

Woking Retail Capacity: Convenience Goods Shopping Only, 2001 - 2016



Scenario 1: Baseline Capacity

Assumptions: No change in market share

No growth in turnover efficiency Forecast growth in average spend of:

0.3% per annum

CORE BOROUGH CATCHMENT 2008 2008 2008 2011 2016 201									CHANGE: 200
Zone 1 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita); (f)(2) - Average convenience goods spending (£ per capita); (f)(2) - Average convenience goods spending (£ per capita); (f)(3) - Average convenience goods spending (£ p	CORE BOROUGH CAT	CHMENT		2001	2004	2008	2011	2016	- Un
- Population ⁽¹⁾ - Average converience goods spending (E per capita); (2)(2) Total Spend £m E121.9 E123.9 E138.6 E138.7 E122.5									
- Average convenience goods spending (E per capita); (2)(2) Total Spend £m Total Spend £m E1.746 E1.761 E1.785 E1.785 E1.786 E1.785 E1.786 E1.785 E1.885 E	Zone 1	D(1)		75.004	70.050	70.000	77.407	77.004	
Total Spend Em E131.9 E132.9 E136.6 E138.7 E142.2									
Zone 2 - Population ⁽¹⁾ - Average convenience goods spending (E per capita): (2)(2) Total Spend £m 20,940 21,066 21,235 21,363 21,577 £1,799 £1,795 £1,822 £1,779 £1,795 £1,822 £1,779 £1,795 £1,823 £38,3 £39,3 Zone 3 - Population ⁽¹⁾ - Average convenience goods spending (E per capita): (2)(3) Total Spend £m 20,940 21,066 £1,789 £1,789 £1,789 £1,789 £1,789 £1,789 £1,815 £1,822 £1,835 £1,947 Total Spend £m £1,8378 £1,947 Total Spend £m £1,8378 £1,947 £1,8378 £1,947 £1,845 £48,8 £49,8 £4		- Average convenience goods spending (z. per capita).	Total Spend £m						
- Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m 20,940 21,066 21,235 21,363 21,577 £1,795 £1,891 £1,795 £1,891 £1,795 £1,891	OUTER BOROUGH CA	TCHMENT							
- Average convenience goods spending (£ per capita): (2)(3) Zone 3 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(4) - Average convenience goods spending (£ per capita): (2)(5) - Average convenience goods spending (£ per capita): (2)(5) - Average convenience goods spending (£ per capita): (2)(5) - Average convenience goods spending (£ per capita): (2)(5) - Average convenience goods spending (£ per capita): (2)(5) - Average convenience goods spending (£ per capita): (2)(5) - Average convenience goods spending (£ per capita): (2)(5) - Average convenience goods spending (£ per capita): (2)(5) - Average convenience goods spending (£ per capita): (2)(5) - Average convenience goods spending (£ per capita): (2)(5) - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(5) - Population ⁽¹⁾ - Population ⁽¹⁾ - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(5) - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(5) - Population ⁽¹⁾ - P	Zone 2								
Zone 3 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita); ⁽²⁾ (3) Zone 4 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita); ⁽²⁾ (3) Total Spend £m Spend £m Sp									
Zone 3 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £98.0 £99.7 £101.9 £103.6 £1,815 £1,842 Zone 4 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £104.0 £108.1 £109.1 £111.3 £915.1 Zone 5 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £104.0 £108.1 £109.1 £111.3 £915.1 Zone 6 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £44.8 £45.6 £46.8 £47.8 £49.4 Zone 6 - Population ⁽¹⁾ - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £44.8 £45.6 £46.8 £47.8 £49.4		 Average convenience goods spending (£ per capita): (2) (3) 	120 120 120 - 110 20 -						
- Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m E98.0 55,678 56,097 58,660 57,086 57,083 £1,177 £1,798 £1,1815 £1,842 F1,081 £1,177 £1,178 £1,178 £1,177 £1,178 £1,178 £1,1815 £1,1842 £1,1815 £1,1842 £1,1815 £1,1842 £1,1815 £1,1842 £1,1815 £1,1842 £1,1815 £1,1814			Total Spend £m	£36,5	£37.0	£37.8	£38.3	£39.3	
- Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £1,761 £1,777 £1,798 £1,815 £1,842 E1,861 £1,777 £1,798 £1,815 £1,842 E105,5 Zone 4 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £104.0 £106,1 £109.1 £111.3 £515.1 Zone 5 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £104.0 £106,1 £109.1 £111.3 £515.1 Zone 6 - Population ⁽¹⁾ - Cotal Spend £m £44.6 £45.6 £46.8 £47.8 £49.4 Zone 6 - Population ⁽¹⁾ - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) - Population ⁽¹⁾ - Popu	Zone 3	Desidetion(1)		EE 070	50.007	EC 200	E7.00£	E7 903	
Zone 4 - Population ⁽¹⁾ 57,555 58,214 59,104 59,780 60,924 - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £194,0 £108,1 £1,823 £1,845 £1,862 £1,800 - Average convenience goods spending (£ per capita): (2)(3) £1,845 £1,862 £1,800 - Population ⁽¹⁾ 23,992 24,267 24,638 24,919 25,397 - Average convenience goods spending (£ per capita): (2)(3) £1,861 £1,878 £1,900 £1,918 £1,947 - Average convenience goods spending (£ per capita): (2)(3) £1,861 £1,878 £4,900 £1,918 £1,947 - Population ⁽¹⁾ 28,160 28,118 28,062 28,020 27,950 - Average convenience goods spending (£ per capita): (2)(3) £1,773 £1,780 £1,811 £1,827 £1,854									
- Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m E104.0 E106.1 E109.1 E11.873 E1.885 E1.890 E1.907 E1.823 E1.845 E1.862 E1.890 E1.907 E1.823 E1.845 E1.99.1 E111.3 E515.1 Zone 5 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m E44.6 E44.6 E44.6 E45.6 E46.8 E47.8 E49.4 Zone 6 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) E1.861 E44.6 E45.6 E46.8 E47.8 E49.4 E49.4		- Availage Convenience goods spanning (c. per capita).	Total Spend £m						
- Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m E104.0 E106.1 E109.1 E11823 E1,845 E1,862 E1,800 E1,807 E1,823 E1,845 E1,862 E1,800 E111.3 E815.1 Zone 5 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m E1,861 E1,878 E1,900 E1,918 E1,947 Total Spend £m E44.6 E45.6 E46.8 E47.8 E49.4 Zone 6 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) E1,861 E46.8	Zone A								
- Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £1,807 £1,823 £1,845 £1,862 £1,800 E108.1 £109.1 £111.3 £115.1 Zone 5 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) Total Spend £m £23,992 24,267 24,638 24,919 25,397 £1,861 £1,878 £1,900 £1,918 £1,947 Total Spend £m £44.6 £45.6 £46.8 £47.8 £49.4 Zone 6 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(3) - Average convenience goods spending (£ per capita): (2)(3) E1,807 £1,823 £1,845 £1,901 £1,113 £1,115 £	2016 4	- Population ⁽¹⁾		57 555	58.214	59.104	59.780	60.924	
Total Spend Em £104.0									
- Population ⁽¹⁾ - Average convenience goods spending (£ per capita): ⁽²⁾ Total Spend £m Zone 6 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): ⁽²⁾ Example 23,992 24,267 24,638 24,919 25,397 1,947 1,947 1,948 1,947 24,68 1,948 1,947 24,68 1,948			Total Spend £m						
- Average convenience goods spending (£ per capita): (2)(5) Total Spend £m £1,861 £1,878 £1,900 £1,918 £1,947 E44,6 £45,6 £45,6 £46,8 £47,8 £49,4 Zone 6 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): (2)(5) - Average convenience goods spending (£ per capita): (2)(5) £1,773 £1,780 £1,811 £1,827 £1,854	Zone 5								
Total Spend £m £44.6 £45.6 £46.8 £47.8 £49.4 Zone 6 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): ⁽²⁾⁽³⁾ - (28,100 28,118 28,062 28,020 27,950 - 4,000 28,118 28,062 28,000 27,950 - 4,000 28,118 28,062 28,000 27,950 - 4,000 28,118 28,062 28,000 27,950 - 4,000 28,000 2		- Population ⁽¹⁾		23,992	24,267	24,638	24,919	25,397	
Zone 6 - Population ⁽¹⁾ - Average convenience goods spending (£ per capita): ⁽²⁾⁽³⁾ - (28,160		- Average convenience goods spending (£ per capita): (2)(3)							
- Population ⁽¹⁾ 28,160 28,118 28,062 28,020 27,950 - Average convenience goods spending (£ per capita): ⁽²⁾⁽³⁾ £1,773 £1,789 £1,811 £1,827 £1,854			Total Spend £m	£44.6	£45.6	£46.8	£47.8	£49.4	
- Average convenience goods spending (£ per capita): (2)(3) £1,773 £1,789 £1,811 £1,827 £1,854	Zone 6								
- Average convenience goods spending (£ per capita): (2)(5) £1,773 £1,789 £1,811 £1,827 £1,854 Total Spand 6m £499 £593 £598 £593 £598		- Population ⁽¹⁾		28,160	28,118	28,062	28,020	27,950	
Total Spand Fm F49 F50 3 F50 8 F51 2 F51 8		- Average convenience goods spending (£ per capita): (2)(3)							
THE SPECE AND ADDRESS			Total Spend £m	£49.9	£50.3	£50,8	£51.2	£51.8	
	Total Population			261,926	263,816	266,363	268,294	271,551	

NOTES:
(1) Year 2001 (base) population derived from Megland TergetPro system. Population projections derived from Woking Borough Council who were supplied by Surrey Council with a Draft Interim 2001 based Population and Household Forecasts. For Zone 1 this projection is based on the projection rate for Guidadred BC, for Zone 6 this is based on the projection for Council with a Draft Interim 2001 based on the average of the projections for Cultiford BC and Surrey Health BC, for Zone 3 this is based on the projection for Currey Health BC, for Zone 6 this is based on the average of the projections for Cultiford BC and Surrey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projection for Currey Health BC, for Zone 6 this is based on the projecti

(2) 2001 (base) expenditure derived from Mapinfo TargePro dataset. Projections based on 0.3% p.a., this is based on DTZs in-house view of convenience goods expenditure growth (September 2004).

(3) Expenditure on special forms of trading (e.g. mail order) has NOT been deducted from the average spend estimates. Assume 3.2% of total available spend is on mail order, vending machines, internet, etc.

S	cenario 1: Baseline Capacity							
С	ONVENIENCE FLOORSPACE	(TOWN CENTRE & OUT-OF-CE	NTRE) (net square	metres):				
				2001	2004	2008	2011	2016
TOWN CENTRE	DISTRICT FLOORSPACE (1):							
DEFINED SHOP	PING CENTRE WOKING	J Sainsburys - Wolseley Walk ⁽¹⁾		828	828	828	828	828
		Other Convenience ⁽²⁾	Sub-Total	4,462 5,290	4,462 5, 29 0	4,462 5, 29 0	4,462 5, 29 0	4,462 5,290
DISTRICT & LO	CAL CENTRES							
	WEST BYFLEET	Tesco Express - Old Woking Rd ⁽¹⁾ Waitrose - Station Approach ⁽¹⁾		134 847	134 847	134 847	134 847	134 847 768
		Other Convenience ⁽²⁾	Sub-Total	768 1,750	768 1,750	768 1,750	768 1,750	1,750
	KNAPHILL GOLDSWORTH PARK	Co-Op - High Street (1) Waitrose - Goldsworth Park (1)		346 883	346 883	346 883	346 883	346 883
	HORSELL DC SHEERWATER	Co-Op - High Street (1) Costcutters(1) Shaws(1)		221 155	221 155	221 155	221 155	221 155
	KINGFIELD WALTON ROAD	Atif Supermarket ⁽¹⁾	Sub-Total	196 110 1,911	196 110 1,911	196 110 1,911	196 110 1,911	196 110 1,911
			Sub-Total	3,661	3,661	3,661	3,661	3,661
OUT OF CENTR	E STORES IN WOKING BC :							
	KNAPHILL / BROOKWOOD	J Sainsburys (1) Safeway		3,301 2,211	3,301 2,211	3,301 2,211	3,301 2,211	3,301 2,211
	WOKING WOKING	Maybury Foodstore (1)	Sub-Total	52 5,564	52 5,564	52 5,564	52 5,564	52 5,564
			Sup-local	3,364	0,004	5,504	0,004	0,004
TOTAL CONVENIE	NCE GOODS FLOORSPACE:			14,515	14,515	14,515	14,515	14,515

DEFINED SHOPPING CENTRE	DTZ	Woking Retail Ca	apacity: Convenience Goo	ds Shopping C	only, 2001 -	2016		
DEFINED SHOPPING CENTRE	TAGE 3:	MARKET SHARE ESTIMATES	(% of available convenience goods spend)					
DEFINED SHOPPING CENTRE								
DISTRICT & LOCAL CENTRES Goldworth Park 18.7% 18.2%	ZONE 1			2001	2004	2008	2011	2016
Honsel 0.67% 0.6%		DEFINED SHOPPING CENTRE	Woking	17.7%	17.7%	17.7%	17.7%	17.7%
Ringhil 0.4% 0.2%		DISTRICT & LOCAL CENTRES						
West by Institute								
Sheemboller								
Major Road								
OUT OF CENTRE STORES J Salinsburys - Knaphil / Brookwood Salinswy, Coldsworth Road 13.0%				0.8%			0.8%	
Saleway, Coldsworth Road 13.6% 1				1.1%				
Maybusy Foodstore		OUT OF CENTRE STORES						
OTHER MAJOR CENTRES								
Camberley			Maybury Foodstore	1.7%	1.7%	1,7%	1.7%	1.7%
Chestery 0.0%		OTHER MAJOR CENTRES	Addlestone	0.3%	0.3%	0.3%	0.3%	0.3%
Famborough 1.9% 1								
Guidelord 3.5% 3.5% 3.5% 3.5% 3.5% 3.5% 3.5% 3.5% 3.5% 3.5% 3.5% 3.5% 3.5% 3.5% 3.6% 3.2% 3.								
Leatherhand 0.9%								
Weybridge 3.6% 3.6% 3.6% 3.6% 3.6% 3.6% 3.6% 3.6%								
OTHER MAJOR SHOP LOCATIONS AND STORES ELSEWHERE 38% 38% 38% 38% 38% 38% 32% 32% 32% 32% 32% 32% 32% 32% 32% 32								
INTERNET, MAIL ORDER AND OTHER TYPES OF HOME SHOPPING 3.2%				2.20				
TOTAL ESTIMATED MARKET SHARE: 160.0% 100.0		OTHER MAJOR SHOP LOCATION	S AND STORES ELSEWHERE	3.8%	3.8%	3.8%	3.8%	3.8%
DEFINED SHOPPING CENTRE		INTERNET, MAIL ORDER AND OT	HER TYPES OF HOME SHOPPING	3.2%	3.2%	3.2%	3.2%	3.2%
DEFINED SHOPPING CENTRE		TOTAL ESTIMATED MARKET SHA	ARE:	100.0%	100.0%	100.0%	100.0%	100.0%
DEFINED SHOPPING CENTRE								
DISTRICT & LOCAL CENTRES Goldsworth Park Horsell All 1,8% Horsell 1,2% 1,2% 1,2% 1,2% 1,2% 1,2% 1,2% 1,2	ZONE 2			2001	2004	2008	2011	2016
Horsell 0.0%		DEFINED SHOPPING CENTRE	Woking	1.0%	1.0%	1.0%	1.0%	1.0%
Horsell 0.0%		DISTRICT & LOCAL CENTRES		1.69			4.00	
Comparison Com		DIG TRICT & LOCAL CENTRES						
West Byriset 11.8%								
Sheerwater								
Walton Road 1.2%			Sheerwater		0.0%	9.0%		0.0%
OUT OF CENTRE STORES J Sainsburys - Knaphill / Brookwood Safeway, Goldsworth Road A 6% 4.6% 4.6% 4.6% 4.6% 4.6% 4.6% 4.6% 4								
Safeway, Goldsworth Road 4.6% 4			waton Road	1.2%	1.2%	1.2%	1.2%	1.2%
Safeway, Coldsworth Road 4.6% 4		OUT OF CENTRE STORES						
OTHER MAJOR CENTRES Addlestone 12.1% 12.			Safeway, Goldsworth Road					
Camberley 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0			Maybury Foodstore	0.0%	0.0%	0.0%	0.0%	0.0%
Chertsey 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0		OTHER MAJOR CENTRES						
Famborough 7.6% 7.6% 7.6% 7.6% 7.6% 7.6% 7.6% 7.6%			Camberley			0.0%		0.0%
Guidford 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 5.9% 5.9% 5.9% 5.9% 5.9% 5.9% 5.9% 5.9								
Leatherhead 5.9% 5.5% 26.5% 26.5% 26.5% 26.5% 26.5% 26.5% 26.5% 26.5% 26.5% 26.5%					7.6%			7.6%
Weybridge 26.5%			Famborough		-			
OTHER MAJOR SHOP LOCATIONS AND STORES ELSEWHERE 12.6% 12.			Famborough Guildford	2.0%				
INTERNET, MAIL ORDER AND OTHER TYPES OF HOME SHOPPING 3.2% 3.2% 3.2% 3.2%			Famborough Guildford Leatherhead	2.0% 5.9%	5.9%	5.9%	5.9%	5,9%
		OTHER MAJOR SHOP LOCATIONS	Famborough Guidford Leatherhead Weybridge	2.0% 5.9% 26.5%	5.9% 26.5%	5.9% 26.5%	5.9% 26.5%	5,9% 26.5%
TOTAL ESTIMATED MARKET SHARE; 100.0% 100.0% 100.0% 100.0%			Famborough Guidford Leatherhead Weybridge S AND STORES ELSEWHERE	2.6% 5.9% 26.5% 12.6%	5.9% 26.5% 12.6%	5.9% 26.5% 12.6%	5.9% 26.5% 12.6%	5,9% 26.5% 12.6%
		INTERNET, MAIL ORDER AND OT	Famborough Guidford Leatherhead Weybridge S AND STORES ELSEWHERE HER TYPES OF HOME SHOPPING	2.0% 5.9% 26.5% 12.6% 3.2%	5.9% 26.5% 12.6% 3.2%	5.9% 26.5% 12.6% 3.2%	5.9% 26.5% 12.6% 3.2%	5.9% 26.5% 12.6% 3.2%

	Scenario 1: Baseline Capacity							
3:	MARKET SHARE ESTIMATES	(% of available convenience goods spend)						
ZONE 3			2001	2004	2008	2011	2016	
ZONE 3	DEFINED SHOPPING CENTRE	Woking	3.6%	3.6%	3.6%	3.6%	3.6%	
	DISTRICT & LOCAL CENTRES	Goldsworth Park	0.0%	0.0%	0.0%	0.0%	0.0%	
	DISTRICT & LOCAL CENTRES	Horsell	0.0%	0.0%	0.0%	0.0%	0.0%	
		Knaphili	0.0%	0.0%	0.0%	0.0%	0.0%	
		West Byfleet	1.5%	1.5%	1.5%	1.5%	1.5%	
		Sheerwater	0.0%	0.0%	0.0%	0.0%	0.0%	
		Kingfield	0.0%	0.0%	0.0%	0.0%	0.0%	
		Waton Road	0.0%	0.0%	0.0%	0.0%	0.0%	
	OUT OF CENTRE STORES	J Sainsburys - Knaphill / Brookwood	4.2%	4.2%	4.2%	4.2%	4.2%	
		Safeway, Goldsworth Road	2.8%	2.8%	2.8%	2.8%	2.8%	
		Maybury Foodstore	0.4%	0.4%	0.4%	0.4%	0.4%	
	OTHER MAJOR CENTRES	Addlestone	1.0%	1.0%	1.0%	1.0%	1.0%	
		Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	
		Chertsey	0.0%	0.0%	0.0%	0.0%	0.0%	
		Famborough	2.4%	2.4%	2.4%	2.4%	2.4%	
		Guildford	71.1%	71.1%	71.1%	71.1%	71.1%	
		Leatherhead	0.3%	0.3%	0.3%	0.3%	0.3%	
		Weybridge	0.4%	0.4%	0.4%	0.4%	0.4%	
	OTHER MAJOR SHOP LOCATION	S AND STORES ELSEWHERE	9.1%	9.1%	9.1%	9.1%	9,1%	
	INTERNET, MAIL ORDER AND OT	HER TYPES OF HOME SHOPPING	3.2%	3.2%	3.2%	3.2%	3.2%	
	TOTAL ESTIMATED MARKET SHA	RE:	100.0%	100.0%	100.0%	100.0%	100.0%	
ZONE 4			2001	2004	2008	2011	2016	
	DEFINED SHOPPING CENTRE	Woking	1.3%	1.3%	1.3%	1.3%	1.3%	
	DISTRICT & LOCAL CENTRES	Goldsworth Park	0.0%	0.0%	0.0%	0.0%	0.0%	
		Horsell	0.0%	0.0%	0.0%	0.0%	0.0%	
		Knaphill	0.0%	0.0%	0.0%	0.0%	0.0%	
		West Byfleet	0.0%	0.0%	0.0%	0.0%	0.0%	
		Sheerwater Kingfield	0.0%	0.0%	0.0%	0.0%	0.0%	
		Walton Road	0.0%	0.0%	0.0%	0.0%	0.0%	
	OUT OF CENTRE STORES	J Sainsburys - Knaphill / Brookwood	0.7%	0.7%	0.7%	0.7%	0.7%	
	DE LA CENTILE OF CILEO	Safeway, Goldsworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	
		Maybury Foodstore	0.0%	0.0%	0.0%	0.0%	0.0%	
	OTHER MAJOR CENTRES	Addlestone	0.0%	0.0%	0.0%	0.0%	0.0%	
		Camberley	39.4%	39.4%	39.4%	39.4%	39.4%	
		Chertsey	0.0%	0.0%	0.0%	0.0%	0.0%	
		Famborough	23.1%	23.1%	23.1%	23.1%	23.1%	
		Guildford	0.0%	0.0%	0.0%	0.0%	0.0%	
		Leatherhead	0.0%	0.0%	0.0%	0.0%	0.0%	
		Weybridge	0.0%	0.0%	0.0%	0.0%	0.0%	
	OTHER MAJOR CENTRES, SHOPE	S AND STORES ELSEWHERE	32.3%	32.3%	32.3%	32.3%	32,3%	
	INTERNET, MAIL ORDER AND OTH	HER TYPES OF HOME SHOPPING	3.2%	3.2%	3.2%	3.2%	3.2%	
		RE:						

Scenario 1: Baseline Capacity	,					
E 3: MARKET SHARE ESTIMATES	6 (% of available convenience goods spend)					
ZONE 5		2001	2004	2008	2011	2016
DEFINED SHOPPING CENTRE	Woking	27.9%	27.9%	27.9%	27.9%	27.9%
						199000000
DISTRICT & LOCAL CENTRES	Goldsworth Park Horsell	5.3%	5.3%	5.3%	5.3%	5.3%
	Knaphill	0.9%	0.9%	0.9%	0.9%	0.9%
	West Byfleet	0.0%	0.0%	0.0%	0.0%	0.0%
	Sheerwater	0.0%	0.0%	0.0%	0.0%	0.0%
	Kingfield	0.0%	0.0%	0.0%	0.0%	0.0%
	Walton Road	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE STORES	J Sainsburys - Knaphill / Brookwood	17.7%	17.7%	17.7%	17.7%	17.7%
OUT OF GENTRE STORES	Safeway, Goldsworth Road	2.6%	2.6%	2.6%	2.6%	2.6%
	Maybury Foodstore	7.9%	7.9%	7.9%	7.9%	7.9%
OTHER MAJOR CENTRES	Addlestone	2.9%	2.9%	2.9%	2.9%	2.9%
	Camberley Chertsey	6.0%	6.0%	1.1%	6.0%	1.1%
	Famborough	3.6%	3.6%	3.6%	3.6%	3.6%
	Guildford	0.7%	0.7%	0.7%	0.7%	0.7%
	Leatherhead	0.0%	0.0%	0.0%	0.0%	0.0%
	Weybridge	0.4%	0.4%	0.4%	0.4%	0.4%
OTHER MAJOR CENTRES, SHOP	S AND STORES ELSEWHERE	18.7%	18.7%	18.7%	18.7%	18.7%
INTERNET, MAIL ORDER AND OT	THER TYPES OF HOME SHOPPING	3.2%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SH	ADE.	100.0%	100.0%	100.0%	100.0%	100.0%
ZONE 6		2001	2004	2008	2011	2016
DEFINED SHOPPING CENTRE	Woking	0.9%	0.9%	0.9%	0.9%	0.9%
DISTRICT & LOCAL CENTRES	Goldsworth Park	0.0%	0.0%	0.0%	0.0%	0.0%
DIOTINOT & EDUTE DENTINES	Horsell	0.0%	0.0%	0.0%	0.0%	0.0%
	Knaphill	0.0%	0.0%	0.0%	0.0%	0.0%
				0.0%	0.0%	0.0%
	West Byfleet	0.0%	0.0%			
	Sheerwater	0.0%	0.0%	0.0%	0.0%	0.0%
	Sheerwater Kingfield	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0%	0.0%	0.0%
	Sheerwater	0.0%	0.0%	0.0%	0.0%	
OUT OF CENTRE STORES	Sheerwater Kingfield Waton Road	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE STORES	Sheerwater Kingfield	0.0% 0.0% 0.0% 1.2%	0.0% 0.0% 0.0% 1.2%	0.0% 0.0% 1.2%	0.0% 0.0% 1.2%	0.0% 1.2%
OUT OF CENTRE STORES	Sheenwater Kingfield Waton Road J Sainsburys - Knaphill / Brookwood	0.0% 0.0% 0.0% 1.2%	0.0% 0.0% 0.0% 1.2% 0.7%	0.0% 0.0% 1.2% 0.7%	0.0% 0.0% 1.2%	0.0% 1.2% 0.7%
	Sheerwater Kingfield Waton Road J Sairsburys - Knaphill / Brookwood Safeway, Goldsworth Road Maybury Foodstore	0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 0.0% 0.0% 1.2% 0.7% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0%	0.0% 1.2% 0.7% 0.0% 0.0%
OUT OF CENTRE STORES OTHER MAJOR CENTRES	Shearwater Kingfield Waton Road J Sainsburys - Knaphili / Brookwood Safeway, Goldsworth Road Maybury Foodstore Addlestone	0.0% 0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 1.2% 0.7% 0.0% 0.0%
	Shearwater Kingfield Waton Road J Sairsburys - Knaphill / Brookwood Safeway, Goldsworth Road Maybury Foodstore Addlestone Cambarley	0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7%	0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7%
	Shearwater Kingfield Waton Road J Sainsburys - Knaphili / Brookwood Safeway, Goldsworth Road Maybury Foodstore Addlestone	0.0% 0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0%	0.0% 1.2% 0.7% 0.0% 0.0%
	Sheerwater Kingfield Waton Road J Sainsburys - Knaphili / Brookwood Safeway, Goldsworth Road Maybury Foodstore Addlestone Camberley Chertsay	0.0% 0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5%	0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5%
	Sheenvaler Kingfield Wahon Road J Sairsburys - Knaphill / Brookwood Safeway, Goldsworth Road Maybury Foodstore Addlestone Camberley Chertsey Famborough Guidford Leatherhead	0.0% 0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 0.7% 15.5% 15.0% 5.2% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 0.0% 0.7% 16.5% 15.0% 5.2% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2% 0.0%	0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2% 0.0%
	Shearwater Kingfield Waton Road J Sairsburys - Knaphill / Brookwood Safeway, Goldsworth Road Maybury Foodstore Addlestone Camberley Chertsey Famborough Guidford	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 0.7% 16.5% 15.0% 5.2%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2%	0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2%
	Sheenvaler Kingfield Walton Road J Sainsburys - Knaphill / Brookwood Safeway, Goldsworth Road Maybury Foodstore Addlestone Camberley Chertsey Famborough Guidford Leatherhead Weybridge	0.0% 0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 0.7% 15.5% 15.0% 5.2% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 0.0% 0.7% 16.5% 15.0% 5.2% 0.0%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2% 0.0%	0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2% 0.0%
OTHER MAJOR CENTRES OTHER MAJOR CENTRES, SHOP	Sheenvaler Kingfield Walton Road J Sainsburys - Knaphill / Brookwood Safeway, Goldsworth Road Maybury Foodstore Addlestone Camberley Chertsey Famborough Guidford Leatherhead Weybridge	0.0% 0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 0.0% 15.5% 15.5% 15.0% 5.2% 0.0%	0.0% 0.0% 1.2% 0.0% 1.2% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2% 0.0% 2.1%	0.0% 0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2% 0.0% 2.1%	0.0% 0.0% 1.2% 0.7% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2% 0.0% 2.1%	0.0% 1.2% 0.7% 0.0% 0.0% 33.9% 0.7% 16.5% 15.0% 5.2% 0.0% 2.1%

Woking Retail Capacity: Conver Sconario 1: Baselino Capacity	nence Goods Snopping C	/iliy, 2001 -	2016								
TRADE DRAW ESTIMATES (% of convenience goods turnover derived from inside and outside the core zone)											
	2001	2004	2008	2011	2016						
DEFINED SHOPPING CENTRE											
WOKING											
Trade Draw from Zone 1 Calchment	53%	53%	53%	53%	53%						
Trade Draw from Zone 2 Calchment	1%	1%	1%	1%	1%						
Trade Draw from Zone 3 Catchment Trade Draw from Zone 4 Catchment	8% 3%	8% 3%	8%	8%	8% 3%						
Trade Draw from Zone 5 Calchment	29%	29%	3% 29%	3% 29%	29%						
Trade Draw from Zone 6 Calchment	1%	1%	1%	1%	1%						
Trade Draw from Elsewhere	5%	5%	5%	5%	5%						
TOTAL TRADE DRAW	100%	100%	100%	100%	100%						
DISTRICT & LOCAL CENTRES											
Trade Draw from Zone 1 Calchment	74%	74%	74%	74%	74%						
Trade Draw from Zone 2 Catchment	13%	13%	13%	13%	13%						
Trade Draw from Zone 3 Calchment	3%	3%	3%	3%	3%						
Trade Draw from Zone 4 Catchment	0%	0%	0%	0%	0%						
Trade Draw from Zone 5 Calchment	7%	7%	7%	7%	7%						
Trade Draw from Zone 6 Calchment	1%	1%	1%	1%	1%						
Trade Draw from Elsewhere	1%	1%	1%	1%	1%						
TOTAL TRADE DRAW	100%	100%	100%	100%	100%						
OUT OF CENTRE STORES											
Trade Draw from Zone 1 Catchment	64%	63%	63%	63%	63%						
Trade Draw from Zone 2 Calchment	6%	6%	6%	6%	6%						
Trade Draw from Zone 3 Catchment	9%	9%	9%	9%	9%						
Trade Draw from Zone 4 Catchment	1%	1%	1%	1%	1%						
Trade Draw from Zone 5 Catchment	15%	15%	16%	16%	16%						
Trade Draw from Zone 6 Catchment	0%	0%	0%	0%	0%						
Trade Draw from Elsewhere TOTAL TRADE DRAW	100%	100%	5%	100%	100%						
TOTAL TRADE DRAW	100%	100%	100%	100%	100.30						

Woking Retail Capacity: Convenier		,,				
Scenario 1: Baseline Capacity						
5: POTENTIAL CONVENIENCE GOODS TURNOVER (£ million):						
	2001	2004	2008	2011	2016	CHANGE: 2001
DEFINED SHOPPING CENTRE : WOKING						Crm
Turnover from Zone 1 Catchment	£23.4	£23.7	£24.2	£24.5	£25.2	
Turnover from Zone 2 Catchment	€0.4	£0.4	£0.4	£0.4	£0.4	
Turnover from Zone 3 Catchment	£3.5	£3.6	£3.7	£3.7	£3.8	
Turnover from Zone 4 Catchment	£1.4	£1.4	£1.4	£1.4	£1.5	
Turnover from Zone 5 Catchment	£12.5	£12.7	£13.1	£13.3	£13.8	
Turnover from Zone 6 Catchment	€0.4	£0.5	£0.5	£0.5	£0.5	
Turnover from Elsewhere	£2.2 £43.7	£2.2	£2.3	£2.3	£2.4 £47.5	
TOTAL TURNOVER	E43.7	£44.4	£45.4	£46.2	1.47.5	383,7%
DISTRICT & LOCAL CENTRES						
Turnover from Zone 1 Catchment	£33.6	£34.1	£34.8	£35.4	£36.3	
Turnover from Zone 2 Catchment	£5.8	£5.9	£6.0	£6.1	£6.2	
Turnover from Zone 3 Catchment	£1.5	£1.5	£1.5	£1.6	£1.6	
Turnover from Zone 4 Catchment	€0.0	£0.0	£0.0	0.03	£0.0	
Turnover from Zone 5 Catchment	£3.3	£3.3	£3.4	£3.5	£3.6	
Turnover from Zone 6 Catchment	£0.6	£0.6	£0.6	£0.6	£0.6	
Turnover from Elsewhere	£0.5	£0.5	£0.5	£0.5	£0.5 £48.8	
TOTAL TURNOVER	E45.2	£45.9	£46.8	£41.6	£.48.8	C3.6
OUT OF CENTRE STORES						
Turnover from Zone 1 Catchment	£52.0	£52.8	£53.8	£54.6	£56.0	
Turnover from Zone 2 Catchment	£4.9	£4.9	£5.0	£5.1	£5.2	
Tumover from Zone 3 Catchment	£7.3	£7.4	£7.5	£7.7	£7.9	
Turnover from Zone 4 Catchment Turnover from Zone 5 Catchment	£0.7 £12.6	£0.7 £12.9	£0.8 £13.2	£0.8 £13.5	£0.8 £13.9	
Turnover from Zone 5 Catchment Turnover from Zone 6 Catchment	£12.6 £0.3	£12.9	£13.2 £0.4	£13.5 £0.4	£13.9 £0.4	
Turnover from Elsewhere	£4.1	£4.2	£4.2	£4.3	€4.4	

DTZ	Woking Retail Capacity: Convenience Goods Shopping Only, 2001 - 2016									
	Scenario 1: Baseline Capacity									
STAGE 6:	POTENTIAL AVERAGE CONVENIENCE	SOODS TURNOVER TO FLOORSPACE R.	ATIOS (£ per square	metre):						
			2001	2004	2008	2011	2016	CHANGE: 2001 - 2016		
DEFINE	D SHOPPING CENTRE: WOKING	Square Metres Square Feet	£8,259 £767	£8,399 £780	£8,589 £798	£8,735 £812	£8,984 £835	8.8%		
DISTRIC	CT & LOCAL CENTRES	Square Metres Square Feet	£12,342 £1,147	£12,533 £1,164	£12,792 £1,188	£12,989 £1,207	£13,325 £1,238	8,6% 8,0%		
OUT OF	CENTRE STORES	Square Motres Square Feet	£14,710 £1,367	£14,947 £1,389	£15,270 £1,419	£15,517 £1,442	£15,937 £1,481	8.3%		
IOTES: (1) Calculat	ted by dividing potential convenience goods turnover (Stage 5) by convenience	nce goods sales area (Stage 2).								

DTZ	Woking Retail Capacity: Convenience Goods Shopping Only, 2001 - 2016										
	Scenario 1: Baseline Capacity										
STAGE 7:	CONVENIENCE GOODS FLOORSPACE CAPACITY: Assumes an annual grow th 'efficiency' of: Assumes an annual grow th 'efficiency' of: Assumes a net/gross floorspace ratio of: Assumes a net/gross floorspace ratio of:	0.0% for town centre floorspace 0.0% for out-of-town floorspace 60.0% for town centre floorspace 70.0% for out-of-town floorspace									
DEFINED SHOPPING CE	NTRE: WOKING	2001	2004	2008	2011	2016					
	1 Derived Average Sales Density (sq.metres):	£8,259	£8,259	£8,259	£8,259	£8,259					
	2 Derived Convenience Goods Turnover (£ million):	€43.7	£43.7	£43.7	£43.7	€43.7					
	3 Residual Expenditure (£ million) :	€0.00	€0.74	£1.75	£2.52	£3.84					
DISTRICT & LOCAL CEN	TRES										
	1 Derived Average Sales Density (sq.metres):	£12,342	£12,342	£12,342	£12,342	£12,342					
	2 Derived Convenience Goods Turnover (£ million):	£45.2	£45.2	£45.2	£45.2	£45.2					
	3 Residual Expenditure (£ million) :	00.00	£0.70	£1.64	£2.37	£3.60					
OUT OF CENTRE STORE	s										
	1 Derived Average Sales Density (sq.metres):	£14,710	£14,710	£14,710	£14,710	£14,710					
	2 Derived Convenience Goods Turnover (£ million):	€81.8	£81.8	£81.8	€81.8	£81.8					
	3 Residual Expenditure (£ million) :	00.03	£1.32	£3.12	£4.49	£6.83					