%	0.2%	0.0%
Didcot (zone 20)	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	25.9%	1.9%
Wallingford (zone 20)	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.7%	3.8%
<b>Sub-total, other comparison goods floorspace in survey area (C)</b>	<b>1.6%</b>	<b>1.9%</b>	<b>2.4%</b>	<b>57.9%</b>	<b>85.6%</b>	<b>63.4%</b>	<b>78.4%</b>	<b>38.9%</b>	<b>44.4%</b>	<b>8.3%</b>	<b>56.7%</b>	<b>4.4%</b>	<b>74.4%</b>	<b>92.4%</b>	<b>53.0%</b>	<b>2.4%</b>	<b>31.0%</b>	<b>0.3%</b>	<b>28.7%</b>	<b>45.4%</b>	<b>6.9%</b>
<b>Comparison goods floorspace outside survey area</b>																					
Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	25.0%	0.2%	0.8%	0.3%	0.0%	0.0%	0.1%	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%	0.7%	14.7%	0.3%	2.9%	0.4%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Staines	0.0%	0.0%	0.0%	0.4%	0.6%	0.2%	1.5%	32.6%	1.1%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London (incl. Westfield London Shepherd's Bush)	1.7%	0.6%	0.8%	3.0%	3.4%	2.9%	1.7%	2.8%	1.0%	1.5%	1.5%	0.2%	0.6%	0.5%	0.2%	1.1%	0.3%	1.0%	1.7%	2.5%	0.1%
Uxbridge	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	8.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oxford	0.3%	0.0%	0.4%	5.3%	0.9%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	8.6%	18.3%	1.6%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	41.8%	4.0%	0.0%	0.0%	0.0%
Swindon	0.0%	0.7%	0.1%	0.0%	0.0%	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.3%	23.4%	8.6%	0.1%	0.6%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	11.0%	0.2%	0.0%	0.0%
All other locations outside survey area	1.2%	1.5%	4.1%	7.2%	4.2%	3.9%	4.4%	7.1%	5.7%	2.2%	2.4%	0.1%	7.1%	3.1%	2.0%	1.7%	18.0%	4.2%	5.4%	8.2%	2.0%
<b>Sub-total, comparison goods floorspace outside survey area (D)</b>	<b>3.2%</b>	<b>2.8%</b>	<b>5.4%</b>	<b>15.9%</b>	<b>9.6%</b>	<b>7.1%</b>	<b>16.1%</b>	<b>43.7%</b>	<b>47.5%</b>	<b>4.3%</b>	<b>7.7%</b>	<b>1.9%</b>	<b>9.9%</b>	<b>3.6%</b>	<b>2.8%</b>	<b>4.3%</b>	<b>60.4%</b>	<b>43.6%</b>	<b>24.7%</b>	<b>29.1%</b>	<b>4.2%</b>
<b>Local / other shops in survey area (E)</b>	<b>2.4%</b>	<b>5.1%</b>	<b>5.9%</b>	<b>0.7%</b>	<b>4.5%</b>	<b>2.6%</b>	<b>1.5%</b>	<b>7.8%</b>	<b>1.9%</b>	<b>0.2%</b>	<b>3.3%</b>	<b>3.0%</b>	<b>1.4%</b>	<b>0.8%</b>	<b>1.4%</b>	<b>0.0%</b>	<b>3.2%</b>	<b>0.3%</b>	<b>0.8%</b>	<b>0.1%</b>	<b>6.6%</b>
<b>Overall total (A+B+C+D+E)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: NEMS Household Telephone Survey results

Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
Comparison Capacity Modelling

denotes zone wholly or predominantly within Western Berkshire

Table 5a: Comparison goods allocation 2016 - Spend £m

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Zone 16 (£m)	Zone 17 (£m)	Zone 18 (£m)	Zone 19 (£m)	Zone 20 (£m)	Zone 21 (£m)	Total (£m)	Total (%)
<b>Total available comparison goods expenditure, 2016</b>	<b>410.1</b>	<b>328.6</b>	<b>105.4</b>	<b>184.1</b>	<b>567.6</b>	<b>460.7</b>	<b>663.3</b>	<b>279.1</b>	<b>620.9</b>	<b>321.3</b>	<b>271.5</b>	<b>268.7</b>	<b>300.6</b>	<b>398.6</b>	<b>207.0</b>	<b>326.1</b>	<b>146.3</b>	<b>94.9</b>	<b>84.7</b>	<b>210.0</b>	<b>96.8</b>	<b>6,346.5</b>	<b>100.0%</b>
<b>Town centres in Western Berkshire (by LPA area)</b>																							
<b>Reading Centres</b>																							
Reading (zone 2)	257.9	227.9	54.1	41.5	1.7	51.6	24.6	5.8	10.4	79.1	28.8	128.2	28.1	9.0	48.7	41.3	0.1	2.5	6.0	45.3	47.8	1,140.5	18.0%
<b>Bracknell Forest Centres</b>																							
Bracknell town centre (zone 10)	2.1	0.0	0.3	0.0	0.0	33.6	0.0	12.3	0.0	112.2	3.2	4.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	168.3	2.7%
Sandhurst (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	2.9	1.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3	0.1%
Crowthorne (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.0	6.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4	0.1%
<b>Wokingham Centres</b>																							
Wokingham town centre (zone 12)	4.0	0.4	0.0	0.2	0.0	2.4	0.0	0.0	1.2	2.9	3.3	55.8	1.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	71.6	1.1%
Woodley (zone 1)	26.2	0.0	0.9	0.0	0.0	3.8	0.0	0.0	0.0	1.3	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	32.6	0.5%
<b>West Berkshire Centres</b>																							
Newbury (zone 16)	0.0	0.2	8.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	16.5	175.1	7.0	29.0	27.2	4.4	19.3	287.6	4.5%
Thatcham (zone 16)	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.1	0.0	0.0	0.4	9.6	0.2%
Hungerford (zone 18)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	8.4	0.4	0.0	0.2	10.4	0.2%
<b>Sub-total, main centres in Western Berkshire (A)</b>	<b>290.1</b>	<b>228.7</b>	<b>64.2</b>	<b>41.7</b>	<b>1.7</b>	<b>91.4</b>	<b>24.6</b>	<b>18.2</b>	<b>11.6</b>	<b>198.3</b>	<b>44.6</b>	<b>190.5</b>	<b>32.1</b>	<b>9.5</b>	<b>65.4</b>	<b>226.6</b>	<b>7.1</b>	<b>40.0</b>	<b>33.6</b>	<b>49.7</b>	<b>67.7</b>	<b>1,737.4</b>	<b>27.4%</b>
<b>Retail warehousing in Western Berkshire</b>																							
Retail warehousing / large foodstores, Reading (zones 1, 2 & 3)	84.6	67.8	23.9	5.3	0.0	13.8	2.2	1.3	0.0	7.9	3.1	29.1	1.6	1.9	11.2	1.5	0.0	0.1	0.0	3.3	9.1	267.8	4.2%
Retail warehousing / large foodstores, Bracknell (zone 10)	0.7	0.0	0.0	0.0	0.0	9.7	0.0	5.8	3.5	67.1	9.5	13.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	110.2	1.7%
Meadows Centre, Sandhurst (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	23.6	6.7	30.4	3.7	9.0	1.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	75.9	1.2%
Retail warehousing / large foodstores, Winnersh (zone 12)	5.1	0.0	1.0	0.0	0.0	9.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.8	0.3%
Retail warehousing / large foodstores, Newbury (zone 17)	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	11.7	75.9	0.8	12.8	5.2	0.1	2.8	111.6	1.8%
<b>Sub-total, retail warehousing in Western Berkshire centres (B)</b>	<b>90.3</b>	<b>67.8</b>	<b>26.7</b>	<b>5.3</b>	<b>0.0</b>	<b>32.5</b>	<b>2.2</b>	<b>8.5</b>	<b>27.1</b>	<b>81.7</b>	<b>43.0</b>	<b>53.4</b>	<b>10.7</b>	<b>3.1</b>	<b>23.3</b>	<b>77.4</b>	<b>0.8</b>	<b>12.9</b>	<b>5.2</b>	<b>3.4</b>	<b>12.0</b>	<b>587.3</b>	<b>9.3%</b>
<b>Comparison goods floorspace outside Western Berkshire (within survey area)</b>																							
Henley-on-Thames (zone 4)	0.6	0.2	0.0	24.0	0.0	8.5	0.3	0.0	0.0	0.2	0.0	1.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.8	36.2	0.6%
High Wycombe (zone 5)	2.9	0.6	1.3	73.3	463.4	123.4	27.0	14.4	0.0	1.1	0.7	4.1	0.0	1.2	0.0	0.0	0.0	0.1	0.0	2.4	0.4	716.3	11.3%
Maidenhead (zone 6)	0.6	0.0	0.2	1.5	0.0	91.8	6.9	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	102.4	1.6%
Marlow (zone 6)	0.0	0.0	0.0	1.8	18.0	26.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.1	0.7%
Slough (incl. Taplow) (zone 6 / 7)	0.0	0.0	0.0	0.1	2.5	21.9	367.7	19.3	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	412.1	6.5%
Windsor & Eton (zone 7)	0.0	0.0	0.1	0.0	2.1	19.8	115.8	69.7	0.3	7.9	0.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	217.0	3.4%
Camberley (zone 9)	0.8	1.0	0.2	0.0	0.0	0.5	0.8	3.6	145.4	15.4	91.1	3.5	27.2	2.1	1.2	0.2	0.0	0.0	0.0	0.8	0.0	293.8	4.6%
Farnborough (zone 9)	0.0	0.4	0.0	0.0	0.0	0.0	1.5	0.3	117.2	1.5	53.7	1.1	59.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	234.8	3.7%
Fleet (zone 13)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	78.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	79.4	1.3%
Basinstoke (zone 14)	1.6	3.6	0.7	0.0	0.0	0.0	0.0	0.0	12.7	0.4	7.0	1.2	58.8	364.5	94.8	7.3	45.1	0.1	0.1	0.0	0.0	597.9	9.4%
Tadley (zone 15)	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	13.7	0.0	0.1	0.0	0.0	0.0	14.8	0.2%	
Wantage (zone 19)	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	23.0	0.4	0.0	24.1	0.4%
Didcot (zone 20)	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	54.4	1.8	59.5	0.9%
Wallingford (zone 20)	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.1	3.7	44.2	0.7%
<b>Sub-total, other comparison goods floorspace in survey area (C)</b>	<b>6.5</b>	<b>6.2</b>	<b>2.6</b>	<b>106.5</b>	<b>486.0</b>	<b>292.1</b>	<b>519.9</b>	<b>108.7</b>	<b>275.6</b>	<b>26.8</b>	<b>154.0</b>	<b>11.7</b>	<b>223.8</b>	<b>368.5</b>	<b>109.7</b>	<b>7.9</b>	<b>45.3</b>	<b>0.3</b>	<b>24.4</b>	<b>95.4</b>	<b>6.7</b>	<b>2,878.5</b>	<b>45.4%</b>
<b>Comparison goods floorspace outside survey area</b>																							
Woking	0.0	0.0	0.0	0.1	0.0	0.0	0.9	0.9	154.9	0.7	2.2	0.7	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	160.6	2.5%
Guildford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	91.2	1.0	8.0	1.1	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	110.0	1.7%
Staines	0.0	0.0	0.0	0.7	3.7	0.8	10.1	91.1	7.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	114.2	1.8%
Central London (incl. Westfield London Shepherd's Bush)	7.0	2.1	0.9	5.6	19.1	13.5	11.6	7.7	6.4	5.0	4.0	0.6	1.7	2.0	0.4	3.5	0.4	0.9	1.5	5.3	0.1	99.3	1.6%
Uxbridge	0.0	0.0	0.0	0.0	3.1	0.0	53.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	56.2	0.9%
Oxford	1.2	0.0	0.4	9.8	5.1	0.0	0.8	0.0	0.0	0.1	0.0	1.5	0.0	0.0	0.0	1.8	0.0	0.0	7.3	38.4	1.5	67.9	1.1%
Andover	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	61.2	3.8	0.0	0.0	0.0	65.8	1.0%
Swindon	0.0	2.3	0.1	0.0	0.0	0.3	1.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.5	22.2	7.3	0.2	0.6	36.9	0.6%
Marlborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.5	0.0	10.5	0.2	0.0	0.0	12.5	0.2%
All other locations outside survey area	4.9	4.8	4.3	13.2	23.6	18.0	28.9	19.8	35.3	7.1	6.5	0.4	21.3	12.3	4.2	5.5	26.3	4.0	4.6	17.2	1.9	264.2	4.2%
<b>Sub-total, comparison goods floorspace outside survey area (D)</b>	<b>13.1</b>	<b>9.2</b>	<b>5.7</b>	<b>29.3</b>	<b>54.5</b>	<b>32.6</b>	<b>106.7</b>	<b>122.0</b>	<b>294.7</b>	<b>13.8</b>	<b>20.8</b>	<b>5.1</b>	<b>29.8</b>	<b>14.3</b>	<b>5.8</b>	<b>14.1</b>	<b>88.4</b>	<b>41.4</b>	<b>20.9</b>	<b>61.2</b>	<b>4.1</b>	<b>987.6</b>	<b>15.6%</b>
<b>Local / other shops in survey area (E)</b>	<b>10.0</b>	<b>16.7</b>	<b>6.2</b>	<b>1.2</b>	<b>25.4</b>	<b>12.1</b>	<b>9.9</b>	<b>21.6</b>	<b>11.9</b>	<b>0.7</b>	<b>9.1</b>	<b>8.1</b>	<b>4.2</b>	<b>3.3</b>	<b>2.9</b>	<b>0.0</b>	<b>4.7</b>	<b>0.3</b>	<b>0.7</b>	<b>0.3</b>	<b>6.4</b>	<b>155.6</b>	<b>2.5%</b>
<b>Overall total (A+B+C+D+E)</b>	<b>410.1</b>	<b>328.6</b>	<b>105.4</b>	<b>184.1</b>	<b>567.6</b>	<b>460.7</b>	<b>663.3</b>	<b>279.1</b>	<b>620.9</b>	<b>321.3</b>	<b>271.5</b>	<b>268.7</b>	<b>300.6</b>	<b>398.6</b>	<b>207.0</b>	<b>326.1</b>	<b>146.3</b>	<b>94.9</b>	<b>84.7</b>	<b>210.0</b>	<b>96.8</b>	<b>6,346.4</b>	<b>100.0%</b>

Source: Table 3, Table 4

Western Berkshire LPA areas  
**Reading:** zone 1\*, zone 2  
**Bracknell Forest:** zone 10, zone 11\*  
**Wokingham:** zone 1\*, zone 12  
**West Berkshire:** zone 3, zone 15\*, zone 16\*, zone 18\*, zone 19\*, zone 21\*  
 (\*denotes authority area which falls partially within zone)



Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
Comparison Capacity Modelling

denotes zone wholly or predominantly within Western Berkshire

Table 5b: Comparison goods allocation 2021 - Spend £m

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Zone 16 (£m)	Zone 17 (£m)	Zone 18 (£m)	Zone 19 (£m)	Zone 20 (£m)	Zone 21 (£m)	Total (£m)	Total (%)
<b>Total available comparison goods expenditure, 2021</b>	<b>477.4</b>	<b>378.5</b>	<b>122.0</b>	<b>212.9</b>	<b>659.6</b>	<b>541.2</b>	<b>788.4</b>	<b>327.6</b>	<b>718.1</b>	<b>379.4</b>	<b>316.8</b>	<b>316.6</b>	<b>347.7</b>	<b>473.9</b>	<b>244.3</b>	<b>380.0</b>	<b>169.9</b>	<b>110.4</b>	<b>98.6</b>	<b>243.4</b>	<b>111.9</b>	<b>7,418.6</b>	<b>100.0%</b>
<b>Town centres in Western Berkshire (by LPA area)</b>																							
<b>Reading Centres</b>																							
Reading (zone 2)	300.3	262.5	62.7	48.0	1.9	60.6	29.2	6.8	12.0	93.4	33.6	151.1	32.5	10.7	57.4	48.2	0.2	2.9	6.9	52.6	55.2	1,328.7	17.9%
<b>Bracknell Forest Centres</b>																							
Bracknell town centre (zone 10)	2.4	0.0	0.4	0.0	0.0	39.4	0.0	14.4	0.0	132.5	3.8	4.9	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	198.3	2.7%
Sandhurst (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	3.4	1.1	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6	0.1%
Crowthorne (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.4	7.5	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.1%
<b>Wokingham Centres</b>																							
Wokingham town centre (zone 12)	4.6	0.4	0.0	0.2	0.0	2.8	0.0	0.0	1.4	3.5	3.8	65.8	1.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	84.2	1.1%
Woodley (zone 1)	30.5	0.0	1.0	0.0	0.0	4.5	0.0	0.0	0.0	1.6	0.0	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	38.1	0.5%
<b>West Berkshire Centres</b>																							
Newbury (zone 16)	0.0	0.3	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	19.5	204.0	8.1	33.7	31.6	5.1	22.4	334.9	4.5%
Thatcham (zone 16)	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.8	0.0	0.1	0.0	0.0	0.4	11.2	0.2%
Hungerford (zone 18)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	9.8	0.5	0.0	0.2	12.0	0.2%
<b>Sub-total, main centres in Western Berkshire (A)</b>	<b>337.7</b>	<b>263.5</b>	<b>74.3</b>	<b>48.3</b>	<b>1.9</b>	<b>107.4</b>	<b>29.2</b>	<b>21.4</b>	<b>13.4</b>	<b>234.1</b>	<b>52.1</b>	<b>224.4</b>	<b>37.1</b>	<b>11.3</b>	<b>77.2</b>	<b>264.0</b>	<b>8.2</b>	<b>46.5</b>	<b>39.1</b>	<b>57.6</b>	<b>78.2</b>	<b>2,027.1</b>	<b>27.3%</b>
<b>Retail warehousing in Western Berkshire</b>																							
Retail warehousing / large foodstores, Reading (zones 1, 2 & 3)	98.4	78.1	27.7	6.1	0.0	16.2	2.6	1.5	0.0	9.3	3.6	34.3	1.8	2.3	13.2	1.8	0.0	0.2	0.0	3.9	10.5	311.6	4.2%
Retail warehousing / large foodstores, Bracknell (zone 10)	0.8	0.0	0.0	0.0	0.0	11.4	0.0	6.8	4.0	79.3	11.1	16.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	129.7	1.7%
Meadows Centre, Sandhurst (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	27.3	7.9	35.4	4.4	10.4	1.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	88.5	1.2%
Retail warehousing / large foodstores, Winnersh (zone 12)	5.9	0.0	1.1	0.0	0.0	10.5	0.0	0.0	0.0	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.6	0.3%
Retail warehousing / large foodstores, Newbury (zone 17)	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	13.8	88.5	0.9	14.9	6.0	0.1	3.3	130.1	1.8%
<b>Sub-total, retail warehousing in Western Berkshire centres (B)</b>	<b>105.1</b>	<b>78.1</b>	<b>30.9</b>	<b>6.1</b>	<b>0.0</b>	<b>38.2</b>	<b>2.6</b>	<b>9.9</b>	<b>31.3</b>	<b>96.5</b>	<b>50.2</b>	<b>62.9</b>	<b>12.4</b>	<b>3.7</b>	<b>27.5</b>	<b>90.2</b>	<b>0.9</b>	<b>15.0</b>	<b>6.0</b>	<b>4.0</b>	<b>13.8</b>	<b>685.5</b>	<b>9.2%</b>
<b>Comparison goods floorspace outside Western Berkshire (within survey area)</b>																							
Henley-on-Thames (zone 4)	0.7	0.2	0.0	27.7	0.0	10.0	0.4	0.0	0.0	0.2	0.0	1.3	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.2	0.9	42.1	0.6%
High Wycombe (zone 5)	3.3	0.7	1.5	84.7	538.6	145.0	32.1	16.9	0.0	1.3	0.8	4.8	0.0	1.4	0.0	0.0	0.0	0.2	0.0	2.8	0.5	834.6	11.3%
Maidenhead (zone 6)	0.7	0.0	0.3	1.7	0.0	107.9	8.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	120.4	1.6%
Marlow (zone 6)	0.0	0.0	0.0	2.1	20.9	30.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	53.9	0.7%
Slough (incl. Taplow) (zone 6 / 7)	0.0	0.0	0.1	0.1	2.9	25.7	437.0	22.6	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	489.1	6.6%
Windsor & Eton (zone 7)	0.0	0.0	0.1	0.0	2.5	23.3	137.7	81.9	0.3	9.4	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	256.5	3.5%
Camberley (zone 9)	1.0	1.2	0.2	0.0	0.0	0.5	1.0	4.2	168.1	18.2	106.3	4.1	31.5	2.4	1.4	0.3	0.0	0.0	0.0	1.0	0.0	341.4	4.6%
Farnborough (zone 9)	0.0	0.5	0.0	0.0	0.0	0.0	1.8	0.3	135.6	1.8	62.6	1.3	68.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	272.2	3.7%
Fleet (zone 13)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	91.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	91.9	1.2%
Basinstoke (zone 14)	1.9	4.2	0.8	0.0	0.0	0.0	0.0	0.0	14.7	0.4	8.1	1.4	68.0	433.4	111.9	8.5	52.4	0.1	0.1	0.0	0.0	705.9	9.5%
Tadley (zone 15)	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	16.1	0.0	0.1	0.0	0.0	0.0	17.4	0.2%	
Wantage (zone 19)	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	26.8	0.5	0.0	28.0	0.4%
Didcot (zone 20)	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	63.0	2.1	69.0	0.9%
Wallingford (zone 20)	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	43.1	4.3	51.2	0.7%
<b>Sub-total, other comparison goods floorspace in survey area (C)</b>	<b>7.5</b>	<b>7.1</b>	<b>3.0</b>	<b>123.2</b>	<b>564.9</b>	<b>343.2</b>	<b>618.0</b>	<b>127.6</b>	<b>318.7</b>	<b>31.7</b>	<b>179.7</b>	<b>13.8</b>	<b>258.9</b>	<b>438.1</b>	<b>129.4</b>	<b>9.3</b>	<b>52.6</b>	<b>0.3</b>	<b>28.3</b>	<b>110.5</b>	<b>7.8</b>	<b>3,373.5</b>	<b>45.5%</b>
<b>Comparison goods floorspace outside survey area</b>																							
Woking	0.0	0.0	0.0	0.1	0.0	0.0	1.1	1.0	179.2	0.8	2.6	0.8	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	185.8	2.5%
Guildford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	105.4	1.2	9.3	1.3	7.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	127.4	1.7%
Staines	0.0	0.0	0.0	0.9	4.3	0.9	12.0	107.0	8.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	134.1	1.8%
Central London (incl. Westfield London Shepherd's Bush)	8.2	2.4	1.0	6.5	22.2	15.9	13.8	9.1	7.4	5.8	4.7	0.7	2.0	2.4	0.4	4.1	0.5	1.1	1.7	6.2	0.1	116.0	1.6%
Uxbridge	0.0	0.0	0.0	0.0	3.6	0.0	63.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	66.8	0.9%
Oxford	1.4	0.0	0.5	11.3	5.9	0.0	1.0	0.0	0.0	0.2	0.0	1.8	0.0	0.0	0.0	2.1	0.0	0.0	8.5	44.5	1.7	78.8	1.1%
Andover	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	71.1	4.5	0.0	0.0	0.0	76.4	1.0%
Swindon	0.0	2.6	0.1	0.0	0.0	0.3	1.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.5	25.8	8.5	0.3	0.7	42.9	0.6%
Marlborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.8	0.0	12.2	0.2	0.0	0.0	14.6	0.2%
All other locations outside survey area	5.7	5.5	5.0	15.3	27.4	21.2	34.4	23.3	40.8	8.3	7.6	0.4	24.6	14.6	5.0	6.4	30.5	4.7	5.4	20.0	2.2	308.3	4.2%
<b>Sub-total, comparison goods floorspace outside survey area (D)</b>	<b>15.3</b>	<b>10.6</b>	<b>6.6</b>	<b>33.9</b>	<b>63.4</b>	<b>38.3</b>	<b>126.8</b>	<b>143.3</b>	<b>340.9</b>	<b>16.3</b>	<b>24.3</b>	<b>6.0</b>	<b>34.5</b>	<b>17.0</b>	<b>6.8</b>	<b>16.5</b>	<b>102.6</b>	<b>48.1</b>	<b>24.3</b>	<b>70.9</b>	<b>4.7</b>	<b>1,151.1</b>	<b>15.5%</b>
<b>Local / other shops in survey area (E)</b>	<b>11.7</b>	<b>19.2</b>	<b>7.2</b>	<b>1.4</b>	<b>29.5</b>	<b>14.2</b>	<b>11.7</b>	<b>25.4</b>	<b>13.7</b>	<b>0.8</b>	<b>10.6</b>	<b>9.5</b>	<b>4.8</b>	<b>3.9</b>	<b>3.4</b>	<b>0.0</b>	<b>5.5</b>	<b>0.4</b>	<b>0.8</b>	<b>0.3</b>	<b>7.4</b>	<b>181.5</b>	<b>2.4%</b>
<b>Overall total (A+B+C+D+E)</b>	<b>477.4</b>	<b>378.5</b>	<b>122.0</b>	<b>212.9</b>	<b>659.6</b>	<b>541.2</b>	<b>788.4</b>	<b>327.6</b>	<b>718.1</b>	<b>379.4</b>	<b>316.8</b>	<b>316.6</b>	<b>347.7</b>	<b>473.9</b>	<b>244.3</b>	<b>380.0</b>	<b>169.9</b>	<b>110.4</b>	<b>98.6</b>	<b>243.4</b>	<b>111.9</b>	<b>7,418.6</b>	<b>100.0%</b>

Source: Table 3, Table 4

Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
Comparison Capacity Modelling

denotes zone wholly or predominantly within Western Berkshire

Table 5c: Comparison goods allocation 2026 - Spend £m

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Zone 16 (£m)	Zone 17 (£m)	Zone 18 (£m)	Zone 19 (£m)	Zone 20 (£m)	Zone 21 (£m)	Total (£m)	Total (%)
<b>Total available comparison goods expenditure, 2026</b>	<b>573.2</b>	<b>451.2</b>	<b>146.0</b>	<b>253.8</b>	<b>791.5</b>	<b>654.8</b>	<b>961.2</b>	<b>396.2</b>	<b>858.6</b>	<b>460.2</b>	<b>380.6</b>	<b>382.9</b>	<b>415.3</b>	<b>577.3</b>	<b>296.3</b>	<b>456.1</b>	<b>204.2</b>	<b>132.0</b>	<b>118.3</b>	<b>291.8</b>	<b>133.3</b>	<b>8,934.7</b>	<b>100.0%</b>
<b>Town centres in Western Berkshire (by LPA area)</b>																							
<b>Reading Centres</b>																							
Reading (zone 2)	360.5	312.9	74.9	57.2	2.3	73.4	35.6	8.3	14.4	113.3	40.4	182.7	38.8	13.1	69.7	57.8	0.2	3.5	8.3	63.0	65.7	1,596.0	17.9%
<b>Bracknell Forest Centres</b>																							
Bracknell town centre (zone 10)	2.9	0.0	0.5	0.0	0.0	47.7	0.0	17.5	0.0	160.7	4.5	5.9	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	240.3	2.7%
Sandhurst (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	4.1	1.4	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.3	0.1%
Crowthorne (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	2.9	9.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.3	0.1%
<b>Wokingham Centres</b>																							
Wokingham town centre (zone 12)	5.6	0.5	0.0	0.3	0.0	3.4	0.0	0.0	1.7	4.2	4.6	79.6	1.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	101.7	1.1%
Woodley (zone 1)	36.6	0.0	1.2	0.0	0.0	5.5	0.0	0.0	0.0	1.9	0.0	0.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	45.8	0.5%
<b>West Berkshire Centres</b>																							
Newbury (zone 16)	0.0	0.3	11.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.6	244.9	9.7	40.3	38.0	6.1	26.6	401.9	4.5%
Thatcham (zone 16)	0.0	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.8	0.0	0.1	0.0	0.0	0.5	13.4	0.1%
Hungerford (zone 18)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	11.7	0.6	0.0	0.3	14.4	0.2%
<b>Sub-total, main centres in Western Berkshire (A)</b>	<b>405.5</b>	<b>314.1</b>	<b>88.9</b>	<b>57.5</b>	<b>2.3</b>	<b>129.9</b>	<b>35.6</b>	<b>25.9</b>	<b>16.1</b>	<b>283.9</b>	<b>62.6</b>	<b>271.4</b>	<b>44.3</b>	<b>13.8</b>	<b>93.6</b>	<b>316.9</b>	<b>9.9</b>	<b>55.6</b>	<b>46.9</b>	<b>69.1</b>	<b>93.2</b>	<b>2,437.0</b>	<b>27.3%</b>
<b>Retail warehousing in Western Berkshire</b>																							
Retail warehousing / large foodstores, Reading (zones 1, 2 & 3)	118.2	93.2	33.1	7.3	0.0	19.6	3.2	1.8	0.0	11.3	4.4	41.5	2.2	2.8	16.0	2.1	0.0	0.2	0.0	4.6	12.6	374.0	4.2%
Retail warehousing / large foodstores, Bracknell (zone 10)	1.0	0.0	0.0	0.0	0.0	13.8	0.0	8.3	4.8	96.2	13.3	19.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	157.0	1.8%
Meadows Centre, Sandhurst (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	32.7	9.6	42.6	5.3	12.4	1.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	106.2	1.2%
Retail warehousing / large foodstores, Winnersh (zone 12)	7.1	0.0	1.3	0.0	0.0	12.7	0.0	0.0	0.0	0.0	0.0	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.9	0.3%
Retail warehousing / large foodstores, Newbury (zone 17)	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	16.8	106.2	1.1	17.8	7.3	0.1	3.9	156.3	1.7%
<b>Sub-total, retail warehousing in Western Berkshire centres (B)</b>	<b>126.2</b>	<b>93.2</b>	<b>37.0</b>	<b>7.3</b>	<b>0.0</b>	<b>46.2</b>	<b>3.2</b>	<b>12.0</b>	<b>37.5</b>	<b>117.1</b>	<b>60.3</b>	<b>76.1</b>	<b>14.8</b>	<b>4.4</b>	<b>33.3</b>	<b>108.3</b>	<b>1.1</b>	<b>18.0</b>	<b>7.3</b>	<b>4.8</b>	<b>16.5</b>	<b>824.3</b>	<b>9.2%</b>
<b>Comparison goods floorspace outside Western Berkshire (within survey area)</b>																							
Henley-on-Thames (zone 4)	0.8	0.3	0.0	33.1	0.0	12.1	0.5	0.0	0.0	0.2	0.0	1.5	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.2	1.1	50.4	0.6%
High Wycombe (zone 5)	4.0	0.8	1.8	101.0	646.3	175.4	39.1	20.5	0.0	1.5	1.0	5.9	0.0	1.7	0.0	0.0	0.0	0.2	0.0	3.4	0.5	1,003.1	11.2%
Maidenhead (zone 6)	0.8	0.0	0.3	2.1	0.0	130.5	9.9	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	145.7	1.6%
Marlow (zone 6)	0.0	0.0	0.0	2.5	25.0	37.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	64.9	0.7%
Slough (incl. Taplow) (zone 6 / 7)	0.0	0.0	0.1	0.1	3.5	31.1	532.8	27.4	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	595.8	6.7%
Windsor & Eton (zone 7)	0.0	0.0	0.1	0.0	3.0	28.1	167.9	99.0	0.4	11.3	0.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	311.5	3.5%
Camberley (zone 9)	1.2	1.4	0.2	0.0	0.7	1.2	5.1	201.0	22.0	127.7	5.0	37.6	3.0	3.0	1.7	0.3	0.0	0.0	0.0	1.2	0.0	409.3	4.6%
Farnborough (zone 9)	0.0	0.6	0.0	0.0	0.0	2.1	0.4	162.1	2.1	75.2	1.6	81.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	325.8	3.6%
Fleet (zone 13)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	108.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	109.8	1.2%
Basinstoke (zone 14)	2.3	5.0	1.0	0.0	0.0	0.0	0.0	17.6	0.5	9.7	1.7	81.2	527.9	135.7	10.2	62.9	0.1	0.1	0.1	0.0	0.0	856.0	9.6%
Tadley (zone 15)	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	19.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	21.2	0.2%
Wantage (zone 19)	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	32.1	0.6	0.0	33.6	0.4%
Didcot (zone 20)	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	75.5	2.5	82.7	0.9%
Wallingford (zone 20)	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	51.6	5.1	61.3	0.7%
<b>Sub-total, other comparison goods floorspace in survey area (C)</b>	<b>9.1</b>	<b>8.5</b>	<b>3.6</b>	<b>146.8</b>	<b>677.8</b>	<b>415.2</b>	<b>753.5</b>	<b>154.3</b>	<b>381.1</b>	<b>38.4</b>	<b>215.8</b>	<b>16.7</b>	<b>309.2</b>	<b>533.6</b>	<b>157.0</b>	<b>11.1</b>	<b>63.2</b>	<b>0.4</b>	<b>34.0</b>	<b>132.5</b>	<b>9.2</b>	<b>4,071.0</b>	<b>45.6%</b>
<b>Comparison goods floorspace outside survey area</b>																							
Woking	0.0	0.0	0.0	0.1	0.0	0.0	1.4	1.2	214.3	1.0	3.1	1.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	222.2	2.5%
Guildford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	126.1	1.4	11.2	1.6	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	152.4	1.7%
Staines	0.0	0.0	0.0	1.0	5.1	1.1	14.6	129.4	9.7	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	162.1	1.8%
Central London (incl. Westfield London Shepherd's Bush)	9.8	2.9	1.2	7.7	26.6	19.2	16.8	11.0	8.8	7.1	5.7	0.8	2.4	2.9	0.5	4.9	0.6	1.3	2.1	7.4	0.1	139.7	1.6%
Uxbridge	0.0	0.0	0.0	0.0	4.3	0.0	76.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	81.3	0.9%
Oxford	1.6	0.0	0.6	13.4	7.1	0.0	1.2	0.0	0.0	0.2	0.0	2.1	0.0	0.0	0.0	2.5	0.0	0.0	10.2	53.3	2.1	94.5	1.1%
Andover	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	85.4	5.3	0.0	0.0	0.0	91.8	1.0%
Swindon	0.0	3.1	0.1	0.0	0.0	0.4	1.9	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.6	30.8	10.2	0.3	0.8	51.4	0.6%
Marlborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	2.1	0.0	14.6	0.3	0.0	0.0	17.4	0.2%
All other locations outside survey area	6.9	6.6	6.0	18.2	32.9	25.6	41.9	28.1	48.8	10.1	9.1	0.5	29.4	17.8	6.0	7.7	36.7	5.6	6.4	24.0	2.6	371.1	4.2%
<b>Sub-total, comparison goods floorspace outside survey area (D)</b>	<b>18.4</b>	<b>12.6</b>	<b>7.9</b>	<b>40.5</b>	<b>76.0</b>	<b>46.3</b>	<b>154.6</b>	<b>173.3</b>	<b>407.6</b>	<b>19.8</b>	<b>29.2</b>	<b>7.2</b>	<b>41.2</b>	<b>20.7</b>	<b>8.3</b>	<b>19.8</b>	<b>123.4</b>	<b>57.6</b>	<b>29.2</b>	<b>85.0</b>	<b>5.6</b>	<b>1,384.0</b>	<b>15.5%</b>
<b>Local / other shops in survey area (E)</b>	<b>14.0</b>	<b>22.9</b>	<b>8.6</b>	<b>1.7</b>	<b>35.4</b>	<b>17.1</b>	<b>14.3</b>	<b>30.7</b>	<b>16.4</b>	<b>1.0</b>	<b>12.7</b>	<b>11.5</b>	<b>5.8</b>	<b>4.8</b>	<b>4.1</b>	<b>0.0</b>	<b>6.6</b>	<b>0.4</b>	<b>1.0</b>	<b>0.4</b>	<b>8.8</b>	<b>218.3</b>	<b>2.4%</b>
<b>Overall total (A+B+C+D+E)</b>	<b>573.2</b>	<b>451.2</b>	<b>145.9</b>	<b>253.8</b>	<b>791.5</b>	<b>654.8</b>	<b>961.2</b>	<b>396.2</b>	<b>858.6</b>	<b>460.2</b>	<b>380.6</b>	<b>382.9</b>	<b>415.3</b>	<b>577.3</b>	<b>296.3</b>	<b>456.1</b>	<b>204.2</b>	<b>132.0</b>	<b>118.3</b>	<b>291.8</b>	<b>133.3</b>	<b>8,934.6</b>	<b>100.0%</b>

Source: Table 3, Table 4



Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
Comparison Capacity Modelling

denotes zone wholly or predominantly within Western Berkshire

Table 5d: Comparison goods allocation 2031 - Spend £m

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Zone 16 (£m)	Zone 17 (£m)	Zone 18 (£m)	Zone 19 (£m)	Zone 20 (£m)	Zone 21 (£m)	Total (£m)	Total (%)	
<b>Total available comparison goods expenditure, 2031</b>	<b>692.1</b>	<b>540.8</b>	<b>174.8</b>	<b>303.9</b>	<b>955.8</b>	<b>792.6</b>	<b>1172.6</b>	<b>481.3</b>	<b>1032.5</b>	<b>558.2</b>	<b>458.5</b>	<b>462.4</b>	<b>498.2</b>	<b>702.6</b>	<b>359.3</b>	<b>548.8</b>	<b>246.7</b>	<b>158.1</b>	<b>142.8</b>	<b>351.4</b>	<b>159.2</b>	<b>10,792.3</b>	<b>100.0%</b>	
<b>Town centres in Western Berkshire (by LPA area)</b>																								
<b>Reading Centres</b>																								
Reading (zone 2)	435.3	375.0	89.7	68.5	2.8	88.8	43.5	10.0	17.3	137.4	48.6	220.6	46.6	15.9	84.4	69.6	0.2	4.2	10.1	75.9	78.5	1,923.0	17.8%	
<b>Bracknell Forest Centres</b>																								
Bracknell town centre (zone 10)	3.5	0.0	0.6	0.0	0.0	57.8	0.0	21.2	0.0	194.9	5.4	7.2	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	291.2	2.7%
Sandhurst (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	4.9	1.6	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.4	0.1%
Crowthorne (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	3.5	10.8	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.1	0.1%
<b>Wokingham Centres</b>																								
Wokingham town centre (zone 12)	6.7	0.6	0.0	0.3	0.0	4.1	0.0	0.0	2.0	5.1	5.6	96.1	1.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	122.8	1.1%
Woodley (zone 1)	44.1	0.0	1.5	0.0	0.0	6.6	0.0	0.0	0.0	2.3	0.0	0.7	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	55.3	0.5%
<b>West Berkshire Centres</b>																								
Newbury (zone 16)	0.0	0.4	13.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.6	294.7	11.7	48.3	45.8	7.3	31.8	483.5	4.5%	
Thatcham (zone 16)	0.0	0.4	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.2	0.0	0.2	0.0	0.0	0.6	16.1	0.1%	
Hungerford (zone 18)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	14.0	0.7	0.0	0.3	17.3	0.2%	
<b>Sub-total, main centres in Western Berkshire (A)</b>	<b>489.7</b>	<b>376.4</b>	<b>106.4</b>	<b>68.9</b>	<b>2.8</b>	<b>157.3</b>	<b>43.5</b>	<b>31.4</b>	<b>19.3</b>	<b>344.4</b>	<b>75.4</b>	<b>327.7</b>	<b>53.2</b>	<b>16.8</b>	<b>113.5</b>	<b>381.4</b>	<b>12.0</b>	<b>66.6</b>	<b>56.6</b>	<b>83.2</b>	<b>111.3</b>	<b>2,937.6</b>	<b>27.2%</b>	
<b>Retail warehousing in Western Berkshire</b>																								
Retail warehousing / large foodstores, Reading (zones 1, 2 & 3)	142.7	111.6	39.6	8.8	0.0	23.7	3.9	2.2	0.0	13.7	5.2	50.2	2.6	3.4	19.4	2.6	0.0	0.2	0.0	5.6	15.0	450.4	4.2%	
Retail warehousing / large foodstores, Bracknell (zone 10)	1.2	0.0	0.0	0.0	0.0	16.7	0.0	10.0	5.8	116.6	16.1	23.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	190.2	1.8%
Meadows Centre, Sandhurst (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	39.3	11.7	51.3	6.4	14.9	2.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	127.9	1.2%
Retail warehousing / large foodstores, Winnersh (zone 12)	8.5	0.0	1.6	0.0	0.0	15.4	0.0	0.0	0.0	0.0	0.0	11.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.3	0.3%
Retail warehousing / large foodstores, Newbury (zone 17)	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	20.3	127.8	1.3	21.3	8.8	0.1	4.7	188.1	1.7%	
<b>Sub-total, retail warehousing in Western Berkshire centres (B)</b>	<b>152.4</b>	<b>111.6</b>	<b>44.3</b>	<b>8.8</b>	<b>0.0</b>	<b>55.9</b>	<b>3.9</b>	<b>14.6</b>	<b>45.0</b>	<b>142.0</b>	<b>72.6</b>	<b>91.9</b>	<b>17.8</b>	<b>5.4</b>	<b>40.4</b>	<b>130.3</b>	<b>1.3</b>	<b>21.5</b>	<b>8.8</b>	<b>5.7</b>	<b>19.7</b>	<b>993.9</b>	<b>9.2%</b>	
<b>Comparison goods floorspace outside Western Berkshire (within survey area)</b>																								
Henley-on-Thames (zone 4)	0.9	0.3	0.0	39.6	0.0	14.6	0.6	0.0	0.0	0.3	0.0	1.9	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.3	1.3	60.5	0.6%	
High Wycombe (zone 5)	4.9	0.9	2.2	120.9	780.4	212.3	47.7	24.9	0.0	1.8	1.2	7.1	0.0	2.1	0.0	0.0	0.0	0.2	0.0	4.1	0.6	1,211.4	11.2%	
Maidenhead (zone 6)	1.0	0.0	0.4	2.5	0.0	158.0	12.1	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	176.4	1.6%
Marlow (zone 6)	0.0	0.0	0.0	3.0	30.2	45.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	78.5	0.7%
Slough (incl. Taplow) (zone 6 / 7)	0.0	0.0	0.1	0.1	4.2	37.6	650.0	33.3	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	726.3	6.7%
Windsor & Eton (zone 7)	0.0	0.0	0.1	0.0	3.6	34.1	204.8	120.3	0.5	13.8	0.8	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	379.1	3.5%
Camberley (zone 9)	1.4	1.7	0.3	0.0	0.0	0.8	1.5	6.2	241.7	26.7	153.9	6.0	45.1	3.6	2.1	0.4	0.0	0.0	0.0	1.4	0.0	0.0	492.8	4.6%
Farnborough (zone 9)	0.0	0.7	0.0	0.0	0.0	0.0	2.6	0.5	194.9	2.6	90.6	1.9	98.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	391.8	3.6%
Fleet (zone 13)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	130.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	131.7	1.2%
Basinstoke (zone 14)	2.7	6.0	1.2	0.0	0.0	0.0	0.0	0.0	21.1	0.7	11.7	2.0	97.5	642.5	164.5	12.3	76.1	0.1	0.1	0.0	0.0	0.0	1,038.5	9.6%
Tadley (zone 15)	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	23.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	25.6	0.2%
Wantage (zone 19)	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	38.7	0.7	0.0	40.5	0.4%	
Didcot (zone 20)	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	91.0	3.0	99.5	0.9%	
Wallingford (zone 20)	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	62.2	6.1	73.8	0.7%	
<b>Sub-total, other comparison goods floorspace in survey area (C)</b>	<b>10.9</b>	<b>10.2</b>	<b>4.3</b>	<b>175.8</b>	<b>818.4</b>	<b>502.6</b>	<b>919.2</b>	<b>187.5</b>	<b>458.2</b>	<b>46.6</b>	<b>260.0</b>	<b>20.2</b>	<b>370.9</b>	<b>649.4</b>	<b>190.3</b>	<b>13.4</b>	<b>76.4</b>	<b>0.4</b>	<b>41.0</b>	<b>159.6</b>	<b>11.0</b>	<b>4,926.4</b>	<b>45.6%</b>	
<b>Comparison goods floorspace outside survey area</b>																								
Woking	0.0	0.0	0.0	0.1	0.0	0.0	1.7	1.5	257.6	1.2	3.8	1.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	267.3	2.5%
Guildford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	151.6	1.7	13.5	1.9	11.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	183.4	1.7%
Staines	0.0	0.0	0.0	1.2	6.2	1.4	17.8	157.1	11.6	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	196.8	1.8%
Central London (incl. Westfield London Shepherd's Bush)	11.9	3.4	1.4	9.2	32.2	23.2	20.5	13.4	10.6	8.6	6.8	1.0	2.9	3.5	0.6	5.9	0.7	1.5	2.5	8.9	0.1	168.9	1.6%	
Uxbridge	0.0	0.0	0.0	0.0	5.2	0.0	93.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.1	0.9%
Oxford	2.0	0.0	0.7	16.1	8.6	0.0	1.5	0.0	0.0	0.2	0.0	2.6	0.0	0.0	0.0	3.1	0.0	0.0	12.3	64.2	2.5	113.7	1.1%	
Andover	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	103.2	6.4	0.0	0.0	0.0	110.9	1.0%	
Swindon	0.0	3.7	0.1	0.0	0.0	0.5	2.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.8	36.9	12.3	0.4	0.9	61.7	0.6%	
Marlborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	2.5	0.0	17.4	0.3	0.0	0.0	20.9	0.2%	
All other locations outside survey area	8.3	7.9	7.2	21.8	39.7	31.0	51.2	34.2	58.6	12.3	11.0	0.6	35.3	21.7	7.3	9.3	44.4	6.7	7.8	28.8	3.2	448.1	4.2%	
<b>Sub-total, comparison goods floorspace outside survey area (D)</b>	<b>22.2</b>	<b>15.1</b>	<b>9.4</b>	<b>48.4</b>	<b>91.8</b>	<b>56.1</b>	<b>188.6</b>	<b>210.5</b>	<b>490.1</b>	<b>24.0</b>	<b>35.2</b>	<b>8.7</b>	<b>49.4</b>	<b>25.2</b>	<b>10.1</b>	<b>23.8</b>	<b>149.0</b>	<b>69.0</b>	<b>35.2</b>	<b>102.4</b>	<b>6.7</b>	<b>1,670.8</b>	<b>15.5%</b>	
<b>Local / other shops in survey area (E)</b>	<b>16.9</b>	<b>27.4</b>	<b>10.3</b>	<b>2.0</b>	<b>42.7</b>	<b>20.8</b>	<b>17.4</b>	<b>37.3</b>	<b>19.8</b>	<b>1.2</b>	<b>15.3</b>	<b>13.9</b>	<b>6.9</b>	<b>5.8</b>	<b>5.0</b>	<b>0.0</b>	<b>8.0</b>	<b>0.5</b>	<b>1.2</b>	<b>0.5</b>	<b>10.5</b>	<b>263.5</b>	<b>2.4%</b>	
<b>Overall total (A+B+C+D+E)</b>	<b>692.1</b>	<b>540.8</b>	<b>174.7</b>	<b>303.9</b>	<b>955.8</b>	<b>792.6</b>	<b>1172.6</b>	<b>481.3</b>	<b>1032.5</b>	<b>558.2</b>	<b>458.5</b>	<b>462.4</b>	<b>498.2</b>	<b>702.6</b>	<b>359.3</b>	<b>548.8</b>	<b>246.7</b>	<b>158.1</b>	<b>142.8</b>	<b>351.4</b>	<b>159.2</b>	<b>10,792.2</b>	<b>100.0%</b>	

Source: Table 3, Table 4

Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
Comparison Capacity Modelling

denotes zone wholly or predominantly within Western Berkshire

Table 5e: Comparison goods allocation 2036 - Spend £m

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Zone 16 (£m)	Zone 17 (£m)	Zone 18 (£m)	Zone 19 (£m)	Zone 20 (£m)	Zone 21 (£m)	Total (£m)	Total (%)	
<b>Total available comparison goods expenditure, 2036</b>	<b>830.5</b>	<b>646.8</b>	<b>208.6</b>	<b>363.0</b>	<b>1148.6</b>	<b>955.8</b>	<b>1425.2</b>	<b>581.1</b>	<b>1241.1</b>	<b>674.7</b>	<b>551.4</b>	<b>556.5</b>	<b>595.6</b>	<b>850.9</b>	<b>433.2</b>	<b>658.4</b>	<b>297.2</b>	<b>188.8</b>	<b>170.8</b>	<b>421.2</b>	<b>190.1</b>	<b>12,989.5</b>	<b>100.0%</b>	
<b>Town centres in Western Berkshire (by LPA area)</b>																								
<b>Reading Centres</b>																								
Reading (zone 2)	522.4	448.5	107.1	81.9	3.3	107.1	52.8	12.1	20.8	166.2	58.5	265.5	55.7	19.3	101.8	83.4	0.3	5.0	12.0	90.9	93.8	2,308.4	17.8%	
<b>Bracknell Forest Centres</b>																								
Bracknell town centre (zone 10)	4.2	0.0	0.7	0.0	0.0	69.7	0.0	25.6	0.0	235.6	6.5	8.6	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	351.8	2.7%	
Sandhurst (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	6.0	2.0	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.9	0.1%	
Crowthorne (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	4.2	13.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.3	0.1%	
<b>Wokingham Centres</b>																								
Wokingham town centre (zone 12)	8.0	0.7	0.0	0.4	0.0	5.0	0.0	0.0	2.5	6.2	6.7	115.6	2.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	147.8	1.1%	
Woodley (zone 1)	53.0	0.0	1.7	0.0	0.0	8.0	0.0	0.0	0.0	2.8	0.0	0.8	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	66.4	0.5%	
<b>West Berkshire Centres</b>																								
Newbury (zone 16)	0.0	0.5	16.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	34.5	353.6	14.1	57.6	54.8	8.8	38.0	579.6	4.5%	
Thatcham (zone 16)	0.0	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.0	0.0	0.2	0.0	0.0	0.8	19.3	0.1%	
Hungerford (zone 18)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	16.8	0.9	0.0	0.4	20.6	0.2%	
<b>Sub-total, main centres in Western Berkshire (A)</b>	<b>587.5</b>	<b>450.2</b>	<b>127.0</b>	<b>82.3</b>	<b>3.3</b>	<b>189.7</b>	<b>52.8</b>	<b>37.9</b>	<b>23.2</b>	<b>416.3</b>	<b>90.7</b>	<b>394.5</b>	<b>63.6</b>	<b>20.3</b>	<b>136.8</b>	<b>457.5</b>	<b>14.4</b>	<b>79.6</b>	<b>67.7</b>	<b>99.8</b>	<b>132.9</b>	<b>3,528.1</b>	<b>27.2%</b>	
<b>Retail warehousing in Western Berkshire</b>																								
Retail warehousing / large foodstores, Reading (zones 1, 2 & 3)	171.2	133.5	47.3	10.5	0.0	28.6	4.7	2.6	0.0	16.5	6.3	60.4	3.2	4.2	23.4	3.1	0.0	0.3	0.0	6.7	17.9	540.3	4.2%	
Retail warehousing / large foodstores, Bracknell (zone 10)	1.4	0.0	0.0	0.0	0.0	20.2	0.0	12.1	6.9	141.0	19.3	28.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	229.5	1.8%
Meadows Centre, Sandhurst (zone 11)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	47.2	14.1	61.7	7.7	17.9	2.4	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	153.8	1.2%
Retail warehousing / large foodstores, Winnersh (zone 12)	10.2	0.0	1.9	0.0	0.0	18.6	0.0	0.0	0.0	0.0	0.0	14.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	44.9	0.3%
Retail warehousing / large foodstores, Newbury (zone 17)	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	24.5	153.3	1.6	25.4	10.5	0.2	5.6	225.5	1.7%	
<b>Sub-total, retail warehousing in Western Berkshire centres (B)</b>	<b>182.9</b>	<b>133.5</b>	<b>52.9</b>	<b>10.5</b>	<b>0.0</b>	<b>67.4</b>	<b>4.7</b>	<b>17.6</b>	<b>54.1</b>	<b>171.7</b>	<b>87.3</b>	<b>110.6</b>	<b>21.2</b>	<b>6.6</b>	<b>48.7</b>	<b>156.3</b>	<b>1.6</b>	<b>25.7</b>	<b>10.5</b>	<b>6.9</b>	<b>23.5</b>	<b>1,194.1</b>	<b>9.2%</b>	
<b>Comparison goods floorspace outside Western Berkshire (within survey area)</b>																								
Henley-on-Thames (zone 4)	1.1	0.4	0.0	47.3	0.0	17.6	0.7	0.0	0.0	0.3	0.0	2.3	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.3	1.6	72.5	0.6%	
High Wycombe (zone 5)	5.8	1.1	2.6	144.4	937.9	256.0	57.9	30.0	0.0	2.2	1.5	8.5	0.0	2.5	0.0	0.0	0.0	0.3	0.1	4.9	0.8	1,456.6	11.2%	
Maidenhead (zone 6)	1.2	0.0	0.5	3.0	0.0	190.6	14.7	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	212.8	1.6%	
Marlow (zone 6)	0.0	0.0	0.0	3.6	36.3	54.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	94.5	0.7%	
Slough (incl. Taplow) (zone 6 / 7)	0.0	0.0	0.1	0.2	5.0	45.4	790.0	40.2	0.0	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	882.1	6.8%	
Windsor & Eton (zone 7)	0.0	0.0	0.1	0.0	4.3	41.1	248.9	145.2	0.6	16.6	0.9	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	459.3	3.5%	
Camberley (zone 9)	1.7	2.0	0.4	0.0	0.0	1.0	1.8	7.5	290.5	32.3	185.1	7.2	53.9	4.4	2.5	0.4	0.0	0.0	0.0	0.0	1.7	0.0	592.4	4.6%
Farnborough (zone 9)	0.0	0.8	0.0	0.0	0.0	0.0	3.2	0.6	234.3	3.1	109.0	2.3	117.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	470.4	3.6%
Fleet (zone 13)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	155.8	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	157.4	1.2%
Basinstoke (zone 14)	3.3	7.1	1.5	0.0	0.0	0.0	0.0	0.0	25.4	0.8	14.1	2.4	116.5	778.1	198.4	14.8	91.6	0.1	0.1	0.0	0.0	0.0	1,254.2	9.7%
Tadley (zone 15)	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	28.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	30.9	0.2%
Wantage (zone 19)	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	46.4	0.8	0.0	48.5	0.4%	
Didcot (zone 20)	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	109.0	3.6	119.2	0.9%	
Wallingford (zone 20)	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	74.5	7.3	88.4	0.7%	
<b>Sub-total, other comparison goods floorspace in survey area (C)</b>	<b>13.1</b>	<b>12.2</b>	<b>5.1</b>	<b>210.0</b>	<b>983.6</b>	<b>606.1</b>	<b>1117.2</b>	<b>226.3</b>	<b>550.8</b>	<b>56.3</b>	<b>312.7</b>	<b>24.3</b>	<b>443.4</b>	<b>786.5</b>	<b>229.5</b>	<b>16.0</b>	<b>92.0</b>	<b>0.5</b>	<b>49.1</b>	<b>191.3</b>	<b>13.2</b>	<b>5,939.3</b>	<b>45.7%</b>	
<b>Comparison goods floorspace outside survey area</b>																								
Woking	0.0	0.0	0.0	0.1	0.0	0.0	2.0	1.8	309.7	1.4	4.6	1.5	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	321.4	2.5%
Guildford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	182.2	2.1	16.3	2.3	13.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	220.4	1.7%
Staines	0.0	0.0	0.0	1.5	7.4	1.6	21.7	189.7	14.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	237.6	1.8%
Central London (incl. Westfield London Shepherd's Bush)	14.3	4.1	1.7	11.0	38.6	28.0	24.9	16.1	12.8	10.4	8.2	1.2	3.4	4.3	0.8	7.0	0.9	1.8	3.0	10.7	0.1	0.0	203.3	1.6%
Uxbridge	0.0	0.0	0.0	0.0	6.3	0.0	113.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	120.4	0.9%
Oxford	2.4	0.0	0.8	19.2	10.3	0.0	1.8	0.0	0.0	0.3	0.0	3.1	0.0	0.0	0.0	3.7	0.0	0.0	14.7	77.0	3.0	0.0	136.3	1.0%
Andover	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	124.3	7.6	0.0	0.0	0.0	0.0	133.5	1.0%
Swindon	0.0	4.5	0.1	0.0	0.0	0.6	2.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.9	44.1	14.8	0.5	1.1	0.0	73.8	0.6%
Marlborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	3.0	0.0	20.8	0.4	0.0	0.0	0.0	25.0	0.2%
All other locations outside survey area	10.0	9.5	8.5	26.0	47.7	37.4	62.2	41.3	70.5	14.8	13.2	0.8	42.2	26.2	8.8	11.1	53.4	8.0	9.3	34.6	3.8	0.0	539.3	4.2%
<b>Sub-total, comparison goods floorspace outside survey area (D)</b>	<b>26.6</b>	<b>18.0</b>	<b>11.2</b>	<b>57.9</b>	<b>110.4</b>	<b>67.6</b>	<b>229.2</b>	<b>254.2</b>	<b>589.1</b>	<b>29.0</b>	<b>42.3</b>	<b>10.5</b>	<b>59.1</b>	<b>30.5</b>	<b>12.1</b>	<b>28.5</b>	<b>179.5</b>	<b>82.4</b>	<b>42.1</b>	<b>122.7</b>	<b>8.0</b>	<b>2,011.0</b>	<b>15.5%</b>	
<b>Local / other shops in survey area (E)</b>	<b>20.3</b>	<b>32.8</b>	<b>12.3</b>	<b>2.4</b>	<b>51.3</b>	<b>25.0</b>	<b>21.2</b>	<b>45.1</b>	<b>23.7</b>	<b>1.4</b>	<b>18.5</b>	<b>16.7</b>	<b>8.3</b>	<b>7.0</b>	<b>6.0</b>	<b>0.0</b>	<b>9.6</b>	<b>0.6</b>	<b>1.4</b>	<b>0.6</b>	<b>12.6</b>	<b>316.9</b>	<b>2.4%</b>	
<b>Overall total (A+B+C+D+E)</b>	<b>830.5</b>	<b>646.8</b>	<b>208.5</b>	<b>363.0</b>	<b>1148.6</b>	<b>955.8</b>	<b>1425.2</b>	<b>581.1</b>	<b>1241.1</b>	<b>674.7</b>	<b>551.4</b>	<b>556.5</b>	<b>595.6</b>	<b>850.9</b>	<b>433.2</b>	<b>658.4</b>	<b>297.2</b>	<b>188.8</b>	<b>170.8</b>	<b>421.2</b>	<b>190.1</b>	<b>12,989.4</b>	<b>100.0%</b>	

Source: Table 3, Table 4



Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
Comparison Capacity Modelling

Table 6: Schedule of comparison goods floorspace

In-centre floorspace	Comparison goods floorspace (sq.m net)
<b>Reading Borough</b>	
Reading town centre	77,500
<b>Bracknell Forest Borough</b>	
Bracknell town centre	18,001
Sandhurst town centre	2,881
Crowthorne town centre	2,686
<b>West Berkshire</b>	
Newbury town centre	30,047
Thatcham town centre	2,048
Hungerford town centre	5,740
<b>Wokingham Borough</b>	
Wokingham town centre	10,010
Woodley	3,419
Edge/Out-of-centre floorspace	Comparison goods floorspace (sq.m net)
<b>Reading Borough</b>	
Retail parks / retail warehousing	71,648
Non-food floorspace in foodstores	7,419
<b>Bracknell Forest Borough</b>	
Retail parks / retail warehousing, Bracknell	4,224
Non-food floorspace in foodstores, Bracknell	1,729
Meadows Centre, Sandhurst	12,924
Non-food floorspace in foodstores, Sandhurst / Crowthorne	3,009
<b>West Berkshire</b>	
Retail parks / retail warehousing, Newbury	11,137
Non-food floorspace in foodstores, Newbury	6,272
<b>Wokingham Borough</b>	
Retail parks / retail warehousing, Wokingham	1,627
Non-food floorspace in foodstores, Wokingham	1,691
Retail parks / retail warehousing, Winnersh / Lower Earley	1,937
Non-food floorspace in foodstores, Winnersh / Lower Earley	3,120

Source: Experian Goad Category Reports / Goad Plans. Note: Includes comparison floorspace in major foodstores.

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Table 7: Commitments for new comparison goods floorspace

Proposed development	Net Comparison Floorspace (sq.m)	Estimated sales density (£/sq.m net)	Estimated turnover 2021 (£m)	Estimated turnover 2026 (£m)	Estimated turnover 2031 (£m)	Estimated turnover 2036 (£m)
<b>Reading</b>						
Oracle Centre extension, Reading town centre	1,223	7,500	10.0	10.8	11.7	12.1
Former Royal Mail sorting office, Caversham	1,520	5,000	8.2	9.0	9.7	10.0
Station Hill, Reading	5,400	5,000	29.3	31.8	34.5	35.7
Primark extension, Reading town centre	1,050	4,971	5.7	6.1	6.7	6.9
Porcelanosa, Rosa Kiln Lane, Reading	1,125	2,160	2.6	2.9	3.1	3.2
Dee Park Estate, Reading	636	3,000	2.1	2.2	2.4	2.5
IKEA, Berkshire Retail Park, Pincents Lane, Tilehurst ( <i>turnover from Reading LPA</i> )	-	-	23.2	25.2	27.3	28.2
<b>Sub-total, Reading commitments</b>	<b>10,954</b>	<b>-</b>	<b>81.1</b>	<b>88.0</b>	<b>95.5</b>	<b>98.7</b>
<b>Bracknell Forest</b>						
Lexicon Bracknell (excluding Charles Square and Princess Square)	34,200	6,000	222.7	241.7	262.3	271.0
Charles Square redevelopment, Bracknell town centre	3,808	6,000	24.8	26.9	29.2	30.2
42-43 Princess Square, Bracknell	1,215	6,000	7.9	8.6	9.3	9.6
Former IRL site, Crowthorne	176	3,000	0.6	0.6	0.7	0.7
IKEA, Berkshire Retail Park, Pincents Lane, Tilehurst ( <i>turnover from Bracknell Forest LPA</i> )	-	-	4.5	4.9	5.3	5.5
<b>Sub-total, Bracknell Forest commitments</b>	<b>39,399</b>	<b>-</b>	<b>260.5</b>	<b>282.7</b>	<b>306.8</b>	<b>317.0</b>
<b>West Berkshire</b>						
IKEA, Berkshire Retail Park, Pincents Lane, Tilehurst ( <i>turnover from West Berkshire LPA</i> )	24,410	-	6.7	7.3	7.9	8.2
Kingsland Shopping Centre redevelopment, Broadway, Thatcham	3,515	4,500	17.2	18.6	20.2	20.9
Land off Faraday & Kelvin Road, Newbury	1,100	6,000	7.2	7.8	8.4	8.7
Unit 10 (Boots), Newbury Retail Park, Pinchington Lane, Newbury	794	4,500	3.9	4.2	4.6	4.7
11-15 Bartholomew Street, Newbury	582	6,000	3.8	4.1	4.5	4.6
<b>Sub-total, West Berkshire commitments</b>	<b>30,401</b>	<b>-</b>	<b>38.7</b>	<b>42.0</b>	<b>45.6</b>	<b>47.1</b>
<b>Wokingham</b>						
Elms Field, Wokingham	655	6,000	4.3	4.6	5.0	5.2
Peach Place, Wokingham	900	6,000	5.9	6.4	6.9	7.1
Aldi, Suttons Business Park (comparison goods floorspace)	254	4,500	1.2	1.3	1.5	1.5
IKEA, Berkshire Retail Park, Pincents Lane, Tilehurst ( <i>turnover from Wokingham LPA</i> )	-	-	2.2	2.4	2.6	2.7
Land west of Shinfield - foodstore	500	6,000	3.3	3.5	3.8	4.0
Land west of Shinfield - other class A1 floorspace	690	3,000	2.2	2.4	2.6	2.7
Land at Matthewgreen Farm, North Wokingham	300	3,000	1.0	1.1	1.2	1.2
Buckhurst Farm, London Road, Wokingham	180	3,000	0.6	0.6	0.7	0.7
Arborfield Garrison - District Centre - foodstore	800	6,000	5.2	5.7	6.1	6.3
Arborfield Garrison - District Centre - other class A1 floorspace	600	3,000	2.0	2.1	2.3	2.4
Arborfield Garrison - Neighbourhood Centre	120	3,000	0.4	0.4	0.5	0.5
Arborfield Garrison - Hogwood Farm Neighbourhood Centre	200	3,000	0.7	0.7	0.8	0.8
<b>Sub-total, Wokingham commitments</b>	<b>4,045</b>	<b>-</b>	<b>28.9</b>	<b>31.3</b>	<b>34.0</b>	<b>35.1</b>
<b>Overall total</b>	<b>73,845</b>	<b>-</b>	<b>409.2</b>	<b>444.1</b>	<b>481.9</b>	<b>498.0</b>

Source: LPA monitoring and planning application documents. Sales densities, turnovers and floorspace splits derived from Planning/Retail Impact Assessments where possible, other wise assumed.



## Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016

### Comparison Capacity Modelling

Table 8a: Reading Borough comparison goods floorspace capacity

	2016	2021	2026	2031	2036
A) Total Available Expenditure (£m)	6,346.5	7,418.6	8,934.7	10,792.3	12,989.5
B) Market Share from Survey Area (%)	22	22	22	22	22
C) Comparison goods spending in Reading town centre (£m)	1,140.5	1,328.7	1,596.0	1,923.0	2,308.4
D) Comparison goods spending in retail parks / out-of-centre foodstores (£m)	267.8	311.6	374.0	450.4	540.3
<b>E) Total comparison goods spending (£m)</b>	<b>1,408.3</b>	<b>1,640.4</b>	<b>1,970.0</b>	<b>2,373.4</b>	<b>2,848.7</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	156,567	156,567	156,567	156,567	156,567
G) Sales per sq.m net (£)	8,995	9,762	10,595	11,498	12,478
H) Sales from Existing Floorspace (£m)	1,408.3	1,528.4	1,658.8	1,800.2	1,953.7
I) Sales from Committed Floorspace (£m)	0.0	81.1	88.0	95.5	98.7
J) Residual Spending to support new floorspace (£000)	0.0	30.9	223.3	477.7	796.4
K) Sales per sq.m net in new shops (£)	10,000	10,853	11,778	12,782	13,872
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>2,844</b>	<b>18,956</b>	<b>37,375</b>	<b>57,406</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>2,800</b>	<b>19,000</b>	<b>37,400</b>	<b>57,400</b>

Assumes growth in sales efficiency of 1.65% per annum to 2036.

**Key to Tables 8a to 8h:**

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table 1)

Row B - the 'market share' claimed by centres and stores in the Borough / District as a proportion of the total available comparison goods spend (source: Row C divided by Row A)

Row C - the amount in monetary terms spent at centres and stores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to Table 5d)

Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to 5d)

Row E - the sum of Row C and Row D

Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable

Row G - the turnover per sq.m of existing comparison goods floorspace in the Borough / District. Allowance is made for this to improve at 1.65% per annum to 2036.

Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)

Row I - turnover from 'commitments' for new comparison goods retail floorspace (source: Table 7)

Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace

Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)

Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)

Row M - Row L, rounded to the nearest hundred.

## Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016

### Comparison Capacity Modelling

Table 8b: Bracknell comparison goods floorspace capacity

	2016	2021	2026	2031	2036
A) Total Available Expenditure (£m)	6,346.5	7,418.6	8,934.7	10,792.3	12,989.5
B) Market Share from Survey Area (%)	4	4	4	4	4
C) Comparison goods spending in Bracknell town centre (£m)	168.3	198.3	240.3	291.2	351.8
D) Comparison goods spending in retail parks / out-of-centre foodstores (£m)	110.2	129.7	157.0	190.2	229.5
<b>E) Total comparison goods spending (£m)</b>	<b>278.5</b>	<b>328.1</b>	<b>397.3</b>	<b>481.4</b>	<b>581.3</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	23,954	23,954	23,954	23,954	23,954
G) Sales per sq.m net (£)	11,624	12,616	13,691	14,859	16,126
H) Sales from Existing Floorspace (£m)	278.5	302.2	328.0	355.9	386.3
I) Sales from Committed Floorspace (£m)	0.0	235.1	255.1	276.9	286.1
J) Residual Spending to support new floorspace (£000)	0.0	-209.2	-185.8	-151.4	-91.1
K) Sales per sq.m net in new shops (£)	6,000	6,512	7,067	7,669	8,323
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>-32,132</b>	<b>-26,297</b>	<b>-19,745</b>	<b>-10,945</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>-32,100</b>	<b>-26,300</b>	<b>-19,700</b>	<b>-10,900</b>

Assumes growth in sales efficiency of 1.65% per annum to 2036.

**Key to Tables 8a to 8h:**

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table 1)  
 Row B - the 'market share' claimed by centres and stores in the Borough / District as a proportion of the total available comparison goods spend (source: Row C divided by Row A)  
 Row C - the amount in monetary terms spent at centres and stores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to Table 5d)  
 Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to 5d)  
 Row E - the sum of Row C and Row D  
 Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable  
 Row G - the turnover per sq.m of existing comparison goods floorspace in the Borough / District. Allowance is made for this to improve at 1.65% per annum to 2036.  
 Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)  
 Row I - turnover from 'commitments' for new comparison goods retail floorspace (source: Table 7)  
 Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace  
 Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)  
 Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)  
 Row M - Row L, rounded to the nearest hundred.



## Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016

### Comparison Capacity Modelling

**Table 8x: Bracknell comparison goods floorspace capacity**  
**INCREASED RETENTION SCENARIO — FOLLOWING THE OPENING OF LEXICON BRACKNELL AND CHARLES SQUARE / PRINCESS SQUARE REDEVELOPMENT**

	2016	2021	2026	2031	2036
A) Total Available Expenditure (£m)	6,346.5	7,418.6	8,934.7	10,792.3	12,989.5
B) Market Share from Survey Area (%)	4	8	7	7	7
C) Comparison goods spending in Bracknell town centre (£m)	168.3	428.9	490.5	562.86	632.4
D) Comparison goods spending in retail parks / out-of-centre foodstores (£m)	110.2	129.7	157.0	190.2	229.5
<b>E) Total comparison goods spending (£m)</b>	<b>278.5</b>	<b>558.7</b>	<b>647.5</b>	<b>753.0</b>	<b>861.9</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	23,954	59,369	59,369	59,369	59,369
G) Sales per sq.m net (£)	11,624	9,000	9,767	10,600	11,504
H) Sales from Existing Floorspace (£m)	278.5	534.3	579.9	629.3	683.0
I) Sales from Committed Floorspace (£m)	0.0	4.5	4.9	5.3	5.5
J) Residual Spending to support new floorspace (£000)	0.0	19.9	62.8	118.4	173.5
K) Sales per sq.m net in new shops (£)	6,000	6,512	7,067	7,669	8,323
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>3,050</b>	<b>8,885</b>	<b>15,437</b>	<b>20,844</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>3,000</b>	<b>8,900</b>	<b>15,400</b>	<b>20,800</b>

Assumes growth in sales efficiency of 1.65% per annum to 2036.

**Key to Tables 8a to 8h:**

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table 1)  
 Row B - the 'market share' claimed by centres and stores in the Borough / District as a proportion of the total available comparison goods spend (source: Row C divided by Row A)  
 Row C - the amount in monetary terms spent at centres and stores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to Table 5d)  
 Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to 5d)  
 Row E - the sum of Row C and Row D  
 Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable  
 Row G - the turnover per sq.m of existing comparison goods floorspace in the Borough / District. Allowance is made for this to improve at 1.65% per annum to 2036.  
 Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)  
 Row I - turnover from 'commitments' for new comparison goods retail floorspace (source: Table 7)  
 Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace  
 Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)  
 Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)  
 Row M - Row L, rounded to the nearest hundred.

## Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016

### Comparison Capacity Modelling

Table 8c: Sandhurst & Crowthorne comparison goods floorspace capacity

	2016	2021	2026	2031	2036
A) Total Available Expenditure (£m)	6,346.5	7,418.6	8,934.7	10,792.3	12,989.5
B) Market Share from Survey Area (%)	1	1	1	1	1
C) Comparison goods spending in other Bracknell Forest centres (£m)	16.8	19.6	23.6	28.4	34.2
D) Comparison goods spending in retail parks / out-of-centre foodstores (£m)	75.9	88.5	106.2	127.9	153.8
<b>E) Total comparison goods spending (£m)</b>	<b>92.7</b>	<b>108.1</b>	<b>129.8</b>	<b>156.4</b>	<b>188.0</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	21,501	21,501	21,501	21,501	21,501
G) Sales per sq.m net (£)	4,313	4,681	5,080	5,513	5,983
H) Sales from Existing Floorspace (£m)	92.7	100.6	109.2	118.5	128.6
I) Sales from Committed Floorspace (£m)	0.0	0.6	0.6	0.7	0.7
J) Residual Spending to support new floorspace (£000)	0.0	6.9	19.9	37.2	58.7
K) Sales per sq.m net in new shops (£)	6,000	6,512	7,067	7,669	8,323
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>1,053</b>	<b>2,822</b>	<b>4,848</b>	<b>7,053</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>1,100</b>	<b>2,800</b>	<b>4,800</b>	<b>7,100</b>

Assumes growth in sales efficiency of 1.65% per annum to 2036.

#### Key to Tables 8a to 8h:

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table 1)

Row B - the 'market share' claimed by centres and stores in the Borough / District as a proportion of the total available comparison goods spend (source: Row C divided by Row A)

Row C - the amount in monetary terms spent at centres and stores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to Table 5d)

Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to 5d)

Row E - the sum of Row C and Row D

Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable

Row G - the turnover per sq.m of existing comparison goods floorspace in the Borough / District. Allowance is made for this to improve at 1.65% per annum to 2036.

Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)

Row I - turnover from 'commitments' for new comparison goods retail floorspace (source: Table 7)

Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace

Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)

Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)

Row M - Row L, rounded to the nearest hundred.



## Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016

### Comparison Capacity Modelling

Table 8d: Newbury comparison goods floorspace capacity

	2016	2021	2026	2031	2036
A) Total Available Expenditure (£m)	6,346.5	7,418.6	8,934.7	10,792.3	12,989.5
B) Market Share from Survey Area (%)	6	6	6	6	6
C) Comparison goods spending in Newbury town centre (£m)	287.6	334.9	401.9	483.5	579.6
D) Comparison goods spending in retail parks / out-of-centre foodstores (£m)	111.6	130.1	156.3	188.1	225.5
<b>E) Total comparison goods spending (£m)</b>	<b>399.2</b>	<b>465.0</b>	<b>558.1</b>	<b>671.5</b>	<b>805.1</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	47,456	47,456	47,456	47,456	47,456
G) Sales per sq.m net (£)	8,412	9,129	9,908	10,752	11,669
H) Sales from Existing Floorspace (£m)	399.2	433.2	470.2	510.3	553.8
I) Sales from Committed Floorspace (£m)	0.0	21.6	23.4	25.4	26.2
J) Residual Spending to support new floorspace (£000)	0.0	10.2	64.6	135.9	225.1
K) Sales per sq.m net in new shops (£)	6,000	6,512	7,067	7,669	8,323
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>1,568</b>	<b>9,137</b>	<b>17,714</b>	<b>27,042</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>1,600</b>	<b>9,100</b>	<b>17,700</b>	<b>27,000</b>

Assumes growth in sales efficiency of 1.65% per annum to 2036.

#### Key to Tables 8a to 8h:

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table 1)  
 Row B - the 'market share' claimed by centres and stores in the Borough / District as a proportion of the total available comparison goods spend (source: Row C divided by Row A)  
 Row C - the amount in monetary terms spent at centres and stores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to Table 5d)  
 Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to 5d)  
 Row E - the sum of Row C and Row D  
 Row F - estimated existing comparison goods floorspace (all locations) based on Experian Good centre reports / Council information / third party data as applicable  
 Row G - the turnover per sq.m of existing comparison goods floorspace in the Borough / District. Allowance is made for this to improve at 1.65% per annum to 2036.  
 Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)  
 Row I - turnover from 'commitments' for new comparison goods retail floorspace (source: Table 7)  
 Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace  
 Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)  
 Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)  
 Row M - Row L, rounded to the nearest hundred.

## Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016

### Comparison Capacity Modelling

Table 8e: Thatcham comparison goods floorspace capacity

	2016	2021	2026	2031	2036
A) Total Available Expenditure (£m)	6,346.5	7,418.6	8,934.7	10,792.3	12,989.5
B) Market Share from Survey Area (%)	0	0	0	0	0
C) Comparison goods spending in Thatcham town centre (£m)	9.6	11.2	13.4	16.1	19.3
D) Comparison goods spending in retail parks / out-of-centre foodstores (£m)	0.0	0.0	0.0	0.0	0.0
<b>E) Total comparison goods spending (£m)</b>	<b>9.6</b>	<b>11.2</b>	<b>13.4</b>	<b>16.1</b>	<b>19.3</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	2,048	2,048	2,048	2,048	2,048
G) Sales per sq.m net (£)	4,684	5,083	5,517	5,987	6,497
H) Sales from Existing Floorspace (£m)	9.6	10.4	11.3	12.3	13.3
I) Sales from Committed Floorspace (£m)	0.0	17.2	18.6	20.2	20.9
J) Residual Spending to support new floorspace (£000)	0.0	-16.4	-16.5	-16.4	-14.9
K) Sales per sq.m net in new shops (£)	4,500	4,884	5,300	5,752	6,243
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>-3,360</b>	<b>-3,120</b>	<b>-2,847</b>	<b>-2,385</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>-3,400</b>	<b>-3,100</b>	<b>-2,800</b>	<b>-2,400</b>

Assumes growth in sales efficiency of 1.65% per annum to 2036.

#### Key to Tables 8a to 8h:

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table 1)

Row B - the 'market share' claimed by centres and stores in the Borough / District as a proportion of the total available comparison goods spend (source: Row C divided by Row A)

Row C - the amount in monetary terms spent at centres and stores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to Table 5d)

Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to 5d)

Row E - the sum of Row C and Row D

Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable

Row G - the turnover per sq.m of existing comparison goods floorspace in the Borough / District. Allowance is made for this to improve at 1.65% per annum to 2036.

Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)

Row I - turnover from 'commitments' for new comparison goods retail floorspace (source: Table 7)

Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace

Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)

Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)

Row M - Row L, rounded to the nearest hundred.



## Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016

### Comparison Capacity Modelling

Table 8f: Hungerford comparison goods floorspace capacity

	2016	2021	2026	2031	2036
A) Total Available Expenditure (£m)	6,346.5	7,418.6	8,934.7	10,792.3	12,989.5
B) Market Share from Survey Area (%)	0	0	0	0	0
C) Comparison goods spending in Hungerford town centre (£m)	10.4	12.0	14.4	17.3	20.6
D) Comparison goods spending in retail parks / out-of-centre foodstores (£m)	0.0	0.0	0.0	0.0	0.0
<b>E) Total comparison goods spending (£m)</b>	<b>10.4</b>	<b>12.0</b>	<b>14.4</b>	<b>17.3</b>	<b>20.6</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	5,740	5,740	5,740	5,740	5,740
G) Sales per sq.m net (£)	1,804	1,958	2,125	2,306	2,502
H) Sales from Existing Floorspace (£m)	10.4	11.2	12.2	13.2	14.4
I) Sales from Committed Floorspace (£m)	0.0	0.0	0.0	0.0	0.0
J) Residual Spending to support new floorspace (£000)	0.0	0.8	2.2	4.0	6.3
K) Sales per sq.m net in new shops (£)	4,500	4,884	5,300	5,752	6,243
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>164</b>	<b>418</b>	<b>702</b>	<b>1,005</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>200</b>	<b>400</b>	<b>700</b>	<b>1,000</b>

Assumes growth in sales efficiency of 1.65% per annum to 2036.

#### Key to Tables 8a to 8h:

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table 1)

Row B - the 'market share' claimed by centres and stores in the Borough / District as a proportion of the total available comparison goods spend (source: Row C divided by Row A)

Row C - the amount in monetary terms spent at centres and stores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to Table 5d)

Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to 5d)

Row E - the sum of Row C and Row D

Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable

Row G - the turnover per sq.m of existing comparison goods floorspace in the Borough / District. Allowance is made for this to improve at 1.65% per annum to 2036.

Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)

Row I - turnover from 'commitments' for new comparison goods retail floorspace (source: Table 7)

Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace

Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)

Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)

Row M - Row L, rounded to the nearest hundred.

## Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016 Comparison Capacity Modelling

Table 8g: Wokingham urban area\* comparison goods floorspace capacity

	2016	2021	2026	2031	2036
A) Total Available Expenditure (£m)	6,346.5	7,418.6	8,934.7	10,792.3	12,989.5
B) Market Share from Survey Area (%)	1	1	1	1	1
C) Comparison goods spending in Wokingham town centre (£m)	71.6	84.2	101.7	122.8	147.8
D) Comparison goods spending in retail parks / out-of-centre foodstores (£m)	0.0	0.0	0.0	0.0	0.0
<b>E) Total comparison goods spending (£m)</b>	<b>71.6</b>	<b>84.2</b>	<b>101.7</b>	<b>122.8</b>	<b>147.8</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	10,010	10,010	10,010	10,010	10,010
G) Sales per sq.m net (£)	7,153	7,763	8,424	9,143	9,922
H) Sales from Existing Floorspace (£m)	71.6	77.7	84.3	91.5	99.3
I) Sales from Committed Floorspace (£m)	0.0	28.9	31.3	34.0	35.1
J) Residual Spending to support new floorspace (£000)	0.0	-22.4	-14.0	-2.7	13.3
K) Sales per sq.m net in new shops (£)	6,000	6,512	7,067	7,669	8,323
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>-3,437</b>	<b>-1,976</b>	<b>-354</b>	<b>1,603</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>-3,400</b>	<b>-2,000</b>	<b>-400</b>	<b>1,600</b>

Assumes growth in sales efficiency of 1.65% per annum to 2036. Negative capacity figure denotes over-supply of floorspace.

\*Figures for Wokingham urban area exclude capacity requirements for Woodley town centre and Winnersh (see Table 8h)

### Key to Tables 8a to 8h:

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table 1)

Row B - the 'market share' claimed by centres and stores in the Borough / District as a proportion of the total available comparison goods spend (source: Row C divided by Row A)

Row C - the amount in monetary terms spent at centres and stores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to Table 5d)

Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to 5d)

Row E - the sum of Row C and Row D

Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable

Row G - the turnover per sq.m of existing comparison goods floorspace in the Borough / District. Allowance is made for this to improve at 1.65% per annum to 2036.

Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)

Row I - turnover from 'commitments' for new comparison goods retail floorspace (source: Table 7)

Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace

Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)

Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)

Row M - Row L, rounded to the nearest hundred.



## Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016

### Comparison Capacity Modelling

Table 8h: Woodley comparison goods floorspace capacity

	2016	2021	2026	2031	2036
A) Total Available Expenditure (£m)	6,346.5	7,418.6	8,934.7	10,792.3	12,989.5
B) Market Share from Survey Area (%)	1	1	1	1	1
C) Comparison goods spending in Woodley (£m)	32.6	38.1	45.8	55.3	66.4
D) Comparison goods spending in retail parks / out-of-centre foodstores (£m)	0.0	0.0	0.0	0.0	0.0
<b>E) Total comparison goods spending (£m)</b>	<b>32.6</b>	<b>38.1</b>	<b>45.8</b>	<b>55.3</b>	<b>66.4</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	3,419	3,419	3,419	3,419	3,419
G) Sales per sq.m net (£)	9,548	10,363	11,246	12,205	13,246
H) Sales from Existing Floorspace (£m)	32.6	35.4	38.4	41.7	45.3
I) Sales from Committed Floorspace (£m)	0.0	0.0	0.0	0.0	0.0
J) Residual Spending to support new floorspace (£000)	0.0	2.6	7.3	13.5	21.1
K) Sales per sq.m net in new shops (£)	4,500	4,884	5,300	5,752	6,243
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>540</b>	<b>1,380</b>	<b>2,355</b>	<b>3,379</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>500</b>	<b>1,400</b>	<b>2,400</b>	<b>3,400</b>

Assumes growth in sales efficiency of 1.65% per annum to 2036.

#### Key to Tables 8a to 8h:

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table 1)

Row B - the 'market share' claimed by centres and stores in the Borough / District as a proportion of the total available comparison goods spend (source: Row C divided by Row A)

Row C - the amount in monetary terms spent at centres and stores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to Table 5d)

Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in the Borough / District, based on the findings of the household telephone survey (source: Table 5a to 5d)

Row E - the sum of Row C and Row D

Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable

Row G - the turnover per sq.m of existing comparison goods floorspace in the Borough / District. Allowance is made for this to improve at 1.65% per annum to 2036.

Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)

Row I - turnover from 'commitments' for new comparison goods retail floorspace (source: Table 7)

Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace

Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)

Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)

Row M - Row L, rounded to the nearest hundred.

## Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016

### Comparison Capacity Modelling

Table 8v: Reading Borough comparison goods floorspace capacity  
REDUCED RETENTION SCENARIO FOLLOWING OPENING OF LEXICON BRACKNELL

	2016	2021	2026	2031	2036
Total Available Expenditure (£m)	6,346.5	7,418.6	8,934.7	10,792.3	12,989.5
Market Share from Survey Area (%)	21	21	21	21	21
Comparison goods spending in Reading town centre (£m)	1,081.5	1,259.2	1,511.9	1,821.0	2,185.3
Comparison goods spending in retail parks / out-of-centre foodstores (£m)	267.8	311.6	374.0	450.4	540.3
<b>Total comparison goods spending (£m)</b>	<b>1,349.3</b>	<b>1,570.9</b>	<b>1,885.9</b>	<b>2,271.5</b>	<b>2,725.6</b>
Existing Retail Floorspace (sq.m net)	156,567	156,567	156,567	156,567	156,567
Sales per sq.m net (£)	8,618	9,353	10,150	11,016	11,955
Sales from Existing Floorspace (£m)	1,349.3	1,464.4	1,589.2	1,724.7	1,871.8
Sales from Committed Floorspace (£m)	0.0	81.1	88.0	95.5	98.7
Residual Spending to support new floorspace (£000)	0.0	25.4	208.6	451.2	755.1
Sales per sq.m net in new shops (£)	10,000	10,853	11,778	12,782	13,872
<b>Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>2,342</b>	<b>17,714</b>	<b>35,300</b>	<b>54,436</b>
<b>Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>2,300</b>	<b>17,700</b>	<b>35,300</b>	<b>54,400</b>

Assumes growth in sales efficiency of 1.65% per annum to 2033.



# CONVENIENCE GOODS MODELLING

Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
Convenience Capacity Modelling

denotes zone wholly or predominantly within Western Berkshire

Table 1: Survey area population forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Total
2015	122,017	105,350	28,473	43,651	153,780	111,892	210,830	64,989	170,489	90,113	71,263	66,501	78,225	117,951	50,076	89,096	41,197	23,838	22,195	57,980	21,881	<b>1,741,787</b>
2016	123,046	105,914	28,632	43,875	154,841	112,897	213,337	65,599	171,449	91,038	71,723	67,192	78,649	119,346	50,583	89,726	41,452	23,985	22,330	58,321	22,002	<b>1,755,937</b>
2021	127,208	108,352	29,438	45,058	159,826	117,802	225,212	68,390	176,110	95,482	74,324	70,317	80,795	126,014	53,002	92,844	42,742	24,764	23,073	60,044	22,578	<b>1,823,375</b>
2026	130,988	110,769	30,195	46,066	164,475	122,221	235,485	70,941	180,583	99,309	76,564	72,914	82,752	131,635	55,144	95,578	44,058	25,407	23,750	61,733	23,069	<b>1,883,636</b>
2031	134,488	112,876	30,742	46,906	168,868	125,791	244,255	73,274	184,636	102,421	78,444	74,874	84,405	136,225	56,846	97,793	45,266	25,872	24,361	63,205	23,424	<b>1,934,972</b>
2036	137,373	114,926	31,235	47,689	172,765	129,143	252,730	75,316	188,931	105,401	80,307	76,722	85,900	140,442	58,348	99,866	46,418	26,300	24,819	64,505	23,817	<b>1,982,954</b>
Change 2016-36	14,327	9,012	2,603	3,814	17,924	16,246	39,393	9,717	17,482	14,363	8,584	9,530	7,251	21,096	7,765	10,140	4,966	2,315	2,489	6,184	1,815	227,017

Source: Experian Micromarketer zonal population estimates and projections

Table 1b: Survey area postcode sectors

Zone	Postal Sectors
Zone 1	RG 1 3, RG1 4, RG1 5, RG2 7, RG2 8, RG4 5, RG4 6, RG5 3, RG6 1, RG6 3, RG6 4, RG6 5, RG6 6, RG6 7, RG5 4
Zone 2	RG1 1, RG1 2, RG1 6, RG1 7, RG1 8, RG2 0, RG2 6, RG4 7, RG4 8, RG30 1, RG30 2, RG30 3, RG30 4, RG30 6, RG31 6
Zone 3	RG7 5, RG7 6, RG31 4, RG31 5, RG31 7
Zone 4	RG4 9, OX49 5, HP14 3, RG9 1, RG9 2, RG9 3, RG9 4, RG9 5, RG9 6
Zone 5	HP10 0, HP10 8, HP10 9, HP11 1, HP11 2, HP12 3, HP12 4, HP13 5, HP13 6, HP13 7, HP15 7, SL7 3, SL8 5, HP9 2, SL9 7
Zone 6	SL9 8, RG10 0, RG10 8, RG10 9, SL6 0, SL6 1, SL6 2, SL6 3, SL6 4, SL6 5, SL6 6, SL6 7, SL6 8, SL6 9, SL7 1, SL7 2
Zone 7	SL1 2, SL1 3, SL1 4, SL1 5, SL1 6, SL1 7, SL1 8, SL1 9, SL2 1, SL2 2, SL2 3, SL2 4, SL4 1, SL4 3, SL4 5, SL4 6, SLO 0, SLO 9, SL1 1, SL3 0, SL3 6, SL3 7, SL3 8, SL3 9, SL 2 5
Zone 8	SL4 2, SL4 4, SL5 7, SL5 9, GU25 4, SL5 0, TW19 5, TW19 6, TW20 0, TW20 9
Zone 9	GU14 6, GU14 7, GU16 6, GU24 0, GU14 8, GU15 1, GU15 2, GU15 3, GU16 7, GU16 8, GU16 9, GU18 5, GU20 6, GU24 8, GU24 9, GU21 2, GU21 3, GU21 4, GU21 5, GU21 6, GU21 7, GU21 8, KT16 0
Zone 10	RG12 0, RG12 1, RG12 2, RG12 7, RG12 8, RG12 9, RG42 1, RG42 2, RG42 3, RG42 4, RG42 5, RG42 6, RG42 7, SL5 8
Zone 11	GU15 4, GU17 0, GU19 5, GU46 6, GU46 7, GU47 0, GU47 8, GU47 9, RG45 6, RG45 7
Zone 12	RG40 1, RG40 2, RG40 3, RG40 4, RG40 5, RG41 1, RG41 2, RG41 3, RG41 4, RG41 5
Zone 13	GU14 0, GU14 9, GU51 1, GU51 2, GU51 3, GU51 4, GU51 5, GU52 7, RG27 8, RG27 9, GU17 9, RG27 0
Zone 14	RG21 3, RG21 34, RG21 5, RG21 6, RG21 7, RG21 8, RG22 4, RG22 5, RG22 6, RG24 7, RG23 7, RG23 8, RG24 8, RG24 9
Zone 15	RG7 1, RG7 2, RG7 3, RG7 4, RG26 3, RG26 4, RG26 5, RG7 8
Zone 16	RG14 1, RG14 2, RG14 3, RG14 5, RG14 6, RG14 7, RG18 3, RG18 4, RG18 9, RG19 3, RG19 4, RG19 6, RG19 8, RG20 0, RG20 4, RG20 8, RG20 9
Zone 17	RG25 3, RG28 7, SP11 0, SP11 6, SP10 4, SP10 5, SP11 9
Zone 18	RG17 0, RG17 9, SN8 2, SN8 3
Zone 19	OX12 8, OX12 9, RG17 7, RG17 8, RG20 7
Zone 20	OX10 6, OX10 0, OX10 8, OX10 9, OX11 9, OX11 0, OX11 6, OX11 7, OX11 8
Zone 21	RG8 7, RG8 8, RG18 0, RG8 0, RG8 9, RG20 6

Western Berkshire LPA areas  
**Reading:** zone 1\*, zone 2  
**Bracknell Forest:** zone 10, zone 11\*  
**Wokingham:** zone 1\*, zone 12  
**West Berkshire:** zone 3, zone 15\*, zone 16\*, zone 18\*, zone 19\*, zone 21\*  
 (\*denotes authority area which falls partially within zone)



Western Berkshire Authorities — Retail & Commercial Leisure Assessment 2016  
 Convenience Capacity Modelling

denotes zone wholly or predominantly within Western Berkshire

Table 2: Survey area convenience goods retail expenditure forecasts (per capita, 2014 prices)

	Zone 1 (£)	Zone 2 (£)	Zone 3 (£)	Zone 4 (£)	Zone 5 (£)	Zone 6 (£)	Zone 7 (£)	Zone 8 (£)	Zone 9 (£)	Zone 10 (£)	Zone 11 (£)	Zone 12 (£)	Zone 13 (£)	Zone 14 (£)	Zone 15 (£)	Zone 16 (£)	Zone 17 (£)	Zone 18 (£)	Zone 19 (£)	Zone 20 (£)	Zone 21 (£)
2014	2,174	2,032	2,252	2,479	2,257	2,419	2,125	2,501	2,203	2,222	2,264	2,281	2,241	2,193	2,405	2,250	2,257	2,376	2,379	2,216	2,530
2016	2,130	1,991	2,207	2,429	2,212	2,371	2,083	2,451	2,159	2,178	2,219	2,236	2,196	2,149	2,357	2,205	2,212	2,329	2,332	2,172	2,480
<b>2016</b> Minus SFT at 2.8%	<b>2,066</b>	<b>1,932</b>	<b>2,141</b>	<b>2,356</b>	<b>2,145</b>	<b>2,300</b>	<b>2,020</b>	<b>2,378</b>	<b>2,095</b>	<b>2,113</b>	<b>2,152</b>	<b>2,169</b>	<b>2,130</b>	<b>2,084</b>	<b>2,287</b>	<b>2,139</b>	<b>2,145</b>	<b>2,259</b>	<b>2,262</b>	<b>2,107</b>	<b>2,405</b>
2021	2,145	2,005	2,223	2,446	2,227	2,388	2,098	2,469	2,175	2,193	2,235	2,252	2,211	2,164	2,374	2,221	2,227	2,345	2,348	2,187	2,497
<b>2021</b> Minus SFT at 4.4%	<b>2,051</b>	<b>1,917</b>	<b>2,125</b>	<b>2,338</b>	<b>2,129</b>	<b>2,283</b>	<b>2,005</b>	<b>2,360</b>	<b>2,079</b>	<b>2,097</b>	<b>2,136</b>	<b>2,152</b>	<b>2,114</b>	<b>2,069</b>	<b>2,269</b>	<b>2,123</b>	<b>2,129</b>	<b>2,242</b>	<b>2,245</b>	<b>2,091</b>	<b>2,387</b>
2026	2,156	2,015	2,234	2,458	2,238	2,400	2,108	2,481	2,186	2,204	2,246	2,263	2,223	2,175	2,386	2,232	2,238	2,357	2,360	2,198	2,510
<b>2026</b> Minus SFT at 5.1%	<b>2,046</b>	<b>1,913</b>	<b>2,120</b>	<b>2,333</b>	<b>2,124</b>	<b>2,277</b>	<b>2,001</b>	<b>2,355</b>	<b>2,074</b>	<b>2,092</b>	<b>2,131</b>	<b>2,147</b>	<b>2,109</b>	<b>2,064</b>	<b>2,264</b>	<b>2,118</b>	<b>2,124</b>	<b>2,237</b>	<b>2,239</b>	<b>2,086</b>	<b>2,382</b>
2031	2,167	2,026	2,245	2,471	2,250	2,412	2,119	2,493	2,196	2,215	2,257	2,274	2,234	2,186	2,398	2,243	2,250	2,369	2,372	2,209	2,522
<b>2031</b> Minus SFT at 5.8%	<b>2,041</b>	<b>1,908</b>	<b>2,115</b>	<b>2,327</b>	<b>2,119</b>	<b>2,272</b>	<b>1,996</b>	<b>2,349</b>	<b>2,069</b>	<b>2,087</b>	<b>2,126</b>	<b>2,142</b>	<b>2,104</b>	<b>2,059</b>	<b>2,259</b>	<b>2,113</b>	<b>2,119</b>	<b>2,231</b>	<b>2,234</b>	<b>2,081</b>	<b>2,376</b>
2036	2,178	2,036	2,256	2,483	2,261	2,424	2,129	2,506	2,207	2,226	2,268	2,286	2,245	2,197	2,410	2,254	2,261	2,381	2,383	2,220	2,535
<b>2036</b> Minus SFT at 6.4%	<b>2,038</b>	<b>1,905</b>	<b>2,112</b>	<b>2,324</b>	<b>2,116</b>	<b>2,269</b>	<b>1,993</b>	<b>2,346</b>	<b>2,066</b>	<b>2,084</b>	<b>2,123</b>	<b>2,139</b>	<b>2,101</b>	<b>2,056</b>	<b>2,255</b>	<b>2,110</b>	<b>2,116</b>	<b>2,228</b>	<b>2,231</b>	<b>2,078</b>	<b>2,373</b>

Source: Experian Micromarketer, October 2015. Growth rates and allowance for SFT are derived from Experian Retail Planner 13, Figure 1a (for growth rates) / Figure 5 (for SFT)

denotes zone wholly or predominantly within Western Berkshire

Table 3: Survey area convenience goods retail expenditure forecasts (2014 prices)

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Zone 16 (£m)	Zone 17 (£m)	Zone 18 (£m)	Zone 19 (£m)	Zone 20 (£m)	Zone 21 (£m)	Total (£m)
<b>2016</b>	254.3	204.6	61.3	103.4	332.2	259.6	431.0	156.0	359.1	192.3	154.4	145.7	167.5	248.8	115.7	191.9	88.9	54.2	50.5	122.9	52.9	3,747.3
<b>2021</b>	260.9	207.7	62.6	105.4	340.3	268.9	451.6	161.4	366.1	200.2	158.8	151.4	170.8	260.7	120.3	197.1	91.0	55.5	51.8	125.6	53.9	3,861.9
<b>2026</b>	268.0	211.9	64.0	107.5	349.4	278.3	471.1	167.0	374.5	207.7	163.2	156.6	174.5	271.7	124.8	202.4	93.6	56.8	53.2	128.8	54.9	3,980.1
<b>2031</b>	274.5	215.4	65.0	109.2	357.9	285.8	487.5	172.1	382.0	213.7	166.8	160.4	177.6	280.5	128.4	206.6	95.9	57.7	54.4	131.5	55.7	4,078.6
<b>2036</b>	280.0	219.0	66.0	110.8	365.6	293.0	503.7	176.7	390.4	219.7	170.5	164.1	180.5	288.7	131.6	210.7	98.2	58.6	55.4	134.1	56.5	4,173.7
<b>Change 2016-36</b>	<b>25.7</b>	<b>14.4</b>	<b>4.7</b>	<b>7.5</b>	<b>33.4</b>	<b>33.3</b>	<b>72.6</b>	<b>20.7</b>	<b>31.2</b>	<b>27.3</b>	<b>16.1</b>	<b>18.4</b>	<b>13.0</b>	<b>40.0</b>	<b>15.9</b>	<b>18.8</b>	<b>9.3</b>	<b>4.4</b>	<b>4.9</b>	<b>11.2</b>	<b>3.6</b>	<b>426.4</b>

Source: Tables 1 & 2

denotes zone wholly or predominantly within Western Berkshire

Table 4: Convenience goods allocation 2016 - % market share

Zone Centre/Store	LPA area	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)	Zone 10 (%)	Zone 11 (%)	Zone 12 (%)	Zone 13 (%)	Zone 14 (%)	Zone 15 (%)	Zone 16 (%)	Zone 17 (%)	Zone 18 (%)	Zone 19 (%)	Zone 20 (%)	Zone 21 (%)
<b>Convenience goods floorspace in Western Berkshire</b>																						
<b>Reading urban area</b>																						
<b>Town and district centre stores (zones 1, 2, 3 and 12)</b>																						
Asda, Chalfont Way, Lower Earley (zone 1)	Wokingham	23.9%	5.7%	4.2%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.1%	1.0%	1.2%	0.3%	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	1.2%	0.7%
Waitrose, Crockhamwell Road, Woodley (zone 1)	Wokingham	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Portman Road, Reading (zone 2)	Reading	0.8%	13.4%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Asda, Honey End Lane, Tilehurst (zone 2)	Reading	0.8%	9.9%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Waitrose, Church Street, Caversham (zone 2)	Reading	1.1%	5.5%	0.6%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Lidl, Oxford Road, Reading (zone 2)	Reading	0.0%	1.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Aldi, Vastern Court, Reading (zone 2)	Reading	0.3%	4.0%	0.0%	1.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Co-Op, School Road, Tilehurst, Reading (zone 3)	Reading	0.0%	4.3%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, King Street Lane, Winnersh (zone 12)	Wokingham	15.5%	0.6%	6.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	17.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other in-centre stores, Reading (zones 1, 2 and 3)	Wokingham, Reading	3.7%	10.1%	1.2%	0.5%	0.0%	0.2%	0.3%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%
<b>Sub-total, Reading Borough in-centre stores (zones 1, 2, 3 and 12)</b>		<b>58.1%</b>	<b>55.0%</b>	<b>31.9%</b>	<b>3.2%</b>	<b>0.0%</b>	<b>5.0%</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>1.0%</b>	<b>18.6%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>4.6%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>13.3%</b>
<b>Edge/out-of-centre stores (zones 1, 2, 3 and 12)</b>																						
Lidl, Headley Road, Woodley (zone 1)	Wokingham	5.5%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Maiden Place, Lower Earley (zone 1)	Wokingham	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Napier Road, Reading (zone 2)	Reading	3.3%	4.4%	0.0%	0.9%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Waitrose, Oxford Road, Reading (zone 2)	Reading	0.0%	10.9%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%
Morrisons, Basingstoke Road, Reading (zone 2)	Reading	2.8%	4.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Lidl, Basingstoke Road, Reading (zone 2)	Reading	1.8%	0.6%	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Bath Road, Reading (zone 2)	Reading	0.4%	5.8%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Sainsbury's, Bath Road, Calcot (zone 3)	Reading	0.8%	5.9%	27.9%	0.3%	0.0%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	6.7%	0.9%	0.0%	0.0%	0.0%	0.0%	10.5%
<b>Sub-total, Reading edge/out-of-centre stores (zones 1, 2, 3 and 12)</b>		<b>19.9%</b>	<b>32.0%</b>	<b>47.9%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>5.6%</b>	<b>0.2%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>11.1%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>23.1%</b>
<b>Sub-total, Reading main stores</b>		<b>78.0%</b>	<b>87.0%</b>	<b>79.8%</b>	<b>4.4%</b>	<b>0.0%</b>	<b>10.5%</b>	<b>0.5%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>1.0%</b>	<b>20.4%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>15.8%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>36.4%</b>
<b>Bracknell urban area</b>																						
<b>Bracknell town centre foodstores (zone 10)</b>																						
Sainsbury's, Princess Square, Bracknell	Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, Bracknell town centre in-centre foodstores</b>		<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>2.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Bracknell other in-centre foodstores (zone 10)</b>																						
Aldi, Birch Hill, Bracknell	Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.7%	0.0%	8.4%	1.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, County Lane, Warfield, Bracknell	Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.7%	0.0%	23.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Whetton Road, Bracknell	Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.6%	1.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Hordean Road, Forest Park, Bracknell	Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, Bracknell district centres in-centre foodstores</b>		<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.2%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>7.5%</b>	<b>0.6%</b>	<b>39.9%</b>	<b>1.7%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Bracknell edge/out-of-centre foodstores (zone 10)</b>																						
Sainsbury's, Bagshot Road, Ringmead, Bracknell	Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	16.1%	1.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Bond Way, Bracknell	Bracknell Forest	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	17.4%	0.0%	0.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, The Peel Centre, Skipped Hill Lane, Bracknell	Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.5%	0.0%	8.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
<b>Sub-total, Bracknell edge/out-of-centre foodstores</b>		<b>0.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>5.0%</b>	<b>0.0%</b>	<b>41.4%</b>	<b>1.9%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.2%</b>	<b>0.0%</b>
<b>Sub-total, Bracknell main stores</b>		<b>0.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.2%</b>	<b>3.3%</b>	<b>0.0%</b>	<b>13.0%</b>	<b>0.6%</b>	<b>83.9%</b>	<b>3.6%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.2%</b>	<b>0.0%</b>



Table 4: Convenience goods allocation 2016 - % market share (continued)

Zone	LPA area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Centre/Store		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
<b>Wokingham urban area</b>																						
<b>Wokingham town centre foodstores (zone 12)</b>																						
Waitrose, Rectory Road, Wokingham	Wokingham	2.7%	0.3%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.3%	0.2%	0.0%	24.7%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, Wokingham town centre foodstores</b>		<b>2.7%</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.3%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>24.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Wokingham other in-centre foodstores (zone 12)</b>																						
Morrisons, Wooshill Shopping Centre, Wokingham	Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.3%	0.1%	0.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, Wokingham other in-centre foodstores</b>		<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.3%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>9.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Wokingham edge/out-of-centre foodstores (zone 12)</b>																						
Tesco, Finchampstead Road, Wokingham	Wokingham	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.8%	25.0%	0.9%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Moly Millers Lane, Wokingham	Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	5.8%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, Wokingham out-of-centre foodstores</b>		<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>30.8%</b>	<b>1.2%</b>	<b>0.1%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub-total, Wokingham main stores</b>		<b>3.0%</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.3%</b>	<b>1.2%</b>	<b>64.8%</b>	<b>1.2%</b>	<b>0.1%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Newbury urban area</b>																						
<b>Newbury town centre foodstores (zone 16)</b>																						
Tesco Metro, Northbrook Street, Newbury	West Berkshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%	0.0%	0.0%	0.4%	0.0%	1.8%
Marks & Spencer, Northbrook Street, Newbury	West Berkshire	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.2%	0.0%	0.6%	0.2%	0.0%	0.2%
<b>Sub-total, Newbury town centre foodstores</b>		<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>2.5%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>1.9%</b>
<b>Newbury edge/out-of-centre foodstores (zone 16)</b>																						
Sainsbury's, Hectors Way, Newbury	West Berkshire	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	22.1%	0.2%	5.6%	6.3%	0.0%	3.8%
Tesco Extra, Pinchington Lane, Newbury	West Berkshire	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	21.8%	0.0%	2.5%	3.0%	0.0%	3.0%
Waitrose, Oxford Road, Newbury	West Berkshire	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	13.5%	0.0%	8.1%	3.3%	0.2%	4.4%
Aldi, London Road, Newbury	West Berkshire	0.0%	0.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	3.2%	0.0%	5.7%	0.5%	0.0%	0.8%
Tesco Superstore, London Road, Newbury	West Berkshire	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.5%	0.0%	2.3%	0.3%	0.0%	0.2%
<b>Sub-total, Newbury out-of-centre foodstores</b>		<b>0.0%</b>	<b>0.3%</b>	<b>3.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.1%</b>	<b>64.0%</b>	<b>0.2%</b>	<b>24.2%</b>	<b>13.5%</b>	<b>0.2%</b>	<b>12.1%</b>
<b>Sub-total, Newbury main stores</b>		<b>0.0%</b>	<b>0.3%</b>	<b>3.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.7%</b>	<b>66.5%</b>	<b>0.2%</b>	<b>24.8%</b>	<b>14.1%</b>	<b>0.2%</b>	<b>14.1%</b>
<b>Foodstores outside main urban areas</b>																						
Lidl, High Street, Crowthorne (in-centre)	Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Yorktown Road, Sandhurst (in-centre)	Bracknell Forest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Meadows Centre, Sandhurst (out-of-centre)	Bracknell Forest	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	23.1%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Waitrose, The Broadway, Thatcham (in-centre)	West Berkshire	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, Reading Road, Pangbourne (in-centre)	West Berkshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%
Co-op, The Square, Pangbourne (in-centre)	West Berkshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%
Co-op, High Street, Theale (in-centre)	West Berkshire	0.0%	0.4%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Everland Road, Hungerford (edge-of-centre)	West Berkshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	33.5%	7.2%	0.0%	0.0%
<b>Sub-total, other main stores in Western Berkshire</b>		<b>0.6%</b>	<b>0.4%</b>	<b>6.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>8.3%</b>	<b>1.6%</b>	<b>37.5%</b>	<b>0.0%</b>	<b>5.6%</b>	<b>0.0%</b>	<b>0.3%</b>	<b>6.1%</b>	<b>0.1%</b>	<b>33.5%</b>	<b>7.2%</b>	<b>0.0%</b>	<b>8.8%</b>
<b>SUB-TOTAL, MAIN STORES IN WESTERN BERKSHIRE</b>		<b>82.3%</b>	<b>88.0%</b>	<b>90.0%</b>	<b>4.4%</b>	<b>0.2%</b>	<b>16.4%</b>	<b>0.5%</b>	<b>13.1%</b>	<b>9.6%</b>	<b>88.0%</b>	<b>43.4%</b>	<b>86.9%</b>	<b>7.2%</b>	<b>0.1%</b>	<b>24.6%</b>	<b>73.6%</b>	<b>0.4%</b>	<b>58.3%</b>	<b>21.4%</b>	<b>1.7%</b>	<b>59.3%</b>

Table 4: Convenience goods allocation 2016 - % market share (continued)

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)	Zone 10 (%)	Zone 11 (%)	Zone 12 (%)	Zone 13 (%)	Zone 14 (%)	Zone 15 (%)	Zone 16 (%)	Zone 17 (%)	Zone 18 (%)	Zone 19 (%)	Zone 20 (%)	Zone 21 (%)
<b>Convenience goods floorspace outside Western Berkshire (within survey area)</b>																					
Henley-on-Thames foodstores (zone 4)	0.8%	0.0%	0.0%	32.9%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
High Wycombe foodstores (zone 5)	0.0%	0.0%	0.0%	20.8%	65.1%	3.5%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaconsfield foodstores (zone 5)	0.0%	0.0%	0.0%	0.0%	14.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gerrards Cross foodstores (zone 5)	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maidenhead foodstores (zone 6)	0.0%	0.0%	0.2%	0.0%	0.0%	31.3%	1.8%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marlow foodstores (zone 6)	0.0%	0.0%	0.0%	2.4%	3.3%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Twyford foodstores (zone 6)	0.7%	0.0%	0.0%	0.0%	0.0%	17.7%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%	0.4%
Slough foodstores (zone 7)	0.0%	0.0%	0.4%	0.3%	0.4%	7.1%	60.6%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsor foodstores (zone 7)	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	7.9%	16.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Egham foodstores (zone 8)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunningdale foodstores (zone 8)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	1.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley / Firmley foodstores (zones 9 and 11)	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	12.2%	0.0%	20.8%	0.9%	6.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Farnborough foodstores (zone 9)	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	15.8%	0.0%	0.3%	0.0%	16.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woking foodstores (zone 9)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Yateley foodstores (zone 11)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	1.5%	2.8%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fleet foodstores (zone 13)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	35.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hook foodstores (zone 13)	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke foodstores (zone 14)	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	3.7%	85.6%	25.1%	0.6%	8.6%	0.0%	0.0%	0.0%	0.5%
Tadley foodstores (zone 15)	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	35.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wantage foodstores (zone 19)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	55.3%	0.7%	0.0%
Didcot foodstores (zone 20)	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	51.8%	6.2%
Wallingford foodstores (zone 20)	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.2%	9.8%
<b>Sub-total, other convenience goods floorspace in survey area (B)</b>	<b>2.9%</b>	<b>0.4%</b>	<b>0.8%</b>	<b>60.7%</b>	<b>85.3%</b>	<b>70.3%</b>	<b>76.0%</b>	<b>47.1%</b>	<b>60.9%</b>	<b>0.4%</b>	<b>32.5%</b>	<b>2.5%</b>	<b>74.4%</b>	<b>86.9%</b>	<b>60.9%</b>	<b>0.8%</b>	<b>8.6%</b>	<b>1.1%</b>	<b>60.3%</b>	<b>78.6%</b>	<b>18.7%</b>
<b>Convenience goods floorspace outside survey area</b>																					
Andover foodstores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	56.6%	1.2%	0.0%	0.0%	0.0%
Staines foodstores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	19.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marlborough foodstores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	0.9%	0.0%	0.0%
All other foodstores outside survey area	0.4%	0.3%	0.8%	12.3%	1.4%	4.5%	11.9%	6.5%	9.6%	3.5%	1.0%	0.0%	5.8%	2.5%	7.0%	3.3%	16.3%	17.2%	4.6%	6.7%	7.6%
<b>Sub-total, convenience goods floorspace outside survey area (C)</b>	<b>0.4%</b>	<b>0.3%</b>	<b>0.8%</b>	<b>12.3%</b>	<b>1.4%</b>	<b>4.5%</b>	<b>13.0%</b>	<b>26.2%</b>	<b>9.6%</b>	<b>3.5%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>5.8%</b>	<b>2.5%</b>	<b>7.3%</b>	<b>3.3%</b>	<b>72.9%</b>	<b>30.5%</b>	<b>5.5%</b>	<b>6.7%</b>	<b>7.6%</b>
<b>Local / other shops (D)</b>	<b>14.3%</b>	<b>11.3%</b>	<b>8.3%</b>	<b>22.6%</b>	<b>13.1%</b>	<b>8.9%</b>	<b>10.6%</b>	<b>13.6%</b>	<b>19.9%</b>	<b>8.1%</b>	<b>23.2%</b>	<b>10.6%</b>	<b>12.5%</b>	<b>10.5%</b>	<b>7.2%</b>	<b>22.3%</b>	<b>18.2%</b>	<b>10.1%</b>	<b>12.9%</b>	<b>13.0%</b>	<b>14.4%</b>
<b>Overall total (A+B+C+D)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: NEMS Household Survey



denotes zone wholly or predominantly within Western Berkshire

Table 5a: Convenience goods allocation 2016 - Spend (£m, 2014 prices)

Zone Centre/Store	LPA area	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)	Zone 10 (%)	Zone 11 (%)	Zone 12 (%)	Zone 13 (%)	Zone 14 (%)	Zone 15 (%)	Zone 16 (%)	Zone 17 (%)	Zone 18 (%)	Zone 19 (%)	Zone 20 (%)	Zone 21 (%)	Total (£m)	Total (%)	
<b>Total Available Spend - 2016</b>		<b>254.3</b>	<b>204.6</b>	<b>61.3</b>	<b>103.4</b>	<b>332.2</b>	<b>259.6</b>	<b>431.0</b>	<b>156.0</b>	<b>359.1</b>	<b>192.3</b>	<b>154.4</b>	<b>145.7</b>	<b>167.5</b>	<b>248.8</b>	<b>115.7</b>	<b>191.9</b>	<b>88.9</b>	<b>54.2</b>	<b>50.5</b>	<b>122.9</b>	<b>52.9</b>	<b>3747.3</b>	<b>100.0</b>	
<b>Convenience goods floorspace in Western Berkshire</b>																									
<b>Reading urban area</b>																									
<b>Reading in-centre stores (zones 1, 2, 3 and 12)</b>																									
Asda, Chalfont Way, Lower Earley (zone 1)	Wokingham	60.8	11.7	2.6	0.0	0.0	5.7	0.0	0.0	0.0	3.9	1.6	1.7	0.5	0.0	0.6	0.3	0.0	0.0	0.0	1.5	0.4	91.4	2.4%	
Waitrose, Crockhamwell Road, Woodley (zone 1)	Wokingham	30.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.4	0.8%	
Tesco Extra, Portman Road, Reading (zone 2)	Reading	2.1	27.5	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	32.9	0.9%	
Asda, Honey End Lane, Tilehurst (zone 2)	Reading	2.0	20.3	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.9	29.8	0.8%
Waitrose, Church Street, Caversham (zone 2)	Reading	2.7	11.3	0.4	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	16.5	0.4%
Lidl, Oxford Road, Reading (zone 2)	Reading	0.0	3.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	4.2	0.1%
Aldi, Vastem Court, Reading (zone 2)	Reading	0.8	8.1	0.0	1.1	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	11.3	0.3%
Co-Op, School Road, Tilehurst, Reading (zone 3)	Reading	0.0	8.7	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.3	0.4%
Sainsbury's, King Street Lane, Winkersley (zone 12)	Wokingham	39.4	1.2	3.7	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	24.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	75.3	2.0%
Other in-centre stores, Reading (zones 1, 2 and 3)	Wokingham, Reading	9.5	20.6	0.8	0.5	0.0	0.6	1.5	0.0	0.0	0.2	0.0	0.4	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	3.8	40.4	1.1%
<b>Sub-total, Reading Borough in-centre stores (zones 1, 2, 3 and 12)</b>		<b>147.8</b>	<b>112.5</b>	<b>19.5</b>	<b>3.4</b>	<b>0.0</b>	<b>12.9</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>4.2</b>	<b>1.6</b>	<b>27.1</b>	<b>0.7</b>	<b>0.0</b>	<b>5.4</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>7.1</b>	<b>345.4</b>	<b>9.2%</b>	
<b>Reading edge/out-of-centre stores (zones 1, 2, 3 and 12)</b>																									
Lidl, Headley Road, Woodley (zone 1)	Wokingham	13.9	0.0	0.0	0.0	0.0	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.1	0.5%
Sainsbury's Local, Malden Place, Lower Earley (zone 1)	Wokingham	13.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.8	0.4%
Tesco Extra, Napier Road, Reading (zone 2)	Reading	8.3	9.0	0.0	0.9	0.0	6.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.9	26.7	0.7%
Waitrose, Oxford Road, Reading (zone 2)	Reading	0.0	22.3	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	5.3	32.8	0.9%
Morrisons, Basingstoke Road, Reading (zone 2)	Reading	7.1	8.9	0.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	18.5	0.5%
Lidl, Basingstoke Road, Reading (zone 2)	Reading	4.6	1.3	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.2%
Aldi, Bath Road, Reading (zone 2)	Reading	1.1	11.8	6.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	21.9	0.6%
Sainsbury's, Bath Road, Calcot (zone 3)	Reading	2.0	12.1	17.1	0.3	0.0	1.3	0.7	0.0	0.0	0.0	0.0	0.9	0.0	0.0	7.7	1.6	0.0	0.0	0.0	0.0	0.0	5.6	49.3	1.3%
<b>Sub-total, Reading edge/out-of-centre stores (zones 1, 2, 3 and 12)</b>		<b>50.7</b>	<b>65.5</b>	<b>29.4</b>	<b>1.2</b>	<b>0.0</b>	<b>14.4</b>	<b>0.7</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.6</b>	<b>0.0</b>	<b>0.0</b>	<b>12.8</b>	<b>1.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>12.2</b>	<b>191.4</b>	<b>5.1%</b>	
<b>Sub-total, Reading main stores</b>		<b>198.5</b>	<b>177.9</b>	<b>48.9</b>	<b>4.5</b>	<b>0.0</b>	<b>27.3</b>	<b>2.2</b>	<b>0.2</b>	<b>0.0</b>	<b>4.2</b>	<b>1.6</b>	<b>29.8</b>	<b>0.7</b>	<b>0.0</b>	<b>18.2</b>	<b>1.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>19.3</b>	<b>536.8</b>	<b>14.3%</b>	
<b>Bracknell urban area</b>																									
<b>Bracknell town centre foodstores (zone 10)</b>																									
Sainsbury's, Princess Square, Bracknell	Bracknell Forest	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.1%
<b>Sub-total, Bracknell town centre in-centre foodstores</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>	<b>4.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>5.6</b>	<b>0.1%</b>
<b>Bracknell other in-centre foodstores (zone 10)</b>																									
Aldi, Birch Hill, Bracknell	Bracknell Forest	0.0	0.0	0.0	0.0	0.7	0.0	0.0	1.2	0.0	16.2	2.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.6	0.6%
Tesco, County Lane, Warfield, Bracknell	Bracknell Forest	0.0	0.0	0.0	0.0	0.0	1.8	0.0	4.3	0.0	45.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	51.5	1.4%
Tesco, Whitton Road, Bracknell	Bracknell Forest	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	2.1	3.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.2	0.3%
Tesco Express, Hordean Road, Forest Park, Bracknell	Bracknell Forest	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.5	0.3%
<b>Sub-total, Bracknell district centres in-centre foodstores</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>1.8</b>	<b>0.0</b>	<b>11.7</b>	<b>2.1</b>	<b>76.8</b>	<b>2.6</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>95.9</b>	<b>2.6%</b>
<b>Bracknell edge/out-of-centre foodstores (zone 10)</b>																									
Sainsbury's, Bagshot Road, Ringmead, Bracknell	Bracknell Forest	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	0.0	30.9	3.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	41.4	1.1%
Waitrose, Bond Way, Bracknell	Bracknell Forest	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	33.4	0.0	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	36.8	1.0%
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell	Bracknell Forest	0.0	0.0	0.0	0.0	0.0	6.9	0.0	0.8	0.0	15.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	23.7	0.6%
<b>Sub-total, Bracknell edge/out-of-centre foodstores</b>		<b>1.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>6.9</b>	<b>0.0</b>	<b>7.9</b>	<b>0.0</b>	<b>79.7</b>	<b>3.0</b>	<b>2.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>101.9</b>	<b>2.7%</b>	
<b>Sub-total, Bracknell main stores</b>		<b>1.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>8.7</b>	<b>0.0</b>	<b>20.3</b>	<b>2.1</b>	<b>161.3</b>	<b>5.6</b>	<b>2.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>203.4</b>	<b>5.4%</b>	

Table 5a: Convenience goods allocation 2016 - Spend (€m, 2014 prices) (continued)

Zone	LPA area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Total	Total	
Centre/Store		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(€m)	(%)	
<b>Wokingham urban area</b>																									
<b>Wokingham town centre foodstores (zone 12)</b>																									
Waitrose, Rectory Road, Wokingham	Wokingham	6.8	0.7	0.0	0.0	0.0	0.9	0.0	0.0	1.2	0.4	0.0	36.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.2	1.2%
<b>Sub-total, Wokingham town centre foodstores</b>		<b>6.8</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>1.2</b>	<b>0.4</b>	<b>0.0</b>	<b>36.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>46.2</b>	<b>1.2%</b>
<b>Wokingham other in-centre foodstores (zone 12)</b>																									
Morrisons, Woosehill Shopping Centre, Wokingham	Wokingham	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	1.2	0.2	0.0	13.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.1	0.5%
<b>Sub-total, Wokingham other in-centre foodstores</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>4.2</b>	<b>0.0</b>	<b>0.0</b>	<b>1.2</b>	<b>0.2</b>	<b>0.0</b>	<b>13.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>19.1</b>	<b>0.5%</b>
<b>Wokingham edge/out-of-centre foodstores (zone 12)</b>																									
Tesco, Finchampstead Road, Wokingham	Wokingham	0.9	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.2	36.4	1.6	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	41.9	1.1%
Lidl, Moly Millers Lane, Wokingham	Wokingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	8.4	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.9	0.3%
<b>Sub-total, Wokingham out-of-centre foodstores</b>		<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.8</b>	<b>44.9</b>	<b>2.0</b>	<b>0.3</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>51.7</b>	<b>1.4%</b>
<b>Sub-total, Wokingham main stores</b>		<b>7.7</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>6.5</b>	<b>0.0</b>	<b>0.0</b>	<b>2.4</b>	<b>0.6</b>	<b>1.8</b>	<b>94.4</b>	<b>2.0</b>	<b>0.3</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>117.0</b>	<b>3.1%</b>
<b>Newbury urban area</b>																									
<b>Newbury town centre foodstores (zone 16)</b>																									
Tesco Metro, Northbrook Street, Newbury	West Berkshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	2.4	0.0	0.0	0.2	0.0	0.9	4.2	0.1%	
Marks & Spencer, Northbrook Street, Newbury	West Berkshire	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.3	0.0	0.3	0.1	0.0	0.1	3.1	0.1%	
<b>Sub-total, Newbury town centre foodstores</b>		<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>4.7</b>	<b>0.0</b>	<b>0.3</b>	<b>0.3</b>	<b>0.0</b>	<b>1.0</b>	<b>7.2</b>	<b>0.2%</b>	
<b>Newbury edge/out-of-centre foodstores (zone 16)</b>																									
Sainsbury's, Hectors Way, Newbury	West Berkshire	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	42.4	0.2	3.0	3.2	0.0	2.0	51.8	1.4%	
Tesco Extra, Pinchington Lane, Newbury	West Berkshire	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	41.8	0.0	1.3	1.5	0.0	1.6	49.7	1.3%	
Waitrose, Oxford Road, Newbury	West Berkshire	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	25.9	0.0	4.4	1.7	0.3	2.3	36.9	1.0%	
Aldi, London Road, Newbury	West Berkshire	0.0	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	6.1	0.0	3.1	0.2	0.0	0.4	11.9	0.3%	
Tesco Superstore, London Road, Newbury	West Berkshire	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	6.7	0.0	1.2	0.2	0.0	0.1	10.5	0.3%	
<b>Sub-total, Newbury out-of-centre foodstores</b>		<b>0.0</b>	<b>0.6</b>	<b>2.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>8.2</b>	<b>122.9</b>	<b>0.2</b>	<b>13.1</b>	<b>6.8</b>	<b>0.3</b>	<b>6.4</b>	<b>160.7</b>	<b>4.3%</b>	
<b>Sub-total, Newbury main stores</b>		<b>0.0</b>	<b>0.6</b>	<b>2.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>8.9</b>	<b>127.7</b>	<b>0.2</b>	<b>13.4</b>	<b>7.1</b>	<b>0.3</b>	<b>7.4</b>	<b>167.9</b>	<b>4.5%</b>	
<b>Foodstores outside main urban areas</b>																									
Lidl, High Street, Crowthorne (in-centre)	Bracknell Forest	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.9	0.2%
Waitrose, Yorktown Road, Sandhurst (in-centre)	Bracknell Forest	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	14.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.5	0.4%
Tesco Extra, Meadows Centre, Sandhurst (out-of-centre)	Bracknell Forest	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.9	0.0	35.6	0.0	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	76.6	2.0%	
Waitrose, The Broadway, Thatcham (in-centre)	West Berkshire	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	11.5	0.0	0.0	0.0	0.0	0.0	14.0	0.4%	
Co-Op, Reading Road, Pangbourne (in-centre)	West Berkshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1	0.1%	
Co-op, The Square, Pangbourne (in-centre)	West Berkshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	2.5	0.1%	
Co-op, High Street, Theale (in-centre)	West Berkshire	0.0	0.7	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.1%	
Tesco, Everland Road, Hungerford (edge-of-centre)	West Berkshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	18.1	3.7	0.0	0.0	22.2	0.6%	
<b>Sub-total, other main stores in Western Berkshire</b>		<b>1.6</b>	<b>0.7</b>	<b>4.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>29.9</b>	<b>3.1</b>	<b>57.9</b>	<b>0.0</b>	<b>9.4</b>	<b>0.0</b>	<b>0.4</b>	<b>11.7</b>	<b>0.1</b>	<b>18.1</b>	<b>3.7</b>	<b>0.0</b>	<b>4.7</b>	<b>145.4</b>	<b>3.9%</b>	
<b>SUB-TOTAL, MAIN STORES IN WESTERN BERKSHIRE (A)</b>		<b>209.3</b>	<b>180.0</b>	<b>55.2</b>	<b>4.5</b>	<b>0.7</b>	<b>42.5</b>	<b>2.2</b>	<b>20.5</b>	<b>34.4</b>	<b>169.2</b>	<b>66.9</b>	<b>126.7</b>	<b>12.1</b>	<b>0.3</b>	<b>28.5</b>	<b>141.3</b>	<b>0.3</b>	<b>31.6</b>	<b>10.8</b>	<b>2.0</b>	<b>31.4</b>	<b>1170.6</b>	<b>31.2%</b>	