



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

Re:Map

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

STAGE 1:

PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING (all monetary figures expressed in constant 2000 prices):

| | | 2001 | 2004 | 2008 | 2011 | 2016 | CHANGE: 2001 - 2016 | |
|--|---|---------|---------|---------|---------|---------|---------------------|-------|
| | | | | | | | £m | % |
| CORE BOROUGH CATCHMENT | | | | | | | | |
| Zone 1 | | | | | | | | |
| | - Population ⁽¹⁾ | 75,601 | 76,056 | 76,666 | 77,127 | 77,901 | | 3.0% |
| | - Average convenience goods spending (£ per capita): ^{(2) (3)} | £1,745 | £1,761 | £1,782 | £1,798 | £1,825 | | 4.6% |
| | Total Spend £m | £131.9 | £133.9 | £136.6 | £138.7 | £142.2 | | 7.8% |
| OUTER BOROUGH CATCHMENT | | | | | | | | |
| Zone 2 | | | | | | | | |
| | - Population ⁽¹⁾ | 20,940 | 21,066 | 21,235 | 21,363 | 21,577 | | 3.0% |
| | - Average convenience goods spending (£ per capita): ^{(2) (3)} | £1,742 | £1,758 | £1,779 | £1,795 | £1,822 | | 4.6% |
| | Total Spend £m | £36.5 | £37.0 | £37.8 | £38.3 | £39.3 | | 7.8% |
| Zone 3 | | | | | | | | |
| | - Population ⁽¹⁾ | 55,678 | 56,097 | 56,660 | 57,086 | 57,803 | | 3.8% |
| | - Average convenience goods spending (£ per capita): ^{(2) (3)} | £1,761 | £1,777 | £1,798 | £1,815 | £1,842 | | 4.6% |
| | Total Spend £m | £98.0 | £99.7 | £101.9 | £103.6 | £106.5 | | 8.6% |
| Zone 4 | | | | | | | | |
| | - Population ⁽¹⁾ | 57,555 | 58,214 | 59,104 | 59,780 | 60,924 | | 5.9% |
| | - Average convenience goods spending (£ per capita): ^{(2) (3)} | £1,807 | £1,823 | £1,845 | £1,862 | £1,890 | | 4.6% |
| | Total Spend £m | £104.0 | £106.1 | £109.1 | £111.3 | £115.1 | | 10.7% |
| Zone 5 | | | | | | | | |
| | - Population ⁽¹⁾ | 23,992 | 24,267 | 24,638 | 24,919 | 25,397 | | 5.9% |
| | - Average convenience goods spending (£ per capita): ^{(2) (3)} | £1,861 | £1,878 | £1,900 | £1,918 | £1,947 | | 4.6% |
| | Total Spend £m | £44.6 | £45.6 | £46.8 | £47.8 | £49.4 | | 10.7% |
| Zone 6 | | | | | | | | |
| | - Population ⁽¹⁾ | 28,160 | 28,118 | 28,062 | 28,020 | 27,950 | | -0.7% |
| | - Average convenience goods spending (£ per capita): ^{(2) (3)} | £1,773 | £1,789 | £1,811 | £1,827 | £1,854 | | 4.6% |
| | Total Spend £m | £49.9 | £50.3 | £50.8 | £51.2 | £51.8 | | 3.8% |
| Total Population | | 261,926 | 263,816 | 266,363 | 268,294 | 271,551 | | 3.7% |
| - TOTAL CONVENIENCE GOODS SPENDING: (£million) | | £465.0 | £472.6 | £483.0 | £490.9 | £504.4 | £39 | 8.5% |

NOTES:

(1) Year 2001 (base) population derived from MapInfo TargetPro system. Population projections derived from Woking Borough Council who were supplied by Surrey County Council with a Draft Interim 2001 based Population and Household Forecasts. For Zone 1 the projection is based on the projection rate for Woking BC; for Zone 2 this is also based on the projection rate Woking BC; for Zone 3 this is based on the projection rate for Guildford BC; for Zone 4 this is based on the average of the projections for Guildford BC and Surrey Heath BC; for Zone 5 this is based on the average of the projections for Guildford BC and Surrey Heath BC and for Zone 6 this is based on the projection for Runnymede BC.

(2) 2001 (base) expenditure derived from MapInfo TargetPro dataset. Projections based on 0.3% p.a., this is based on DTZ's 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.



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

Scenario 1: Baseline Capacity

STAGE 2:

CONVENIENCE FLOORSPACE (TOWN CENTRE & OUT-OF-CENTRE) (net square metres):

| | | 2001 | 2004 | 2008 | 2011 | 2016 |
|--|--|---------------|---------------|---------------|---------------|---------------|
| TOWN CENTRE DISTRICT FLOORSPACE ⁽¹⁾: | | | | | | |
| DEFINED SHOPPING CENTRE | | | | | | |
| WOKING | J Sainsburys - Wokeley Walk ⁽¹⁾ | 828 | 828 | 828 | 828 | 828 |
| | Other Convenience ⁽²⁾ | 4,462 | 4,462 | 4,462 | 4,462 | 4,462 |
| | Sub-Total | 5,290 | 5,290 | 5,290 | 5,290 | 5,290 |
| DISTRICT & LOCAL CENTRES | | | | | | |
| WEST BYFLEET | Tesco Express - Old Woking Rd ⁽¹⁾ | 134 | 134 | 134 | 134 | 134 |
| | Waitrose - Station Approach ⁽¹⁾ | 847 | 847 | 847 | 847 | 847 |
| | Other Convenience ⁽²⁾ | 768 | 768 | 768 | 768 | 768 |
| | Sub-Total | 1,750 | 1,750 | 1,750 | 1,750 | 1,750 |
| KNAPHILL | Co-Op - High Street ⁽¹⁾ | 346 | 346 | 346 | 346 | 346 |
| GOLDSWORTH PARK | Waitrose - Goldsworth Park ⁽¹⁾ | 883 | 883 | 883 | 883 | 883 |
| HORSELL DC | Co-Op - High Street ⁽¹⁾ | 221 | 221 | 221 | 221 | 221 |
| SHEERWATER | Coscutters ⁽¹⁾ | 155 | 155 | 155 | 155 | 155 |
| KINGFIELD | Shaws ⁽¹⁾ | 196 | 196 | 196 | 196 | 196 |
| WALTON ROAD | Atif Supermarket ⁽¹⁾ | 110 | 110 | 110 | 110 | 110 |
| | Sub-Total | 1,911 | 1,911 | 1,911 | 1,911 | 1,911 |
| | Sub-Total | 3,661 | 3,661 | 3,661 | 3,661 | 3,661 |
| OUT OF CENTRE STORES IN WOKING BC : | | | | | | |
| KNAPHILL / BROOKWOOD | J Sainsburys ⁽¹⁾ | 3,301 | 3,301 | 3,301 | 3,301 | 3,301 |
| WOKING | Safeway | 2,211 | 2,211 | 2,211 | 2,211 | 2,211 |
| WOKING | Maybury Foodstore ⁽¹⁾ | 52 | 52 | 52 | 52 | 52 |
| | Sub-Total | 5,564 | 5,564 | 5,564 | 5,564 | 5,564 |
| TOTAL CONVENIENCE GOODS FLOORSPACE: | | 14,515 | 14,515 | 14,515 | 14,515 | 14,515 |

NOTES:

(1) Net floorspace derived from Woking BC (using net to gross ratio of 60% for town centre stores and 70% for out of centre stores).

(2) Net floorspace derived from GOAD Town Centre summary report (using net to gross ratio of 60% for town centre stores and 70% for out of centre stores).



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

Scenario 1: Baseline Capacity

STAGE 3:

MARKET SHARE ESTIMATES (% of available convenience goods spend)

| ZONE 1 | | 2001 | 2004 | 2008 | 2011 | 2016 |
|---|-------------------------------------|--------|--------|--------|--------|--------|
| DEFINED SHOPPING CENTRE | Woking | 17.7% | 17.7% | 17.7% | 17.7% | 17.7% |
| DISTRICT & LOCAL CENTRES | Goldsworth Park | 18.2% | 18.2% | 18.2% | 18.2% | 18.2% |
| | Horsell | 0.6% | 0.6% | 0.6% | 0.6% | 0.6% |
| | Knaphill | 0.4% | 0.4% | 0.4% | 0.4% | 0.4% |
| | West Byfleet | 4.2% | 4.2% | 4.2% | 4.2% | 4.2% |
| | Sheerwater | 0.2% | 0.2% | 0.2% | 0.2% | 0.2% |
| | Kingfield | 0.8% | 0.8% | 0.8% | 0.8% | 0.8% |
| | Walton Road | 1.1% | 1.1% | 1.1% | 1.1% | 1.1% |
| OUT OF CENTRE STORES | J Sainsburys - Knaphill / Brookwood | 24.1% | 24.1% | 24.1% | 24.1% | 24.1% |
| | Safeway, Goldsworth Road | 13.6% | 13.6% | 13.6% | 13.6% | 13.6% |
| | Maybury Foodstore | 1.7% | 1.7% | 1.7% | 1.7% | 1.7% |
| OTHER MAJOR CENTRES | Addlestone | 0.3% | 0.3% | 0.3% | 0.3% | 0.3% |
| | Camberley | 0.2% | 0.2% | 0.2% | 0.2% | 0.2% |
| | Chertsey | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Farnborough | 1.9% | 1.9% | 1.9% | 1.9% | 1.9% |
| | Guildford | 3.5% | 3.5% | 3.5% | 3.5% | 3.5% |
| | Leatherhead | 0.9% | 0.9% | 0.9% | 0.9% | 0.9% |
| | Weybridge | 3.6% | 3.6% | 3.6% | 3.6% | 3.6% |
| OTHER MAJOR SHOP LOCATIONS AND STORES ELSEWHERE | | 3.8% | 3.8% | 3.8% | 3.8% | 3.8% |
| INTERNET, MAIL ORDER AND OTHER TYPES OF HOME SHOPPING | | 3.2% | 3.2% | 3.2% | 3.2% | 3.2% |
| TOTAL ESTIMATED MARKET SHARE: | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| ZONE 2 | | 2001 | 2004 | 2008 | 2011 | 2016 |
|---|-------------------------------------|--------|--------|--------|--------|--------|
| DEFINED SHOPPING CENTRE | Woking | 1.0% | 1.0% | 1.0% | 1.0% | 1.0% |
| DISTRICT & LOCAL CENTRES | Goldsworth Park | 1.6% | 1.6% | 1.6% | 1.6% | 1.6% |
| | Horsell | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Knaphill | 1.2% | 1.2% | 1.2% | 1.2% | 1.2% |
| | West Byfleet | 11.8% | 11.8% | 11.8% | 11.8% | 11.8% |
| | Sheerwater | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Kingfield | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Walton Road | 1.2% | 1.2% | 1.2% | 1.2% | 1.2% |
| OUT OF CENTRE STORES | J Sainsburys - Knaphill / Brookwood | 8.7% | 8.7% | 8.7% | 8.7% | 8.7% |
| | Safeway, Goldsworth Road | 4.6% | 4.6% | 4.6% | 4.6% | 4.6% |
| | Maybury Foodstore | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| OTHER MAJOR CENTRES | Addlestone | 12.1% | 12.1% | 12.1% | 12.1% | 12.1% |
| | Camberley | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Chertsey | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Farnborough | 7.6% | 7.6% | 7.6% | 7.6% | 7.6% |
| | Guildford | 2.0% | 2.0% | 2.0% | 2.0% | 2.0% |
| | Leatherhead | 5.9% | 5.9% | 5.9% | 5.9% | 5.9% |
| | Weybridge | 26.5% | 26.5% | 26.5% | 26.5% | 26.5% |
| OTHER MAJOR SHOP LOCATIONS AND STORES ELSEWHERE | | 12.6% | 12.6% | 12.6% | 12.6% | 12.6% |
| INTERNET, MAIL ORDER AND OTHER TYPES OF HOME SHOPPING | | 3.2% | 3.2% | 3.2% | 3.2% | 3.2% |
| TOTAL ESTIMATED MARKET SHARE: | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |



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

Scenario 1: Baseline Capacity

STAGE 3:

MARKET SHARE ESTIMATES (% of available convenience goods spend)

| ZONE 3 | | 2001 | 2004 | 2008 | 2011 | 2016 |
|---|-------------------------------------|--------|--------|--------|--------|--------|
| 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% |
| | Horsell | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Knaphill | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | West Byfleet | 1.5% | 1.5% | 1.5% | 1.5% | 1.5% |
| | Sheenwater | 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 | 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% |
| | Farnborough | 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 LOCATIONS AND STORES ELSEWHERE | | 9.1% | 9.1% | 9.1% | 9.1% | 9.1% |
| INTERNET, MAIL ORDER AND OTHER TYPES OF HOME SHOPPING | | 3.2% | 3.2% | 3.2% | 3.2% | 3.2% |
| TOTAL ESTIMATED MARKET SHARE: | | 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% |
| | Sheenwater | 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 | 0.7% | 0.7% | 0.7% | 0.7% | 0.7% |
| | 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% |
| | Farnborough | 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, SHOPS AND STORES ELSEWHERE | | 32.3% | 32.3% | 32.3% | 32.3% | 32.3% |
| INTERNET, MAIL ORDER AND OTHER TYPES OF HOME SHOPPING | | 3.2% | 3.2% | 3.2% | 3.2% | 3.2% |
| TOTAL ESTIMATED MARKET SHARE: | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |



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

Scenario 1: Baseline Capacity

STAGE 3:

MARKET SHARE ESTIMATES (% 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% |
| DISTRICT & LOCAL CENTRES | Goldsworth Park | 5.3% | 5.3% | 5.3% | 5.3% | 5.3% |
| | Horsell | 1.1% | 1.1% | 1.1% | 1.1% | 1.1% |
| | Knaphill | 0.9% | 0.9% | 0.9% | 0.9% | 0.9% |
| | West Byfleet | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Sheenwater | 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% |
| | 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 | 6.0% | 6.0% | 6.0% | 6.0% | 6.0% |
| | Chertsey | 1.1% | 1.1% | 1.1% | 1.1% | 1.1% |
| | Farnborough | 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, SHOPS AND STORES ELSEWHERE | | 18.7% | 18.7% | 18.7% | 18.7% | 18.7% |
| INTERNET, MAIL ORDER AND OTHER TYPES OF HOME SHOPPING | | 3.2% | 3.2% | 3.2% | 3.2% | 3.2% |
| TOTAL ESTIMATED MARKET SHARE: | | 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% |
| | 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% |
| | Sheenwater | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Kingfield | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Walton Road | 1.2% | 1.2% | 1.2% | 1.2% | 1.2% |
| OUT OF CENTRE STORES | J Sainsburys - Knaphill / Brookwood | 0.7% | 0.7% | 0.7% | 0.7% | 0.7% |
| | 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 | 33.9% | 33.9% | 33.9% | 33.9% | 33.9% |
| | Camberley | 0.7% | 0.7% | 0.7% | 0.7% | 0.7% |
| | Chertsey | 16.5% | 16.5% | 16.5% | 16.5% | 16.5% |
| | Farnborough | 15.0% | 15.0% | 15.0% | 15.0% | 15.0% |
| | Guildford | 5.2% | 5.2% | 5.2% | 5.2% | 5.2% |
| | Leatherhead | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Weybridge | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% |
| OTHER MAJOR CENTRES, SHOPS AND STORES ELSEWHERE | | 20.6% | 20.6% | 20.6% | 20.6% | 20.6% |
| INTERNET, MAIL ORDER AND OTHER TYPES OF HOME SHOPPING | | 3.2% | 3.2% | 3.2% | 3.2% | 3.2% |
| TOTAL ESTIMATED MARKET SHARE: | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

NOTES:



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

Scenario 1: Baseline Capacity

STAGE 4:

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 Catchment | 53% | 53% | 53% | 53% | 53% |
| Trade Draw from Zone 2 Catchment | 1% | 1% | 1% | 1% | 1% |
| Trade Draw from Zone 3 Catchment | 8% | 8% | 8% | 8% | 8% |
| Trade Draw from Zone 4 Catchment | 3% | 3% | 3% | 3% | 3% |
| Trade Draw from Zone 5 Catchment | 29% | 29% | 29% | 29% | 29% |
| Trade Draw from Zone 6 Catchment | 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 Catchment | 74% | 74% | 74% | 74% | 74% |
| Trade Draw from Zone 2 Catchment | 13% | 13% | 13% | 13% | 13% |
| Trade Draw from Zone 3 Catchment | 3% | 3% | 3% | 3% | 3% |
| Trade Draw from Zone 4 Catchment | 0% | 0% | 0% | 0% | 0% |
| Trade Draw from Zone 5 Catchment | 7% | 7% | 7% | 7% | 7% |
| Trade Draw from Zone 6 Catchment | 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 Catchment | 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 | 5% | 5% | 5% | 5% | 5% |
| TOTAL TRADE DRAW | 100% | 100% | 100% | 100% | 100% |

NOTES:



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

Scenario 1: Baseline Capacity

STAGE 5:

POTENTIAL CONVENIENCE GOODS TURNOVER (£ million):

| | 2001 | 2004 | 2008 | 2011 | 2016 | CHANGE: 2001 - 2016 | |
|---|--------------|--------------|--------------|--------------|--------------|---------------------|-------------|
| | | | | | | £m | % |
| DEFINED SHOPPING CENTRE : WOKING | | | | | | | |
| 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 | £2.2 | £2.3 | £2.3 | £2.4 | | |
| TOTAL TURNOVER | £43.7 | £44.4 | £45.4 | £46.2 | £47.5 | 383.7% | 8.8% |
| 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 | £0.0 | £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 | | |
| TOTAL TURNOVER | £45.2 | £45.9 | £46.8 | £47.6 | £48.8 | £3.6 | 8.0% |
| 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 | | |
| Turnover from Zone 3 Catchment | £7.3 | £7.4 | £7.5 | £7.7 | £7.9 | | |
| Turnover from Zone 4 Catchment | £0.7 | £0.7 | £0.8 | £0.8 | £0.8 | | |
| Turnover from Zone 5 Catchment | £12.6 | £12.9 | £13.2 | £13.5 | £13.9 | | |
| Turnover from Zone 6 Catchment | £0.3 | £0.4 | £0.4 | £0.4 | £0.4 | | |
| Turnover from Elsewhere | £4.1 | £4.2 | £4.2 | £4.3 | £4.4 | | |
| TOTAL TURNOVER | £81.8 | £83.2 | £85.0 | £86.3 | £88.7 | £6.83 | 8.3% |



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

Scenario 1: Baseline Capacity

STAGE 6: POTENTIAL AVERAGE CONVENIENCE GOODS TURNOVER TO FLOORSPACE RATIOS (£ per square metre):

| | | 2001 | 2004 | 2008 | 2011 | 2016 | CHANGE: 2001 - 2016 |
|---------------------------------|---------------|---------|---------|---------|---------|---------|---------------------|
| DEFINED SHOPPING CENTRE: WOKING | Square Metres | £8,259 | £8,399 | £8,589 | £8,735 | £8,984 | 8.8% |
| | Square Feet | £767 | £780 | £798 | £812 | £835 | 8.8% |
| DISTRICT & LOCAL CENTRES | Square Metres | £12,342 | £12,533 | £12,762 | £12,989 | £13,325 | 8.0% |
| | Square Feet | £1,147 | £1,164 | £1,188 | £1,207 | £1,238 | 8.0% |
| OUT OF CENTRE STORES | Square Metres | £14,710 | £14,947 | £15,270 | £15,517 | £15,937 | 8.3% |
| | Square Feet | £1,367 | £1,389 | £1,419 | £1,442 | £1,481 | 8.3% |

NOTES: (1) Calculated by dividing potential convenience goods turnover (Stage 5) by convenience goods sales area (Stage 2).



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

Scenario 1: Baseline Capacity

STAGE 7: CONVENIENCE GOODS FLOORSPACE CAPACITY:

Assumes an annual growth 'efficiency' of: 0.0% for town centre floorspace
 Assumes an annual growth 'efficiency' of: 0.0% for out-of-town floorspace
 Assumes a net/gross floorspace ratio of: 60.0% for town centre floorspace
 Assumes a net/gross floorspace ratio of: 70.0% for out-of-town floorspace

| | 2001 | 2004 | 2008 | 2011 | 2016 |
|---------------------------------|---|---------|---------|---------|---------|
| DEFINED SHOPPING CENTRE: WOKING | | | | | |
| | 1 Derived Average Sales Density (sq.metres): | £8,259 | £8,259 | £8,259 | £8,259 |
| | 2 Derived Convenience Goods Turnover (£ million): | £43.7 | £43.7 | £43.7 | £43.7 |
| | 3 Residual Expenditure (£ million): | £0.00 | £0.74 | £1.75 | £2.52 |
| DISTRICT & LOCAL CENTRES | | | | | |
| | 1 Derived Average Sales Density (sq.metres): | £12,342 | £12,342 | £12,342 | £12,342 |
| | 2 Derived Convenience Goods Turnover (£ million): | £45.2 | £45.2 | £45.2 | £45.2 |
| | 3 Residual Expenditure (£ million): | £0.00 | £0.70 | £1.64 | £2.37 |
| OUT OF CENTRE STORES | | | | | |
| | 1 Derived Average Sales Density (sq.metres): | £14,710 | £14,710 | £14,710 | £14,710 |
| | 2 Derived Convenience Goods Turnover (£ million): | £81.8 | £81.8 | £81.8 | £81.8 |
| | 3 Residual Expenditure (£ million): | £0.00 | £1.32 | £3.12 | £4.49 |

NOTES: (1) Calculated in the base year by dividing potential convenience goods turnover (Stage 4) by convenience goods sales area (Stage 5). Figures in later years based on the base year with an allowance for annual growth as specified.
 (2) Turnover derived by multiplying the average sales density multiplied by the floorspace for the location.
 (3) Potential over-trading is potential convenience goods turnover (Stage 5) minus derived convenience goods turnover (Stage 7).