



Development Sites

Indicative Location of Proposed Local Centres

A: North West/AAP site  
 B: NIAB site  
 C: Orchard Park

5 Minute Drivetime Isochrones

NW AAP (University) Site  
 NIAB Site  
 Orchard Park

Drivetime Start Points

**Foodstores**

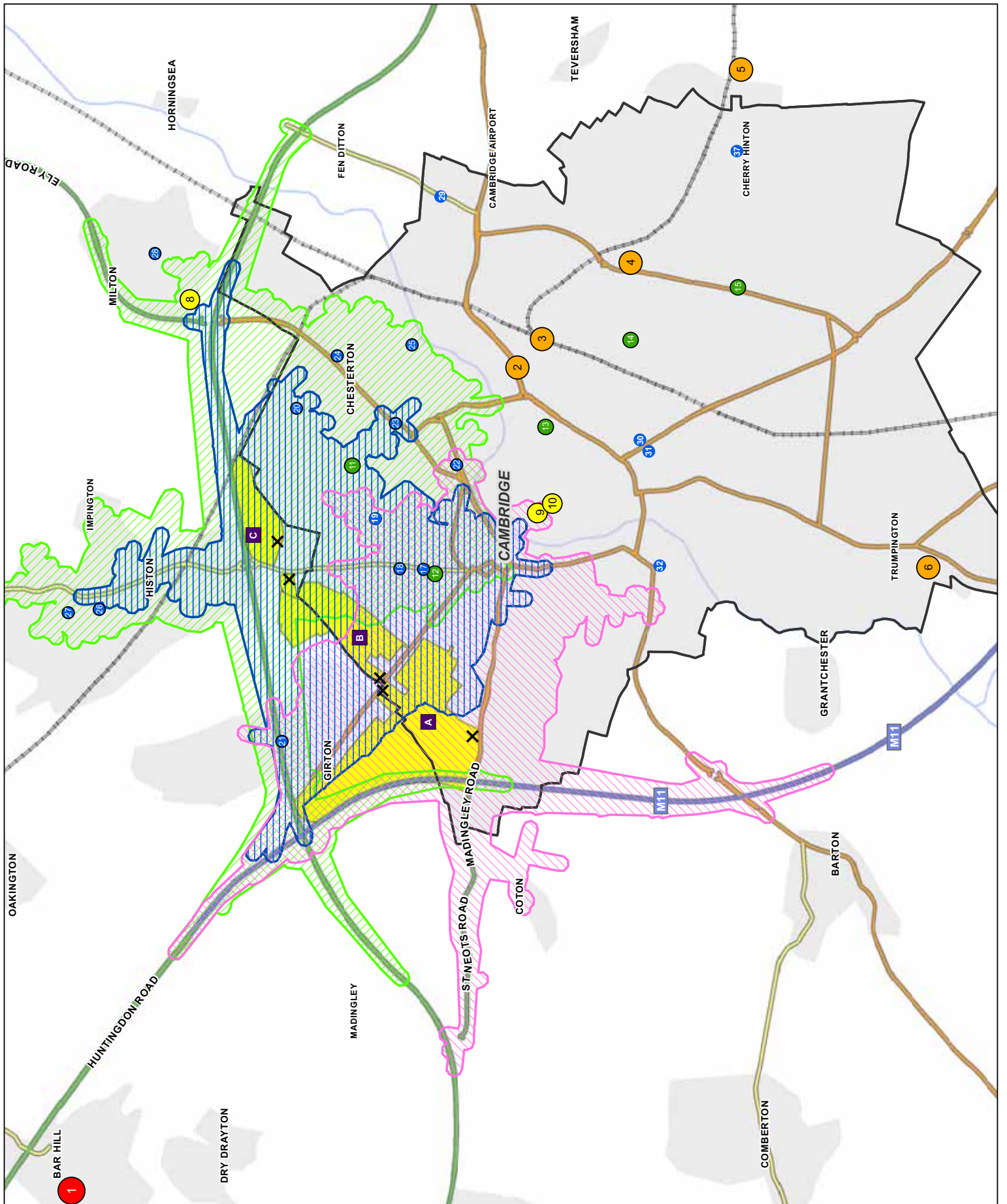
> 5,000 sqm net  
 1: Tesco Extra, Bar Hill

2,500 - 5,000 sqm net  
 2: Tesco, Cheddars Lane  
 3: Asda, Beehive Centre  
 4: J Sainsbury, Coldhams Lane  
 5: Tesco, Yarrow Road  
 6: Waitrose, Trumpington  
 7: Morrisons, Cambourne

1,000 - 2,500 sqm net  
 8: Tesco, Milton  
 9: J Sainsbury, 44 Sidney Street  
 10: Marks & Spencer, 6-11 Sidney Street

500 - 1,000 sqm net  
 11: Budgens, Arbury Road  
 12: Aldi, Histon Road  
 13: Marks & Spencer, 44 Grifflon Centre  
 14: Co-operative Food, 177-189 Mill Road  
 15: Budgens, Adkins Corner  
 16: Co-op, Cottenham

< 500 sqm net  
 17: Iceland, Histon Road  
 18: Co-operative Food, Histon Road  
 19: One Stop, Carlton Terrace  
 20: Tesco Express, Campkin Road  
 21: Co-operative Food, Girtton Road  
 22: Co-operative Food, Chesterton Road  
 23: Welcome, Milton Road  
 24: Co-operative Food, Milton Road  
 25: Tesco Express, Chesterton  
 26: Co-operative Food, Histon  
 27: Tesco Express, Histon  
 28: One Stop, Milton  
 29: One Stop, Ditton Lane  
 30: One Stop, Hills Road  
 31: Co-op, Hills Road  
 32: Co-op, Grantchester Street  
 33: Co-op, Great Shelford  
 34: Co-op, Fulbourn  
 35: Sainsbury, Sawston  
 36: Budgens, Sawston  
 37: Tesco Express, Cherry Hinton



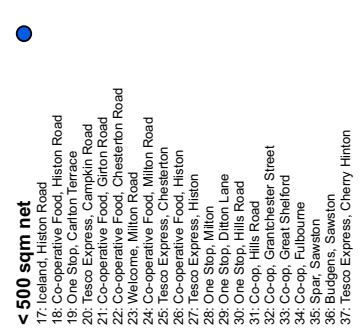
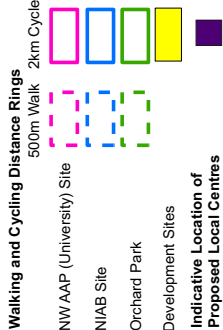
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**nip** National Landfield and Partners

NW Cambridge Retail Study

Map 8  
 Drivetime Isochrones from Proposed Centres  
 Cambridge CC and South Cambs DC  
 29 September 2009

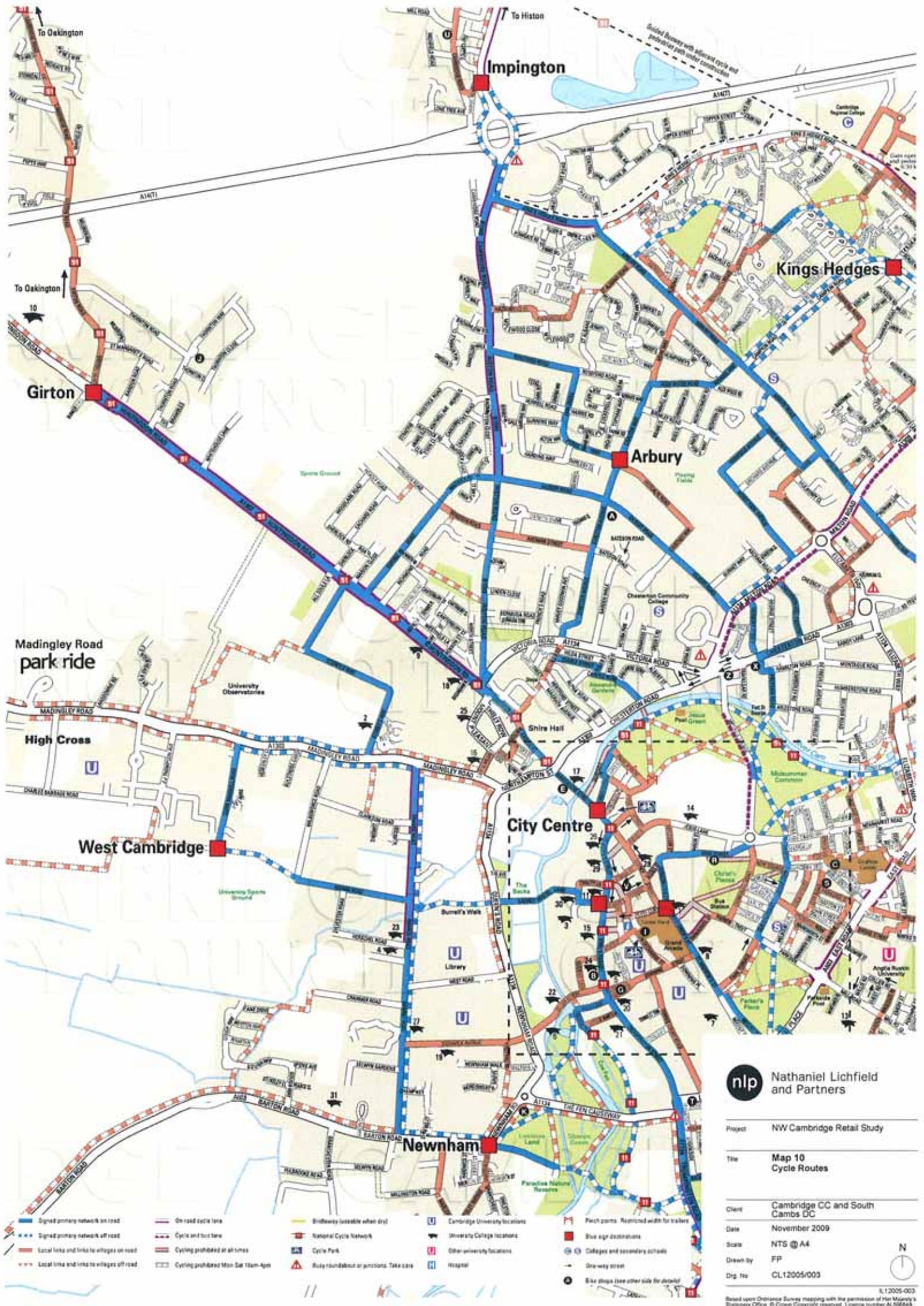
SA  
 CL 12005 / MMG3 / 008



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**nip**  
 National and Partners

**NW Cambridge Retail Study**  
 Map 9  
 Walking and Cycling Radii from Proposed Centres  
 Cambridge CC and South Cambs DC  
 29 September 2009  
 NTS  
 SA  
 CL 12005 / MMG3 / 009



- Signed primary network on road
- - - Signed primary network off road
- On road cycle lane
- - - Cycle and foot lane
- Local links and links to villages on road
- - - Local links and links to villages off road
- Bridleway (useable when dry)
- National Cycle Network
- Cycle Park
- Cycling prohibited at all times
- - - Cycling prohibited Mon-Sat 10am-4pm
- U Cambridge University locations
- U University College locations
- U Other university locations
- U Hospital
- Fetch points. Restricted width for trailers
- Blue sign destinations
- Colleges and secondary schools
- One-way street
- Bike shops (see other side for details)
- Buy roundabout or junctions. Take care

**nlp** Nathaniel Lichfield and Partners

Project NW Cambridge Retail Study

Title **Map 10**  
Cycle Routes

Client Cambridge CC and South Cambs DC

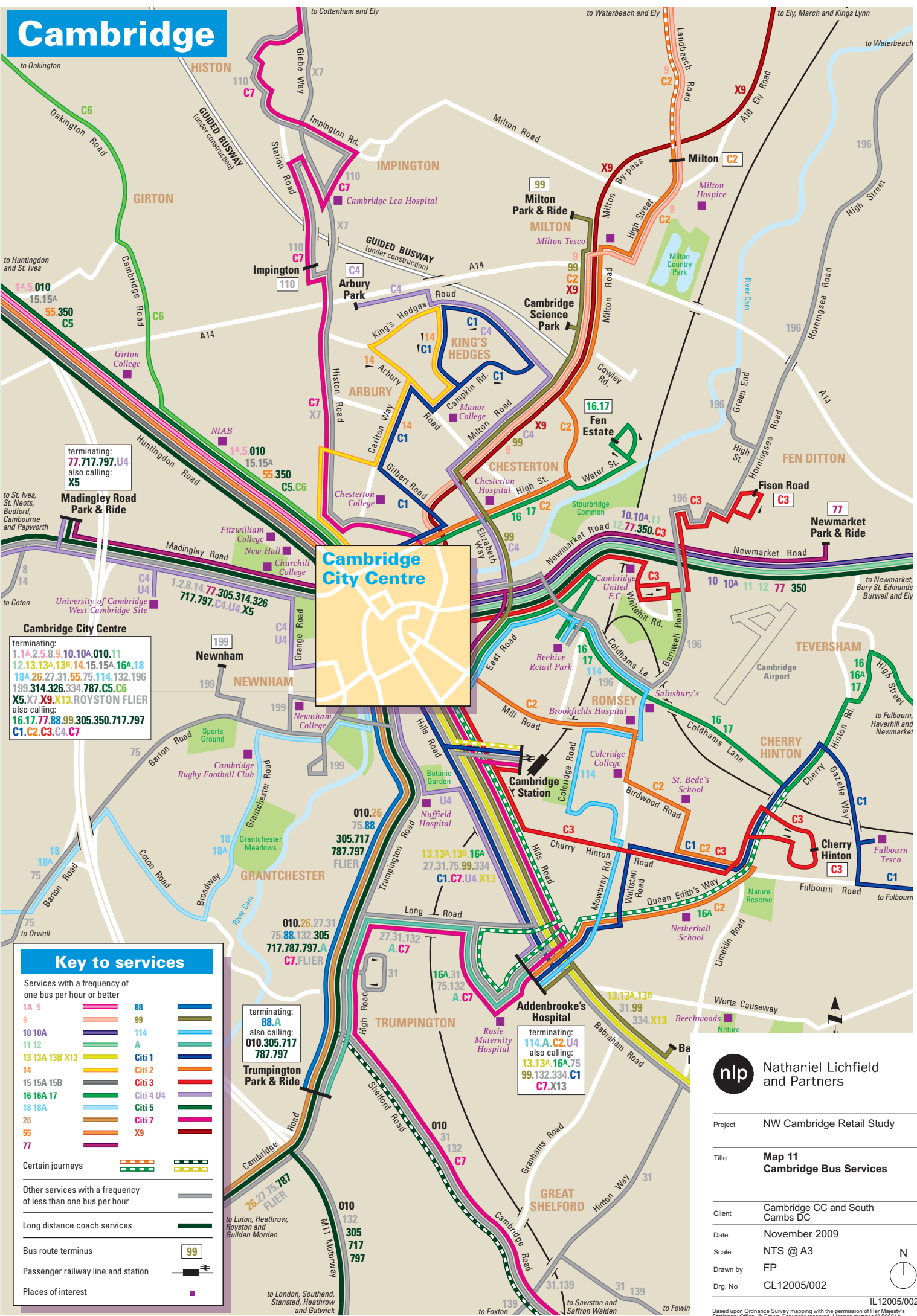
Date November 2009

Scale NTS @ A4

Drawn by FP

Dwg. No. CL12005/003

# Cambridge



terminating:  
77.717.797.U4  
also calling:  
X5

**Madingley Road Park & Ride**

1.2.8.14.77.305.314.326  
717.797.C4.U4.X5

**Cambridge City Centre**

terminating:  
1.1A.2.5.8.9.10.10A.010.11  
12.13.13A.13B.14.15.15A.16A.18  
18A.26.27.31.55.75.114.132.196  
199.314.326.334.787.C5.C6  
X5.X7.X9.X13.ROYSTON FLIER  
also calling:  
16.17.77.88.99.305.350.717.797  
C1.C2.C3.C4.C7

### Key to services

Services with a frequency of one bus per hour or better

1A 5	88	
9	99	
10 10A	114	
11 12	A	
13 13A 13B X13	Citi 1	
14	Citi 2	
15 15A 15B	Citi 3	
16 16A 17	Citi 4 U4	
18 18A	Citi 5	
26	Citi 7	
55	X9	
77		

Certain journeys

Other services with a frequency of less than one bus per hour

Long distance coach services

Bus route terminus

Passenger railway line and station

Places of interest

terminating:  
88.A  
also calling:  
010.305.717  
787.797

**Trumpington Park & Ride**

terminating:  
114.A.C2.U4  
also calling:  
13.13A.16A.75  
99.132.334.C1  
C7.X13

**Addenbrooke's Hospital**

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Project NW Cambridge Retail Study

Title **Map 11**  
Cambridge Bus Services

Client Cambridge CC and South Cambs DC

Date November 2009

Scale NTS @ A3

Drawn by FP

Drp. No CL12005/002

IL12005/002  
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at least every 20 minutes

every 20 minutes

- route A
- route B
- route C
- — — guideway
- bus stops

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Project NW Cambridge Retail Study

Title **Map 12**  
**Cambridge Guided Busway**

Client Cambridge CC and South Cambs DC

Date November 2009

Scale NTS @ A4

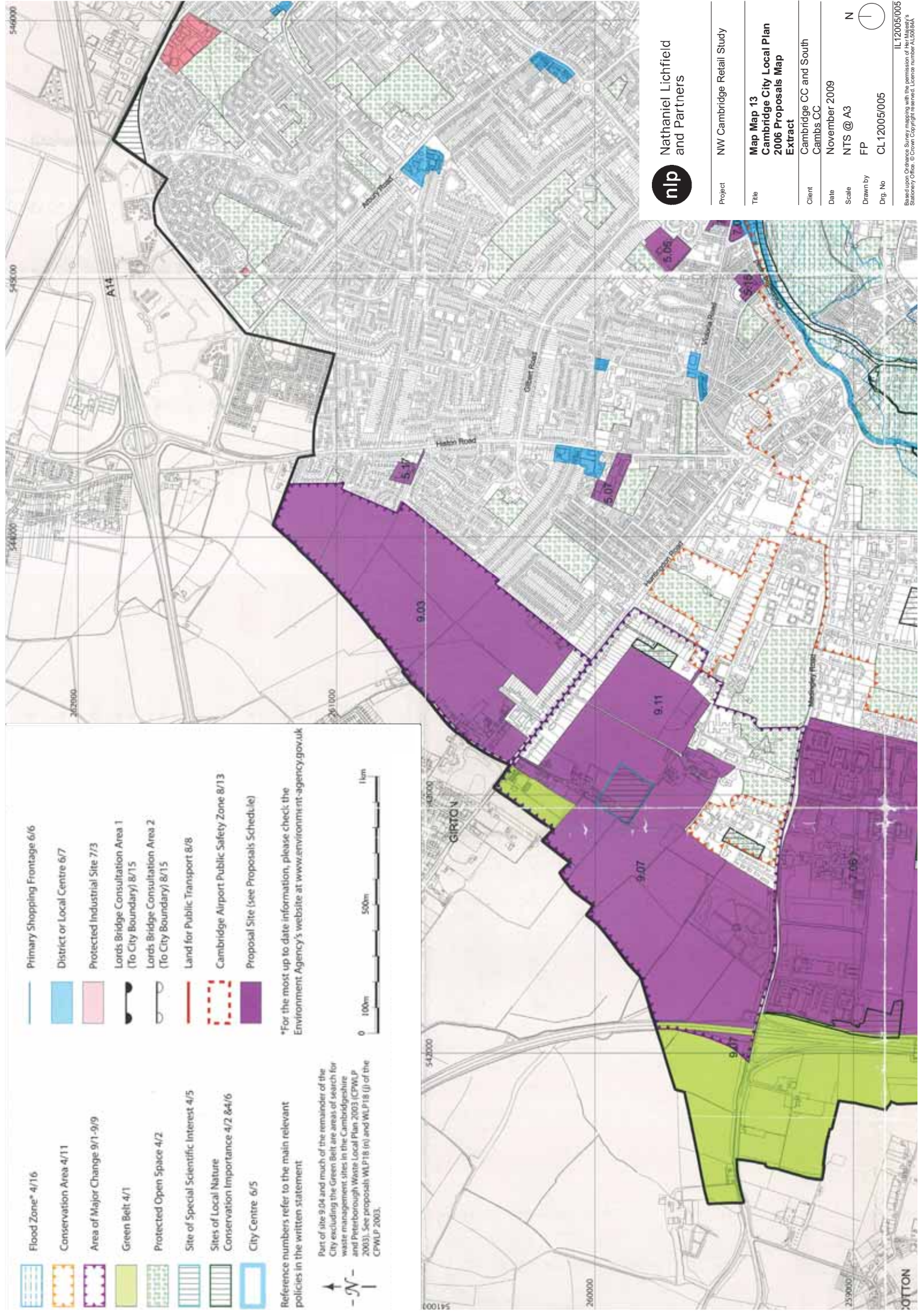
Drawn by FP

Drig. No CL12005/003



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IL12005-003



- Flood Zone\* 4/16
- Conservation Area 4/11
- Area of Major Change 9/1-9/9
- Green Belt 4/1
- Protected Open Space 4/2
- Site of Special Scientific Interest 4/5
- Sites of Local Nature Conservation Importance 4/2 & 4/6
- City Centre 6/5
- Primary Shopping Frontage 6/6
- District or Local Centre 6/7
- Protected Industrial Site 7/3
- Lords Bridge Consultation Area 1 (To City Boundary) 8/15
- Lords Bridge Consultation Area 2 (To City Boundary) 8/15
- Land for Public Transport 8/8
- Cambridge Airport Public Safety Zone 8/13
- Proposal Site (see Proposals Schedule)

Reference numbers refer to the main relevant policies in the written statement

Part of site 9.04 and much of the remainder of the City excluding the Green Belt are areas of search for waste management sites in the Cambridgeshire and Peterborough Waste Local Plan 2003 (CPWLP 2003). See proposals WL P18 (n) and WL P18 (j) of the CPWLP 2003.

\*For the most up to date information, please check the Environment Agency's website at [www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)



Nathaniel Lichfield and Partners

Project	NW Cambridge Retail Study
Title	Map Map 13 Cambridge City Local Plan 2006 Proposals Map Extract
Client	Cambridge CC and South Cambs CC
Date	November 2009
Scale	NTS @ A3
Drawn by	FP
Dwg. No	CL12005/005

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IL12005/005

## Appendix 2a – Cambridge Sub Region Convenience Capacity Projections –GVA Grimley Update August 2009

Cambridge City Council and South Cambridgeshire District Council  
Cambridge Sub Region Retail Study 2008 (GVA Grimley Updated August 2009)

**TABLE 1**  
**SURVEY AREA POPULATION FORECASTS**

Catchment Zone	Postcode Sector Groupings	2008	2011	2016	2021
1	CB3 0, CB4 0/1/2/3/6/9, CB5 8	73,769	<b>79,302</b>	<b>85,011</b>	<b>87,477</b>
2	CB1 1/2/3/7/8/9, CB2 1/2/3, CB3 9	70,291	<b>77,531</b>	<b>89,083</b>	<b>88,192</b>
3	CB4 5/8, CB5 9/0	37,771	<b>41,624</b>	<b>53,278</b>	<b>58,766</b>
4	CB3 6/7/8	26,822	<b>29,826</b>	<b>29,408</b>	<b>28,556</b>
5	CB2 4/5/6	24,027	<b>24,051</b>	<b>24,267</b>	<b>23,928</b>
6	CB1 5/6	16,604	<b>16,670</b>	<b>16,070</b>	<b>21,357</b>
7	CB6 1/2/3, CB7 4/5	62,389	<b>65,134</b>	<b>66,176</b>	<b>65,779</b>
8	IP26 4, IP27 0/9, PE38 0/9	40,261	41,458	43,359	45,368
9	IP28 6/7/8, IP29 4/5	33,619	34,668	36,277	37,840
10	CO10 7/8, CO9 3/4/1/2	37,342	38,193	39,470	40,734
11	CM22 6, CM23 1, CM24 1/8, CM6 2/3, CM7 4/5	39,137	40,299	41,923	43,305
12	CB8 0/7/8/9	34,547	35,929	38,010	39,866
13	CB9 0/7/8/9	29,387	30,482	32,124	33,800
14	CO10 1/2, CB11 3/4	29,889	30,664	31,942	33,089
15	SG8 8/9/0/5/6/7	39,068	40,243	41,969	43,796
16	SG18 0/8/9, SG19 1/2/3	49,826	51,282	53,830	56,229
17	PE19 1/2/5/6/7/8, PE28 0/4/9, PE29 1/2/3/6/7	93,302	<b>97,221</b>	<b>98,290</b>	<b>100,452</b>
18	PE26 1/2, PE27 3/4/5/6, PE28 2/3/5	58,193	<b>58,135</b>	<b>56,274</b>	<b>55,374</b>
19	PE15 0/8/9, PE16 6	38,096	<b>38,286</b>	<b>39,741</b>	<b>43,755</b>
20	SG11 2, SG5 4, SG6 1/2/3/4, SG7 5/6, SG9 0/9, SG11 1	71,343	72,444	74,167	76,247
<b>TOTAL</b>		<b>905,683</b>	<b>943,442</b>	<b>990,672</b>	<b>1,023,911</b>

SOURCE: Experian Business Strategies March 2008  
Cambridgeshire County Council Mid 2006 population estimates by ward transposed into zones and growth rates used in **BOLD**

**TABLE 1A**  
**POPULATION GROWTH RATES**

2008-2011 (%)	2011-2016 (%)	2016-2021 (%)	2008-2021 (%)
7.5	7.2	2.9	18.6
10.3	14.9	-1.0	25.5
10.2	28.0	10.3	55.6
11.2	-1.4	-2.9	6.5
0.1	0.9	-1.4	-0.4
0.4	-3.6	32.9	28.6
4.4	1.6	-0.6	5.4
3.0	4.6	4.6	12.7
3.1	4.6	4.3	12.6
2.3	3.3	3.2	9.1
3.0	4.0	3.3	10.6
4.0	5.8	4.9	15.4
3.7	5.4	5.2	15.0
2.6	4.2	3.6	10.7
3.0	4.3	4.4	12.1
2.9	5.0	4.5	12.9
4.2	1.1	2.2	7.7
-0.1	-3.2	-1.6	-4.8
0.5	3.8	10.1	14.9
1.5	2.4	2.8	6.9
4.2	5.0	3.4	13.1



Cambridge City Council and South Cambridgeshire District Council  
Cambridge Sub Region Retail Study 2008 (GVA Grimley Updated August 2009)

**TABLE 2**  
**CONVENIENCE GOODS EXPENDITURE FORECASTS PER CAPITA (2006 prices)**

GROWTH IN CONVENIENCE GOODS PER CAPITA RETAIL EXPENDITURE:										
0.70 %pa 2006-2021										
ZONE	2006	2006 Minus SFT at 2%	2008	2008 Minus SFT at 2.66%	2011	2011 Minus SFT at 3.33%	2016	2016 Minus SFT at 4%	2021	2021 Minus SFT at 4%
1	1,624	1,592	1,647	1,603	1,682	1,626	1,741	1,672	1,803	1,731
2	1,474	1,445	1,495	1,455	1,526	1,475	1,580	1,517	1,637	1,571
3	1,804	1,768	1,829	1,781	1,868	1,806	1,934	1,857	2,003	1,923
4	1,885	1,847	1,911	1,861	1,952	1,887	2,021	1,940	2,093	2,009
5	1,829	1,792	1,855	1,805	1,894	1,831	1,961	1,883	2,031	1,950
6	1,821	1,785	1,847	1,797	1,886	1,823	1,953	1,874	2,022	1,941
7	1,724	1,690	1,748	1,702	1,785	1,726	1,849	1,775	1,914	1,838
8	1,672	1,639	1,695	1,650	1,731	1,674	1,793	1,721	1,856	1,782
9	1,714	1,680	1,738	1,692	1,775	1,716	1,838	1,764	1,903	1,827
10	1,806	1,770	1,831	1,783	1,870	1,808	1,936	1,859	2,005	1,925
11	1,826	1,789	1,852	1,802	1,891	1,828	1,958	1,880	2,027	1,946
12	1,735	1,700	1,759	1,713	1,797	1,737	1,860	1,786	1,926	1,849
13	1,702	1,668	1,726	1,680	1,762	1,704	1,825	1,752	1,890	1,814
14	1,770	1,735	1,795	1,747	1,833	1,772	1,898	1,822	1,965	1,887
15	1,728	1,693	1,752	1,706	1,789	1,730	1,853	1,779	1,919	1,842
16	1,710	1,676	1,734	1,688	1,771	1,712	1,834	1,760	1,899	1,823
17	1,719	1,685	1,743	1,697	1,780	1,721	1,843	1,769	1,909	1,832
18	1,743	1,708	1,767	1,720	1,805	1,745	1,869	1,794	1,935	1,858
19	1,636	1,603	1,659	1,615	1,694	1,638	1,754	1,684	1,816	1,744
20	1,755	1,720	1,780	1,732	1,817	1,757	1,882	1,807	1,949	1,871

Source: Experian Business Strategies March 2008

Cambridge City Council and South Cambridgeshire District Council  
Cambridge Sub Region Retail Study 2008 (GVA Grimley Updated August 2009)

**TABLE 3**

**SURVEY AREA RETAIL EXPENDITURE FORECASTS (2006 prices)**

ZONE	CONVENIENCE GOODS			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	118,252	128,916	142,111	151,423
2	102,270	114,396	135,163	138,561
3	67,258	75,165	98,936	112,999
4	49,906	56,279	57,062	57,374
5	43,377	44,034	45,688	46,648
6	29,845	30,388	30,123	41,455
7	106,168	112,405	117,437	120,876
8	66,446	69,388	74,625	80,854
9	56,878	59,481	64,004	69,131
10	66,568	69,046	73,375	78,413
11	70,541	73,660	78,799	84,285
12	59,164	62,400	67,883	73,725
13	49,370	51,933	56,280	61,318
14	52,220	54,330	58,197	62,427
15	66,637	69,610	74,651	80,666
16	84,101	87,781	94,752	102,487
17	158,313	167,291	173,921	184,056
18	100,119	101,431	100,966	102,877
19	61,520	62,700	66,926	76,300
20	123,589	127,268	133,984	142,631
<b>TOTAL</b>	<b>1,532,544</b>	<b>1,617,903</b>	<b>1,744,884</b>	<b>1,868,506</b>

SOURCE: Table 1, Experian Business Strategies March 2008

**CAMBRIDGE CITY COUNCIL: CAMBRIDGE CITY CENTRE**

**TABLE 4**  
**CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	SAINSBURY'S, SIDNEY STREET				MARKS AND SPENCER, SIDNEY ST				MARKS AND SPENCER, GRAFTON				CAMBRIDGE LOCAL STORES				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	6	6	6	6	2	2	2	2	0	0	0	0	2	2	2	2	10	10	10	10
2	4	4	4	4	2	2	2	2	2	2	2	2	5	5	5	5	13	13	13	13
3	1	1	1	1	1	1	1	1	0	0	0	0	2	2	2	2	4	4	4	4
4	0	0	0	0	1	1	1	1	0	0	0	0	2	2	2	2	3	3	3	3
5	3	3	3	3	0	0	0	0	0	0	0	0	2	2	2	2	5	5	5	5
6	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2
7	0	0	0	0	0	0	0	0	0	0	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	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
15	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
16	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Household Survey, March 2008

**TABLE 5**  
**CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	SAINSBURY'S, SIDNEY STREET				MARKS AND SPENCER, SIDNEY ST				MARKS AND SPENCER, GRAFTON				CAMBRIDGE LOCAL STORES				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	7,302	7,961	8,775	9,350	1,981	2,159	2,380	2,536	355	387	426	454	2,513	2,739	3,020	3,218	12,150	13,246	14,602	15,559
2	4,525	5,062	5,981	6,131	2,148	2,402	2,838	2,910	1,969	2,202	2,602	2,667	4,832	5,405	6,386	6,547	13,474	15,072	17,808	18,255
3	706	789	1,039	1,186	706	789	1,039	1,186	0	0	0	0	1,110	1,240	1,632	1,864	2,522	2,819	3,710	4,237
4	0	0	0	0	674	760	770	775	0	0	0	0	836	943	956	961	1,510	1,702	1,726	1,736
5	1,171	1,189	1,234	1,259	0	0	0	0	0	0	0	0	1,009	1,024	1,062	1,085	2,180	2,213	2,296	2,344
6	545	555	550	757	0	0	0	0	97	99	98	135	0	0	0	0	642	653	648	891
7	0	0	0	0	0	0	0	0	0	0	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	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	160	169	183	199	160	169	183	199
14	0	0	0	0	0	0	0	0	0	0	0	0	313	326	349	375	313	326	349	375
15	0	0	0	0	0	0	0	0	0	0	0	0	400	418	448	484	400	418	448	484
16	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	826	837	833	849	0	0	0	0	0	0	0	0	300	304	303	309	1,126	1,141	1,136	1,157
19	0	0	0	0	0	0	0	0	0	0	0	0	185	188	201	229	185	188	201	229
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>15,076</b>	<b>16,392</b>	<b>18,411</b>	<b>19,533</b>	<b>5,508</b>	<b>6,111</b>	<b>7,028</b>	<b>7,407</b>	<b>2,420</b>	<b>2,688</b>	<b>3,126</b>	<b>3,256</b>	<b>11,658</b>	<b>12,756</b>	<b>14,540</b>	<b>15,270</b>	<b>34,662</b>	<b>37,947</b>	<b>43,106</b>	<b>45,467</b>

SOURCE: Tables 3 & 4

**CAMBRIDGE CITY: DISTRICT AND LOCAL CENTRE STORES**

**TABLE 6**  
**CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	TESCO EXPRESS, CHERRY HINTON				TESCO EXPRESS, CAMPKIN ROAD				ALDI, HISTON ROAD				ICELAND, HISTON ROAD				CO-OP, HILLS ROAD				CO-OP, HISTON ROAD				BUDGENS, PERNE ROAD				BUDGENS, ARBURY RD				CO-OP, MILTON RD				CO-OP, MILL ROAD				TOTAL			
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)				
1	0	0	0	0	3	3	3	3	3	3	3	3	0	0	0	0	1	1	1	1	2	2	2	2	0	0	0	0	1	1	1	1	11	11	11	11								
2	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	5	5	5	5	0	0	0	0	3	3	3	3	0	0	0	0	1	1	1	1								
3	0	0	0	0	1	1	1	1	1	1	1	1	0	0	0	0	1	1	1	1	1	1	1	1	0	0	0	0	1	1	1	1	0	0	0	0								
4	0	0	0	0	1	1	1	1	1	1	1	1	2	2	2	2	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	4	4	4	4								
5	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1									
6	2	2	2	2	1	1	1	1	1	1	1	1	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	4	4	4	4									
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	0	0									
8	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1									
9	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1										
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	2	2	2	2							
11	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1								
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0								
16	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1								
18	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1								
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	0								
20	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1								

SOURCE: Household Survey, March 2008

**TABLE 7**  
**CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	TESCO EXPRESS, CHERRY HINTON				TESCO EXPRESS, CAMPKIN ROAD				ALDI, HISTON ROAD				ICELAND, HISTON ROAD				CO-OP, HILLS ROAD				CO-OP, HISTON ROAD				BUDGENS, PERNE ROAD				BUDGENS, ARBURY RD				CO-OP, MILTON RD				CO-OP, MILL ROAD				TOTAL			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)								
1	207	226	249	265	3,843	4,190	4,619	4,921	2,956	3,223	3,553	3,786	355	387	426	454	887	967	1,066	1,136	1,981	2,159	2,380	2,536	887	967	1,066	1,136	1,094	1,192	1,315	1,401	355	387	426	454								
2	1,416	1,584	1,872	1,919	767	858	1,014	1,039	767	858	1,014	1,039	0	0	0	0	4,960	5,548	6,555	6,720	307	343	405	416	2,582	2,889	3,413	3,499	0	0	0	0	307	343	405	416								
3	101	113	148	169	706	789	1,039	1,186	202	225	297	339	504	564	742	847	404	451	594	678	504	564	742	847	0	0	0	0	706	789	1,039	1,186	0	0	0	0								
4	0	0	0	0	524	591	599	602	749	844	856	861	0	0	0	0	524	591	599	602	150	169	171	172	0	0	0	0	0	0	0	0	0	0	1,946	2,195	2,225	2,238						
5	153	155	161	164	130	132	137	140	358	363	377	385	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	358	363	377	385							
6	517	526	522	718	224	228	226	311	97	99	98	135	0	0	0	0	224	228	226	311	97	99	98	135	0	0	0	0	0	0	0	0	0	1,159	1,180	1,170	1,609							
7	0	0	0	0	292	309	323	332	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	292	309	323	332								
8	0	0	0	0	0	0	0	0	698	729	784	849	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	897	937	1,007	1,092								
9	0	0	0	0	0	0	0	0	427	446	480	518	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	427	446	480	518									
10	0	0	0	0	0	0	0	0	233	242	257	274	0	0	0	0	732	760	807	863	0	0	0	0	0	0	0	0	0	0	0	499	518	550	588									
11	106	110	118	126	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	106	110	118	126									
12	204	215	234	254	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	204	215	234	254									
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	160	169	183	199	0	0	0	0	0	0	0	0	0	0	0	160	169	183	199									
14	0	0	0	0	0	0	0	0	470	489	524	562	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	470	489	524	562									
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	200	209	224	242	0	0	0	0	0	0	0	0	0	0	0	200	209	224	242									
16	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	1,187	1,255	1,304	1,380	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	475	502	522	552									
18	0	0	0	0	0	0	0	0	1,126	1,141	1,136	1,157	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,427	1,445	1,439	1,466								
19	0	0	0	0	0	0	0	0	185	188	201	229	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	185	188	201	229									
20	0	0	0	0	0	0	0	0	927	955	1,005	1,070	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	927	955	1,005	1,070									
TOTALS	2,704	2,930	3,304	3,617	6,486	7,097	7,956	8,533	10,381	11,056	11,884	12,584	859	950	1,168	1,302	8,091	8,922	10,254	10,751	3,039	3,334	3,797	4,106	3,237	3,580	4,142	4,262	1,567	1,686	1,846	1,976	1,843	2,021	2,392	2,609								

**CAMBRIDGE CITY COUNCIL: OUT-OF-CENTRE**

**TABLE 8  
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	TESCO, CHEDDARS LANE				ASDA, BEEHIVE CENTRE				SAINSBURY'S, COLDHAMS LANE				WAITROSE, TRUMPINGTON				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	9	9	9	9	2	2	2	2	9	9	9	9	3	3	3	3	24	24	24	24
2	6	6	6	6	4	4	4	4	21	21	21	21	14	14	14	14	46	46	46	46
3	5	5	5	5	1	1	1	1	7	7	7	7	0	0	0	0	13	13	13	13
4	1	1	1	1	2	2	2	2	2	2	2	2	8	8	8	8	12	12	12	12
5	2	2	2	2	1	1	1	1	5	5	5	5	24	24	24	24	31	31	31	31
6	3	3	3	3	1	1	1	1	6	6	6	6	1	1	1	1	11	11	11	11
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
9	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	2	2	2	2
10	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	2	2	2	2	2	2	2	2	0	0	0	0	2	2	2	2	5	5	5	5
13	1	1	1	1	3	3	3	3	1	1	1	1	1	1	1	1	6	6	6	6
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	7	7	7	7	7	7	7	7
16	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1
17	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
18	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2
19	0	0	0	0	1	1	1	1	0	0	0	0	1	1	1	1	2	2	2	2
20	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1

SOURCE: Household Survey, March 2008

**TABLE 9  
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	TESCO, CHEDDARS LANE				ASDA, BEEHIVE CENTRE				SAINSBURY'S, COLDHAMS LANE				WAITROSE, TRUMPINGTON				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	10,938	11,925	13,145	14,007	2,572	2,804	3,091	3,293	10,584	11,538	12,719	13,552	3,991	4,351	4,796	5,111	28,085	30,618	33,751	35,963
2	6,596	7,379	8,718	8,937	4,040	4,519	5,339	5,473	21,502	24,052	28,418	29,132	14,599	16,330	19,295	19,780	46,737	52,279	61,770	63,322
3	3,027	3,382	4,452	5,085	706	789	1,039	1,186	4,943	5,525	7,272	8,305	202	225	297	339	8,878	9,922	13,059	14,916
4	374	422	428	430	749	844	856	861	898	1,013	1,027	1,033	4,117	4,643	4,708	4,733	6,138	6,922	7,019	7,057
5	813	826	857	875	358	363	377	385	1,985	2,015	2,090	2,134	10,237	10,392	10,782	11,009	13,393	13,595	14,106	14,402
6	1,015	1,033	1,024	1,409	224	228	226	311	1,873	1,907	1,890	2,601	224	228	226	311	3,335	3,396	3,366	4,633
7	292	309	323	332	0	0	0	0	0	0	0	0	0	0	0	0	292	309	323	332
8	498	520	560	606	0	0	0	0	0	0	0	0	0	0	0	0	498	520	560	606
9	427	446	480	518	427	446	480	518	0	0	0	0	0	0	0	0	853	892	960	1,037
10	0	0	0	0	0	0	0	0	0	0	0	0	499	518	550	588	499	518	550	588
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	887	936	1,018	1,106	887	936	1,018	1,106	0	0	0	0	887	936	1,018	1,106	2,662	2,808	3,055	3,318
13	370	389	422	460	1,679	1,766	1,914	2,085	370	389	422	460	370	389	422	460	2,789	2,934	3,180	3,464
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	4,948	5,169	5,543	5,989	4,948	5,169	5,543	5,989
16	0	0	0	0	631	658	711	769	0	0	0	0	0	0	0	0	631	658	711	769
17	475	502	522	552	0	0	0	0	0	0	0	0	1,662	1,757	1,826	1,933	2,137	2,258	2,348	2,485
18	0	0	0	0	1,577	1,598	1,590	1,620	0	0	0	0	0	0	0	0	1,577	1,598	1,590	1,620
19	0	0	0	0	461	470	502	572	0	0	0	0	461	470	502	572	923	941	1,004	1,145
20	1,359	1,400	1,474	1,569	0	0	0	0	0	0	0	0	0	0	0	0	1,359	1,400	1,474	1,569
<b>TOTALS</b>	<b>27,073</b>	<b>29,470</b>	<b>33,423</b>	<b>35,887</b>	<b>14,310</b>	<b>15,421</b>	<b>17,142</b>	<b>18,180</b>	<b>42,155</b>	<b>46,438</b>	<b>53,839</b>	<b>57,218</b>	<b>42,198</b>	<b>45,408</b>	<b>49,965</b>	<b>51,930</b>	<b>125,736</b>	<b>136,737</b>	<b>154,369</b>	<b>163,216</b>

**SOUTH CAMBRIDGESHIRE: MAJOR RURAL CENTRE STORES**

**TABLE 10**  
**CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	MORRISONS, CAMBOURNE				BUDGENS, SAWSTON				SPAR, SAWSTON				TESCO EXPRESS, HISTON				CO-OP, GREAT SHELFORD				CO-OP, FULBOURN				TOTAL							
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	1	1	1	1	0	0	0	0	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
2	0	0	0	0	1	1	1	1	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	2	2	2	2				
3	3	3	3	3	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	4	4	4	4				
4	18	18	18	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	18	18	18					
5	0	0	0	0	6	6	6	6	0	0	0	0	1	1	1	1	3	3	3	3	0	0	0	0	10	10	10	10				
6	1	1	1	1	0	0	0	0	0	0	0	0	2	2	2	2	0	0	0	0	6	6	6	6	9	9	9	9				
7	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	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				
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				
10	0	0	0	0	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	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1					
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				
13	0	0	0	0	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	0	0	0	0	0	1	0	1	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	1	2	1	2					
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
16	2	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	0					
17	3	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					
18	2	1	0	1	1	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	4	2	1	1					
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				
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	1	1	1	1					

SOURCE: Household Survey, March 2008

**TABLE 11**  
**CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	MORRISONS, CAMBOURNE				BUDGENS, SAWSTON				SPAR, SAWSTON				TESCO EXPRESS, HISTON				CO-OP, GREAT SHELFORD				CO-OP, FULBOURN				TOTAL							
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	887	967	1,066	1,136	0	0	0	0	0	0	0	0	1,981	2,159	2,380	2,536	0	0	0	0	0	0	0	0	2,868	3,126	3,446	3,672				
2	0	0	0	0	1,074	1,201	1,419	1,455	0	0	0	0	895	1,001	1,183	1,212	0	0	0	0	0	0	0	0	1,969	2,202	2,602	2,667				
3	2,068	2,311	3,042	3,475	0	0	0	0	0	0	0	0	504	564	742	847	0	0	0	0	0	0	0	0	2,573	2,875	3,784	4,322				
4	9,021	10,172	10,314	10,370	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9,021	10,172	10,314	10,370					
5	130	132	137	140	2,722	2,763	2,867	2,927	0	0	0	0	358	363	377	385	1,160	1,178	1,222	1,248	0	0	0	0	4,370	4,436	4,603	4,700				
6	321	327	324	446	0	0	0	0	0	0	0	0	448	456	452	622	0	0	0	0	1,843	1,876	1,860	2,560	2,611	2,659	2,636	3,627				
7	796	843	881	907	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	796	843	881	907					
8	199	208	224	243	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	199	208	224	243					
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				
10	0	0	0	0	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	529	552	591	632	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	282	295	315	337	811	847	906	969				
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				
13	160	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	160	0	0	0	0				
14	0	0	0	0	0	543	0	468	0	0	0	0	392	407	436	468	0	0	0	0	0	0	0	0	392	951	436	936				
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
16	1,262	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	273	285	308	333	0	0	0	0	1,535	285	308	333				
17	5,343	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,343	0	0	0	0				
18	2,403	1,116	0	849	826	0	0	0	601	609	606	617	0	0	0	0	0	0	0	0	0	0	0	3,830	1,724	606	1,466					
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				
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,359	1,400	1,474	1,569	0	0	0	0	1,359	1,400	1,474	1,569				
<b>TOTALS</b>	<b>23,119</b>	<b>16,629</b>	<b>16,579</b>	<b>18,196</b>	<b>4,622</b>	<b>4,508</b>	<b>4,286</b>	<b>4,850</b>	<b>601</b>	<b>609</b>	<b>606</b>	<b>617</b>	<b>4,577</b>	<b>4,951</b>	<b>5,570</b>	<b>6,071</b>	<b>2,793</b>	<b>2,863</b>	<b>3,004</b>	<b>3,150</b>	<b>2,125</b>	<b>2,171</b>	<b>2,175</b>	<b>2,897</b>	<b>37,837</b>	<b>31,730</b>	<b>32,220</b>	<b>35,782</b>				

SOURCE: Tables 3 & 10

## SOUTH CAMBRIDGESHIRE: OUT-OF-CENTRE

**TABLE 12**  
**CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	TESCO, BAR HILL				TESCO, MILTON				TESCO, YARROW ROAD				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	13	13	13	13	29	29	29	29	0	0	0	0	41	41	41	41
2	2	2	2	2	2	2	2	2	14	14	14	14	17	17	17	17
3	13	13	13	13	17	17	17	17	5	5	5	5	35	35	35	35
4	45	45	45	45	2	2	2	2	0	0	0	0	47	47	47	47
5	0	0	0	0	1	1	1	1	15	15	15	15	16	16	16	16
6	0	0	0	0	1	1	1	1	28	28	28	28	29	29	29	29
7	1	1	1	1	1	1	1	1	0	0	0	0	2	2	2	2
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	2	2	2	2	2	2	2	2
12	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
13	0	0	0	0	1	1	1	1	1	1	1	1	2	2	2	2
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1
18	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Household Survey, March 2008

**TABLE 13**  
**CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	TESCO, BAR HILL				TESCO, MILTON				TESCO, YARROW ROAD				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	14,841	16,179	17,835	19,004	33,968	37,031	40,822	43,496	148	161	178	189	48,957	53,371	58,834	62,689
2	1,534	1,716	2,027	2,078	1,841	2,059	2,433	2,494	14,088	15,758	18,619	19,087	17,463	19,533	23,079	23,659
3	9,029	10,091	13,282	15,170	11,198	12,515	16,473	18,814	3,430	3,833	5,046	5,763	23,658	26,439	34,801	39,747
4	22,533	25,410	25,764	25,904	898	1,013	1,027	1,033	0	0	0	0	23,431	26,423	26,791	26,937
5	0	0	0	0	358	363	377	385	6,614	6,714	6,966	7,113	6,972	7,077	7,343	7,497
6	0	0	0	0	224	228	226	311	8,399	8,552	8,477	11,666	8,623	8,780	8,703	11,977
7	796	843	881	907	796	843	881	907	0	0	0	0	1,593	1,686	1,762	1,813
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	1,234	1,289	1,379	1,475	1,234	1,289	1,379	1,475
12	0	0	0	0	192	203	221	240	624	658	716	778	816	861	937	1,017
13	160	169	183	199	370	389	422	460	370	389	422	460	901	948	1,027	1,119
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	1,000	1,044	1,120	1,210	200	209	224	242	0	0	0	0	1,199	1,253	1,344	1,452
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	1,187	1,255	1,304	1,380	0	0	0	0	0	0	0	0	1,187	1,255	1,304	1,380
18	4,055	4,108	4,089	4,167	0	0	0	0	0	0	0	0	4,055	4,108	4,089	4,167
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>55,135</b>	<b>60,814</b>	<b>66,485</b>	<b>70,019</b>	<b>50,046</b>	<b>54,854</b>	<b>63,105</b>	<b>68,381</b>	<b>34,908</b>	<b>37,355</b>	<b>41,803</b>	<b>46,531</b>	<b>140,089</b>	<b>153,023</b>	<b>171,393</b>	<b>184,931</b>

SOURCE: Tables 3 & 12

Cambridge City Council and South Cambridgeshire District Council  
Cambridge Sub Region Retail Study 2008 (GVA Grimley Updated August 2009)

**TABLE 14**  
**CAMBRIDGE CITY**

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sqm net)	Total Potential Turnover (£000s)
<b>CAMBRIDGE CITY CENTRE</b>					
Sainsbury's, Sidney Street	1,326	95%	1,260	9,744	12,275
Marks & Spencer, Sidney Street	1,171	95%	1,112	11,800	13,127
Marks and Spencer, Grafton Centre	773	95%	734	11,800	8,665
Cambridge Local Stores	1,048	95%	996	2,500	2,489
<b>SUB TOTAL</b>			<b>4,102</b>	<b>8,912</b>	<b>36,556</b>
<b>DISTRICT AND LOCAL CENTRE STORES</b>					
Tesco Express, Cherry Hinton	245	100%	245	12,894	3,159
Tesco Express, Campkin Road	191	100%	191	12,894	2,463
Aldi, Histon Road	697	95%	662	3,638	2,409
Iceland, Histon Road	425	95%	404	5,715	2,307
Co-Op, Hills Road	217	95%	206	6,722	1,386
Co-Op, Histon Road	359	95%	341	6,722	2,293
Budgens, Adkins Corner/Perne Road	514	95%	488	3,342	1,632
Budgens, Arbury Road	789	95%	750	3,342	2,505
Co-Op, Milton Road	139	95%	132	6,722	888
Co-Op, Mill Road	514	95%	488	6,722	3,282
<b>SUB TOTAL</b>			<b>3,907</b>	<b>5,713</b>	<b>22,323</b>
<b>OUT OF CENTRE</b>					
Tesco, Cheddars Lane			2,673	12,894	34,466
Asda, Beehive Centre	3,716	70%	2,601	14,352	37,332
Sainsburys, Coldham Lane	4,265	70%	2,986	9,744	29,091
Waitrose, Trumpington	2,976	90%	2,678	11,601	31,072
<b>SUB TOTAL</b>			<b>10,938</b>	<b>12,064</b>	<b>131,961</b>
<b>TOTAL CAMBRIDGE CITY</b>			<b>18,947</b>	<b>10,072</b>	<b>190,840</b>

Source: Cambridge City Council/IGD

**TABLE 15**  
**SOUTH CAMBRIDGESHIRE**

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sqm net)	Total Potential Turnover (£000s)
<b>MAJOR RURAL CENTRE STORES</b>					
Morrisons, Cambourne	2,992	90%	2,693	11,173	30,087
Budgens, Sawston	690	95%	656	3,342	2,191
Spar, Sawston	376	95%	357	5,251	1,876
Tesco Express, Histon	220	95%	209	12,894	2,695
Co-Op, Great Shelford	155	95%	147	6,722	990
Co-Op, Fulbourne	323	95%	307	6,722	2,063
<b>SUB TOTAL</b>			<b>4,369</b>	<b>9,133</b>	<b>39,900</b>
<b>OUT OF CENTRE</b>					
Tesco, Bar Hill			4,031	12,894	51,976
Tesco, Milton			2,244	12,894	28,934
Tesco, Yarrow Road			2,458	12,894	31,693
<b>SUB TOTAL</b>			<b>8,733</b>	<b>12,894</b>	<b>112,603</b>
<b>TOTAL SOUTH CAMBRIDGESHIRE</b>			<b>13,102</b>	<b>11,640</b>	<b>152,504</b>

Source: South Cambridgeshire District Council/IGD

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sqm net)	Total Potential Turnover (£000s)
<b>TOTAL CAMBRIDGE SUB REGION</b>			<b>32,049</b>	<b>10,713</b>	<b>343,343</b>



**TABLE 16**  
**RETAIL CONVENIENCE COMMITMENTS**

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience (sqm)	Company Average Sales (£ per sq m net)	Average Turnover 2008 (£000s)	Average Turnover 2011 (£000s)	Average Turnover 2016 (£000s)	Average Turnover 2021 (£000s)
<b>Cambridge City Council</b>								
Land to the north of Unit 3, 11 High Street, Cherry Hinton, Cambridge (Ref: C/00071/07)	35	95%	33	2,500	83	85	89	92
186-188 High Street, East Chesterton, Cambridge (Ref: C/00987/06)	24	95%	23	2,500	57	58	61	63
<b>TOTAL</b>	<b>59</b>		<b>56</b>		<b>140</b>	<b>144</b>	<b>149</b>	<b>155</b>
<b>South Cambridgeshire District Council</b>								
Land at Arbury Camp, King's Hedges Road, Impington, Cambridge (Ref: S/02379/01)	1,858	95%	1,765	2,500	4,413	4,520	4,703	4,894
Land at 23 Church Street, Willingham, Cambridge (Ref: S/00898/06)	63	95%	60	2,500	150	153	159	166
<b>TOTAL</b>	<b>1,921</b>		<b>1,825</b>		<b>4,562</b>	<b>4,673</b>	<b>4,863</b>	<b>5,060</b>

Source: Cambridge City Council, South Cambridgeshire District Council and Cambridgeshire County Council

**TABLE 17**  
**RETAIL PIPELINE - CONVENIENCE GOODS**

	Net Flsp (sqm)	Co Average Sales (£ per sqm net)	Total Turnover 2008 (£000s)	Total Turnover 2011 (£000s)	Total Turnover 2016 (£000s)	Total Turnover 2021 (£000s)
<b>South Cambridgeshire</b>						
Cambourne supermarket	1,063	5,000	5,315	5,444	5,665	5,895
Cambourne unit shops	440	2,500	1,100	1,127	1,172	1,220
Northstowe	5,525	10,000	55,250	56,587	58,887	61,280
<b>Cambridge City</b>						
East Cambridge	3,000	10,000	30,000	30,726	31,975	33,274
Station Area	507	10,000	5,070	5,193	5,404	5,623
Southern Fringe	682	10,000	6,820	6,985	7,269	7,564
Land between Huntingdon Road and Histon Road (NIAB Site)	1140	5,000	5,700	5,838	6,075	6,322
<b>TOTAL</b>	<b>11,217</b>		<b>109,255</b>	<b>111,898</b>	<b>116,446</b>	<b>121,179</b>

## CAPACITY PROJECTIONS: CONVENIENCE GOODS

**TABLE 18**  
**FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR CAMBRIDGE CITY COUNCIL**

	CONVENIENCE GOODS			
	2008	2011	2016	2021
Total Convenience Goods Turnover in Cambridge City Council (£000)	201,244	219,109	247,396	261,743
Existing Shop Floorspace (sqm net)	18,947	18,947	18,947	18,947
Sales per sqm net £	10,621	10,072	10,072	10,072
Sales from Existing Floorspace (£000)	201,244	190,840	190,840	190,840
Sales from Committed Floorspace (£000)	0	144	149	155
Residual Spending to Support new shops (£000)	0	28,126	56,406	70,748
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,813	5,641	7,075

**TABLE 19**  
**FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL**

	CONVENIENCE GOODS			
	2008	2011	2016	2021
Total Convenience Goods Turnover in South Cambridgeshire District (£000)	177,926	184,753	203,613	220,713
Existing Shop Floorspace (sqm net)	13,102	13,102	13,102	13,102
Sales per sqm net £	13,580	11,640	11,640	11,640
Sales from Existing Floorspace (£000)	177,926	152,504	152,504	152,504
Sales from Committed Floorspace (£000)	0	4,673	4,863	5,060
Residual Spending to Support new shops (£000)	0	27,577	46,247	63,149
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,758	4,625	6,315

**TABLE 20**  
**FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR CAMBRIDGE SUB REGION**

	CONVENIENCE GOODS			
	2008	2011	2016	2021
Total Convenience Goods Turnover in Cambridge Sub Region (£000)	379,170	403,862	451,009	482,456
Existing Shop Floorspace (sqm net)	32,049	32,049	32,049	32,049
Sales per sqm net £	11,831	10,713	10,713	10,713
Sales from Existing Floorspace (£000)	379,170	343,343	343,343	343,343
Sales from Committed Floorspace (£000)	0	4,816	5,012	5,216
Residual Spending to Support new shops (£000)	0	55,703	102,653	133,897
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	5,570	10,265	13,390

**TABLE 21**  
**FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR CAMBRIDGE SUB REGION WITH PIPELINE**

	CONVENIENCE GOODS			
	2008	2011	2016	2021
Total Convenience Goods Turnover in Cambridge Sub Region (£000)	379,170	403,862	451,009	482,456
Existing Shop Floorspace (sqm net)	32,049	32,049	32,049	32,049
Sales per sqm net £	11,831	10,713	10,713	10,713
Sales from Existing Floorspace (£000)	379,170	343,343	343,343	343,343
Sales from Committed Floorspace (£000)	0	11,386	65,222	126,395
Residual Spending to Support new shops (£000)	0	49,133	42,443	12,717
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	4,913	4,244	1,272

## Appendix 2b – Cambridge Sub Region Convenience Capacity Projections –NLP Update September 2009

Cambridge City Council and South Cambridgeshire District Council  
 North West Cambridge Supplementary Retail Study February 2010  
 Based on GVA Grimley Sub-Region Retail Study 2008 (Updated August 2009) – Appendix 2a

**TABLE 1**  
**SURVEY AREA POPULATION FORECASTS**

Catchment Zone	Postcode Sector Groupings	2008	2011	2016	2021
1	CB3 0, CB4 0/1/2/3/6/9, CB5 8	73,769	<b>77,076</b>	<b>89,201</b>	<b>99,071</b>
2	CB1 1/2/3/7/8/9, CB2 1/2/3, CB3 9	70,291	<b>72,383</b>	<b>84,981</b>	<b>89,589</b>
3	CB4 5/8, CB5 9/0	37,771	<b>41,624</b>	<b>53,278</b>	<b>58,766</b>
4	CB3 6/7/8	26,822	<b>29,826</b>	<b>29,408</b>	<b>28,556</b>
5	CB2 4/5/6	24,027	<b>24,051</b>	<b>24,267</b>	<b>23,928</b>
6	CB1 5/6	16,604	<b>16,670</b>	<b>16,070</b>	<b>21,357</b>
7	CB6 1/2/3, CB7 4/5	62,389	<b>65,134</b>	<b>66,176</b>	<b>65,779</b>
8	IP26 4, IP27 0/9, PE38 0/9	40,261	41,458	43,359	45,368
9	IP28 6/7/8, IP29 4/5	33,619	34,668	36,277	37,840
10	CO10 7/8, CO9 3/4/1/2	37,342	38,193	39,470	40,734
11	CM22 6, CM23 1, CM24 1/8, CM6 2/3, CM7 4/5	39,137	40,299	41,923	43,305
12	CB8 0/7/8/9	34,547	35,929	38,010	39,866
13	CB9 0/7/8/9	29,387	30,482	32,124	33,800
14	CO10 1/2, CB11 3/4	29,889	30,664	31,942	33,089
15	SG8 8/9/0/5/6/7	39,068	40,243	41,969	43,796
16	SG18 0/8/9, SG19 1/2/3	49,826	51,282	53,830	56,229
17	PE19 1/2/5/6/7/8, PE28 0/4/9, PE29 1/2/3/6/7	93,302	<b>97,221</b>	<b>98,290</b>	<b>100,452</b>
18	PE26 1/2, PE27 3/4/5/6, PE28 2/3/5	58,193	<b>58,135</b>	<b>56,274</b>	<b>55,374</b>
19	PE15 0/8/9, PE16 6	38,096	<b>38,286</b>	<b>39,741</b>	<b>43,755</b>
20	SG11 2, SG5 4, SG6 1/2/3/4, SG7 5/6, SG9 0/9, SG11 1	71,343	72,444	74,167	76,247
<b>TOTAL</b>		<b>905,683</b>	<b>936,069</b>	<b>990,760</b>	<b>1,036,902</b>

**TABLE 1A**  
**POPULATION GROWTH RATES**

2008-2011 (%)	2011-2016 (%)	2016-2021 (%)	2008-2021 (%)
<b>4.5%</b>	<b>15.7%</b>	<b>11.1%</b>	<b>34.3%</b>
<b>3.0%</b>	<b>17.4%</b>	<b>5.4%</b>	<b>27.5%</b>
<b>10.2%</b>	<b>28.0%</b>	<b>10.3%</b>	<b>55.6%</b>
<b>11.2%</b>	<b>-1.4%</b>	<b>-2.9%</b>	<b>6.5%</b>
<b>0.1%</b>	<b>0.9%</b>	<b>-1.4%</b>	<b>-0.4%</b>
<b>0.4%</b>	<b>-3.6%</b>	<b>32.9%</b>	<b>28.6%</b>
<b>4.4%</b>	<b>1.6%</b>	<b>-0.6%</b>	<b>5.4%</b>
3.0%	4.6%	4.6%	12.7%
3.1%	4.6%	4.3%	12.6%
2.3%	3.3%	3.2%	9.1%
3.0%	4.0%	3.3%	10.6%
4.0%	5.8%	4.9%	15.4%
3.7%	5.4%	5.2%	15.0%
2.6%	4.2%	3.6%	10.7%
3.0%	4.3%	4.4%	12.1%
2.9%	5.0%	4.5%	12.9%
<b>4.2%</b>	<b>1.1%</b>	<b>2.2%</b>	<b>7.7%</b>
<b>-0.1%</b>	<b>-3.2%</b>	<b>-1.6%</b>	<b>-4.8%</b>
<b>0.5%</b>	<b>3.8%</b>	<b>10.1%</b>	<b>14.9%</b>
1.5%	2.4%	2.8%	6.9%
3.4%	5.8%	4.7%	14.5%

SOURCE: Experian Business Strategies March 2008  
 Cambridgeshire County Council Mid 2006 population estimates by ward transposed into zones and growth rates used in **BOLD**

Cambridge City Council and South Cambridgeshire District Council  
 North West Cambridge Supplementary Retail Study February 2010  
 Based on GVA Grimley Sub-Region Retail Study 2008 (Updated August 2009) as Updated by NLP

**TABLE 2**  
**CONVENIENCE GOODS EXPENDITURE FORECASTS PER CAPITA (2006 prices)**

GROWTH IN CONVENIENCE GOODS PER CAPITA RETAIL EXPENDITURE:				
ZONE	2008	2011	2016	2021
1	1,620	1,606	1,654	1,713
2	1,471	1,457	1,501	1,555
3	1,800	1,784	1,837	1,903
4	1,881	1,864	1,920	1,988
5	1,825	1,808	1,863	1,929
6	1,817	1,800	1,855	1,921
7	1,720	1,705	1,756	1,818
8	1,668	1,653	1,703	1,763
9	1,710	1,695	1,746	1,808
10	1,802	1,786	1,840	1,905
11	1,822	1,805	1,860	1,926
12	1,731	1,715	1,767	1,830
13	1,698	1,683	1,734	1,795
14	1,766	1,750	1,803	1,867
15	1,724	1,709	1,760	1,823
16	1,706	1,691	1,742	1,804
17	1,715	1,700	1,751	1,813
18	1,739	1,723	1,775	1,838
19	1,632	1,618	1,666	1,726
20	1,751	1,735	1,788	1,851

Source: Experian Business Strategies March 2008

Based on GVA 2006 per capita base expenditure

Excluding special forms of trading - 2.0% in 2009, 2.2% in 2010, 2.3% in 2011/12, 2.5% in 2013, 2.6% in 2014, 2.8% post 2

Experian Business Strategies - forecast annual growth rates for 2006 to 2011 (0.7%, 0.9%, -0.5%, -0.1% and 0.2%)

Experian Business Strategies - ultra long term growth rate adopted beyond 2011 (0.7% per annum)



Cambridge City Council and South Cambridgeshire District Council  
 North West Cambridge Supplementary Retail Study February 2010  
 Based on GVA Grimley Sub-Region Retail Study 2008 (Updated August 2009) as Updated by NLP

**TABLE 3**  
**SURVEY AREA RETAIL EXPENDITURE FORECASTS (2006 prices)**

ZONE	CONVENIENCE GOODS			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	119,534	123,760	147,552	169,695
2	103,378	105,489	127,588	139,281
3	67,987	74,242	97,899	111,815
4	50,447	55,588	56,464	56,773
5	43,848	43,493	45,209	46,159
6	30,169	30,014	29,807	41,020
7	107,319	111,024	116,206	119,609
8	67,167	68,536	73,842	80,006
9	57,495	58,750	63,333	68,407
10	67,290	68,198	72,606	77,591
11	71,305	72,756	77,973	83,402
12	59,806	61,633	67,172	72,952
13	49,905	51,295	55,690	60,676
14	52,786	53,663	57,587	61,772
15	67,359	68,755	73,869	79,821
16	85,013	86,703	93,759	101,413
17	160,029	165,237	172,098	182,127
18	101,205	100,186	99,908	101,799
19	62,186	61,930	66,224	75,501
20	124,928	125,705	132,580	141,136
<b>TOTAL</b>	<b>1,549,155</b>	<b>1,586,954</b>	<b>1,727,369</b>	<b>1,870,955</b>

SOURCE: Table 1, Table 2

**CAMBRIDGE CITY COUNCIL: CAMBRIDGE CITY CENTRE**

**TABLE 4  
 CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	SAINSBURY'S, SIDNEY STREET				MARKS AND SPENCER, SIDNEY ST				MARKS AND SPENCER, GRAFTON				CAMBRIDGE LOCAL STORES				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	6	6	6	6	2	2	2	2	0	0	0	0	2	2	2	2	10	10	10	10
2	4	4	4	4	2	2	2	2	2	2	2	2	5	5	5	5	13	13	13	13
3	1	1	1	1	1	1	1	1	0	0	0	0	2	2	2	2	4	4	4	4
4	0	0	0	0	1	1	1	1	0	0	0	0	2	2	2	2	3	3	3	3
5	3	3	3	3	0	0	0	0	0	0	0	0	2	2	2	2	5	5	5	5
6	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2
7	0	0	0	0	0	0	0	0	0	0	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	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
15	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
16	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Household Survey, March 2008

**TABLE 5  
 CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	SAINSBURY'S, SIDNEY STREET				MARKS AND SPENCER, SIDNEY ST				MARKS AND SPENCER, GRAFTON				CAMBRIDGE LOCAL STORES				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	7,381	7,642	9,111	10,479	2,002	2,073	2,471	2,842	359	371	443	509	2,540	2,630	3,135	3,606	12,282	12,716	15,161	17,436
2	4,574	4,668	5,646	6,163	2,171	2,215	2,679	2,925	1,990	2,031	2,456	2,681	4,885	4,984	6,029	6,581	13,620	13,898	16,810	18,350
3	714	780	1,028	1,174	714	780	1,028	1,174	0	0	0	0	1,122	1,225	1,615	1,845	2,550	2,784	3,671	4,193
4	0	0	0	0	681	750	762	766	0	0	0	0	845	931	946	951	1,526	1,682	1,708	1,717
5	1,184	1,174	1,221	1,246	0	0	0	0	0	0	0	0	1,019	1,011	1,051	1,073	2,203	2,186	2,272	2,319
6	551	548	544	749	0	0	0	0	98	98	97	133	0	0	0	0	649	645	641	882
7	0	0	0	0	0	0	0	0	0	0	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	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	162	167	181	197	162	167	181	197
14	0	0	0	0	0	0	0	0	0	0	0	0	317	322	346	371	317	322	346	371
15	0	0	0	0	0	0	0	0	0	0	0	0	404	413	443	479	404	413	443	479
16	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	835	827	824	840	0	0	0	0	0	0	0	0	304	301	300	305	1,139	1,127	1,124	1,145
19	0	0	0	0	0	0	0	0	0	0	0	0	187	186	199	227	187	186	199	227
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>15,239</b>	<b>15,638</b>	<b>18,374</b>	<b>20,651</b>	<b>5,568</b>	<b>5,818</b>	<b>6,941</b>	<b>7,708</b>	<b>2,447</b>	<b>2,499</b>	<b>2,996</b>	<b>3,324</b>	<b>11,784</b>	<b>12,169</b>	<b>14,244</b>	<b>15,635</b>	<b>35,038</b>	<b>36,125</b>	<b>42,555</b>	<b>47,317</b>

SOURCE: Tables 3 & 4

**CAMBRIDGE CITY: DISTRICT AND LOCAL CENTRE STORES**

**TABLE 6  
 CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	TESCO EXPRESS, CHERRY HINTON				TESCO EXPRESS, CAMPKIN ROAD				ALDI, HISTON ROAD				ICELAND, HISTON ROAD				CO-OP, HILLS ROAD				CO-OP, HISTON ROAD							
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	3	3	3	3	3	3	3	3	0	0	0	0	1	1	1	1	2	2	2	2				
2	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	5	5	5	5	0	0	0	0				
3	0	0	0	0	1	1	1	1	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
4	0	0	0	0	1	1	1	1	2	2	2	2	0	0	0	0	1	1	1	1	0	0	0	0				
5	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
6	2	2	2	2	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1	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		
8	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
9	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0		
11	0	0	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	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	0	0	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	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
16	0	0	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	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
18	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
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		
20	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0		

SOURCE: Household Survey, March 2008

**TABLE 7  
 CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	TESCO EXPRESS, CHERRY HINTON				TESCO EXPRESS, CAMPKIN ROAD				ALDI, HISTON ROAD				ICELAND, HISTON ROAD				CO-OP, HILLS ROAD				CO-OP, HISTON ROAD				
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	
1	209	217	258	297	3,885	4,022	4,795	5,515	2,988	3,094	3,689	4,242	359	371	443	509	897	928	1,107	1,273	2,002	2,073	2,471	2,842	
2	1,432	1,461	1,767	1,929	775	791	957	1,045	775	791	957	1,045	0	0	0	0	5,014	5,116	6,188	6,755	310	316	383	418	
3	102	111	147	168	714	780	1,028	1,174	204	223	294	335	510	557	734	839	408	445	587	671	510	557	734	839	
4	0	0	0	0	530	584	593	596	757	834	847	852	0	0	0	0	530	584	593	596	151	167	169	170	
5	155	153	159	163	132	130	136	138	362	359	373	381	0	0	0	0	0	0	0	0	0	0	0	0	0
6	523	520	516	711	226	225	224	308	98	98	97	133	0	0	0	0	226	225	224	308	98	98	97	133	
7	0	0	0	0	295	305	320	329	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	705	720	775	840	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	431	441	475	513	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	236	239	254	272	0	0	0	0	740	750	799	854	0	0	0	0	0
11	107	109	117	125	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	206	213	232	252	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	162	167	181	197	0	0	0	0	0
14	0	0	0	0	0	0	0	0	475	483	518	556	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	202	206	222	239	0	0	0	0	0
16	0	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	0	0	0	0	1,200	1,239	1,291	1,366	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	1,139	1,127	1,124	1,145	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	187	186	199	227	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	937	943	994	1,059	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>2,733</b>	<b>2,784</b>	<b>3,197</b>	<b>3,644</b>	<b>6,557</b>	<b>6,837</b>	<b>8,052</b>	<b>9,105</b>	<b>10,493</b>	<b>10,775</b>	<b>11,887</b>	<b>12,965</b>	<b>869</b>	<b>928</b>	<b>1,177</b>	<b>1,348</b>	<b>8,179</b>	<b>8,422</b>	<b>9,900</b>	<b>10,893</b>	<b>3,072</b>	<b>3,211</b>	<b>3,855</b>	<b>4,402</b>	

SOURCE: Tables 3 & 6

**TABLE 6 (a)**  
**CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	BUDGENS, PERNE ROAD				BUDGENS, ARBURY RD				CO-OP, MILTON RD				CO-OP, MILL ROAD				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
2	0	0	0	0	1	1	1	1	0	0	0	0	1	1	1	1	11	11	11	11
1	3	3	3	3	0	0	0	0	0	0	0	0	1	1	1	1	12	12	12	12
3	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	5	5	5	5
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	4	4	4
5	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	2	2	2	2
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	4	4	4
7	0	0	0	0	0	0	0	0	0	0	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	1	1	1	1
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
10	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	2	2	2	2
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16	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	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1

SOURCE:

**TABLE 7 (b)**  
**CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	BUDGENS, PERNE ROAD				BUDGENS, ARBURY RD				CO-OP, MILTON RD				CO-OP, MILL ROAD				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	359	371	443	509	1,106	1,145	1,365	1,570	359	371	443	509	897	928	1,107	1,273	13,059	13,521	16,120	18,539
2	2,610	2,664	3,222	3,517	0	0	0	0	310	316	383	418	905	923	1,116	1,219	12,131	12,379	14,972	16,345
3	0	0	0	0	0	0	0	0	714	780	1,028	1,174	0	0	0	0	3,161	3,452	4,552	5,199
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,967	2,168	2,202	2,214
5	0	0	0	0	0	0	0	0	0	0	0	0	362	359	373	381	1,010	1,001	1,041	1,063
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,171	1,165	1,157	1,593
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	295	305	320	329
8	0	0	0	0	201	206	222	240	0	0	0	0	0	0	0	0	907	925	997	1,080
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	431	441	475	513
10	0	0	0	0	0	0	0	0	0	0	0	0	505	511	545	582	1,480	1,500	1,597	1,707
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	107	109	117	125
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	206	213	232	252
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	162	167	181	197
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	475	483	518	556
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	202	206	222	239
16	0	0	0	0	276	282	305	330	0	0	0	0	0	0	0	0	276	282	305	330
17	0	0	0	0	0	0	0	0	480	496	516	546	0	0	0	0	1,680	1,735	1,807	1,912
18	304	301	300	305	0	0	0	0	0	0	0	0	0	0	0	0	1,442	1,428	1,424	1,451
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	187	186	199	227
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	937	943	994	1,059
<b>TOTALS</b>	<b>3,273</b>	<b>3,335</b>	<b>3,964</b>	<b>4,331</b>	<b>1,583</b>	<b>1,632</b>	<b>1,891</b>	<b>2,139</b>	<b>1,863</b>	<b>1,963</b>	<b>2,370</b>	<b>2,647</b>	<b>2,667</b>	<b>2,722</b>	<b>3,141</b>	<b>3,454</b>	<b>41,289</b>	<b>42,609</b>	<b>49,432</b>	<b>54,929</b>

SOURCE:

**CAMBRIDGE CITY COUNCIL: OUT-OF-CENTRE**

**TABLE 8  
 CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	TESCO, CHEDDARS LANE				ASDA, BEEHIVE CENTRE				SAINSBURY'S, COLDHAMS LANE				WAITROSE, TRUMPINGTON				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	9	9	9	9	2	2	2	2	9	9	9	9	3	3	3	3	24	24	24	24
2	6	6	6	6	4	4	4	4	21	21	21	21	14	14	14	14	46	46	46	46
3	5	5	5	5	1	1	1	1	7	7	7	7	0	0	0	0	13	13	13	13
4	1	1	1	1	2	2	2	2	2	2	2	2	8	8	8	8	12	12	12	12
5	2	2	2	2	1	1	1	1	5	5	5	5	24	24	24	24	31	31	31	31
6	3	3	3	3	1	1	1	1	6	6	6	6	1	1	1	1	11	11	11	11
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
9	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	2	2	2	2
10	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	2	2	2	2	2	2	2	2	0	0	0	0	2	2	2	2	5	5	5	5
13	1	1	1	1	3	3	3	3	1	1	1	1	1	1	1	1	6	6	6	6
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	7	7	7	7	7	7	7	7
16	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1
17	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
18	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2
19	0	0	0	0	1	1	1	1	0	0	0	0	1	1	1	1	2	2	2	2
20	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1

SOURCE: Household Survey, March 2008

**TABLE 9  
 CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	TESCO, CHEDDARS LANE				ASDA, BEEHIVE CENTRE				SAINSBURY'S, COLDHAMS LANE				WAITROSE, TRUMPINGTON				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	11,057	11,448	13,649	15,697	2,600	2,692	3,209	3,691	10,698	11,076	13,206	15,188	4,034	4,177	4,980	5,727	28,389	29,393	35,044	40,303
2	6,668	6,804	8,229	8,984	4,083	4,167	5,040	5,502	21,735	22,179	26,825	29,284	14,757	15,058	18,213	19,882	47,244	48,208	58,308	63,651
3	3,059	3,341	4,405	5,032	714	780	1,028	1,174	4,997	5,457	7,196	8,218	204	223	294	335	8,974	9,800	12,923	14,760
4	378	417	423	426	757	834	847	852	908	1,001	1,016	1,022	4,162	4,586	4,658	4,684	6,205	6,837	6,945	6,983
5	822	815	848	865	362	359	373	381	2,006	1,990	2,068	2,112	10,348	10,264	10,669	10,893	13,538	13,428	13,958	14,251
6	1,026	1,020	1,013	1,395	226	225	224	308	1,893	1,883	1,870	2,574	226	225	224	308	3,371	3,354	3,331	4,584
7	295	305	320	329	0	0	0	0	0	0	0	0	0	0	0	0	295	305	320	329
8	504	514	554	600	0	0	0	0	0	0	0	0	0	0	0	0	504	514	554	600
9	431	441	475	513	431	441	475	513	0	0	0	0	0	0	0	0	862	881	950	1,026
10	0	0	0	0	0	0	0	0	0	0	0	0	505	511	545	582	505	511	545	582
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	897	925	1,008	1,094	897	925	1,008	1,094	0	0	0	0	897	925	1,008	1,094	2,691	2,774	3,023	3,283
13	374	385	418	455	1,697	1,744	1,893	2,063	374	385	418	455	374	385	418	455	2,820	2,898	3,147	3,428
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	5,001	5,105	5,485	5,927	5,001	5,105	5,485	5,927
16	0	0	0	0	638	650	703	761	0	0	0	0	0	0	0	0	638	650	703	761
17	480	496	516	546	0	0	0	0	0	0	0	0	1,680	1,735	1,807	1,912	2,160	2,231	2,323	2,459
18	0	0	0	0	1,594	1,578	1,574	1,603	0	0	0	0	0	0	0	0	1,594	1,578	1,574	1,603
19	0	0	0	0	466	464	497	566	0	0	0	0	466	464	497	566	933	929	993	1,133
20	1,374	1,383	1,458	1,552	0	0	0	0	0	0	0	0	0	0	0	0	1,374	1,383	1,458	1,552
<b>TOTALS</b>	<b>27,366</b>	<b>28,293</b>	<b>33,316</b>	<b>37,488</b>	<b>14,465</b>	<b>14,858</b>	<b>16,870</b>	<b>18,507</b>	<b>42,612</b>	<b>43,971</b>	<b>52,600</b>	<b>58,853</b>	<b>42,656</b>	<b>43,659</b>	<b>48,796</b>	<b>52,366</b>	<b>127,099</b>	<b>130,780</b>	<b>151,582</b>	<b>167,214</b>

SOURCE: Tables 3 & 8

**SOUTH CAMBRIDGESHIRE: MAJOR RURAL CENTRE STORES**

**TABLE 10  
 CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	MORRISONS, CAMBOURNE				BUDGENS, SAWSTON				SPAR, SAWSTON				TESCO EXPRESS, HISTON				CO-OP, GREAT SHELFORD				CO-OP, FULBOURN				TOTAL								
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
1	1	1	1	1	0	0	0	0	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2
2	0	0	0	0	1	1	1	1	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2	
3	3	3	3	3	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	4	4	4	4		
4	18	18	18	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	18	18	18			
5	0	0	0	0	6	6	6	6	0	0	0	0	1	1	1	1	3	3	3	3	0	0	0	0	0	0	10	10	10	10			
6	1	1	1	1	0	0	0	0	0	0	0	0	2	2	2	2	0	0	0	0	6	6	6	6	6	9	9	9	9	9			
7	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	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		
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		
10	0	0	0	0	0	0	0	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	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1		
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		
13	0	0	0	0	0	0	0	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	0	0	0	0	0	1	0	1	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	2	1	2	2		
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
16	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	2	0	0	0	0			
17	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	3	0	0	0	0			
18	2	1	0	1	1	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4	2	1	1	1			
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		
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	1	1	1	1	1			

SOURCE: Household Survey, March 2008

**TABLE 11  
 CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	MORRISONS, CAMBOURNE				BUDGENS, SAWSTON				SPAR, SAWSTON				TESCO EXPRESS, HISTON				CO-OP, GREAT SHELFORD				CO-OP, FULBOURN				TOTAL							
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	897	928	1,107	1,273	0	0	0	0	0	0	0	0	2,002	2,073	2,471	2,842	0	0	0	0	0	0	0	0	2,899	3,001	3,578	4,115				
2	0	0	0	0	1,085	1,108	1,340	1,462	0	0	0	0	905	923	1,116	1,219	0	0	0	0	0	0	0	0	1,990	2,031	2,456	2,681				
3	2,091	2,283	3,010	3,438	0	0	0	0	0	0	0	0	510	557	734	839	0	0	0	0	0	0	0	0	2,601	2,840	3,745	4,277				
4	9,118	10,047	10,206	10,262	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9,118	10,047	10,206	10,262				
5	132	130	136	138	2,751	2,729	2,837	2,896	0	0	0	0	362	359	373	381	1,173	1,163	1,209	1,235	0	0	0	0	4,418	4,382	4,555	4,650				
6	324	323	320	441	0	0	0	0	0	0	0	0	453	450	447	615	0	0	0	0	1,863	1,853	1,841	2,533	2,640	2,626	2,608	3,589				
7	805	833	872	897	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	805	833	872	897				
8	201	206	222	240	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	201	206	222	240				
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		
10	0	0	0	0	0	0	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	535	546	585	626	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	285	291	312	334	820	837	897	959				
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		
13	162	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	162	0	0	0	0	0		
14	0	0	0	0	0	537	0	463	0	0	0	0	396	402	432	463	0	0	0	0	0	0	0	0	396	939	432	927				
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
16	1,275	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	276	282	305	330	0	0	0	0	1,551	282	305	330				
17	5,401	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,401	0	0	0	0	0		
18	2,429	1,102	0	840	835	0	0	0	607	601	599	611	0	0	0	0	0	0	0	0	0	0	0	0	3,871	1,703	599	1,451				
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		
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,374	1,383	1,458	1,552	0	0	0	0	1,374	1,383	1,458	1,552				
<b>TOTALS</b>	<b>23,370</b>	<b>16,398</b>	<b>16,457</b>	<b>18,155</b>	<b>4,672</b>	<b>4,373</b>	<b>4,177</b>	<b>4,822</b>	<b>607</b>	<b>601</b>	<b>599</b>	<b>611</b>	<b>4,627</b>	<b>4,764</b>	<b>5,574</b>	<b>6,359</b>	<b>2,823</b>	<b>2,828</b>	<b>2,972</b>	<b>3,117</b>	<b>2,148</b>	<b>2,144</b>	<b>2,152</b>	<b>2,867</b>	<b>38,247</b>	<b>31,109</b>	<b>31,932</b>	<b>35,930</b>				

SOURCE: Tables 3 & 10

**SOUTH CAMBRIDGESHIRE: OUT-OF-CENTRE**

**TABLE 12  
 CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	TESCO, BAR HILL				TESCO, MILTON				TESCO, YARROW ROAD				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	13	13	13	13	29	29	29	29	0	0	0	0	41	41	41	41
2	2	2	2	2	2	2	2	2	14	14	14	14	17	17	17	17
3	13	13	13	13	17	17	17	17	5	5	5	5	35	35	35	35
4	45	45	45	45	2	2	2	2	0	0	0	0	47	47	47	47
5	0	0	0	0	1	1	1	1	15	15	15	15	16	16	16	16
6	0	0	0	0	1	1	1	1	28	28	28	28	29	29	29	29
7	1	1	1	1	1	1	1	1	0	0	0	0	2	2	2	2
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	2	2	2	2	2	2	2	2
12	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
13	0	0	0	0	1	1	1	1	1	1	1	1	2	2	2	2
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1
18	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Household Survey, March 2008

**TABLE 13  
 CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	TESCO, BAR HILL				TESCO, MILTON				TESCO, YARROW ROAD				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	15,002	15,532	18,518	21,297	34,336	35,550	42,384	48,745	149	155	184	212	49,487	51,236	61,087	70,254
2	1,551	1,582	1,914	2,089	1,861	1,899	2,297	2,507	14,240	14,531	17,575	19,186	17,652	18,012	21,786	23,782
3	9,127	9,967	13,143	15,011	11,320	12,361	16,300	18,617	3,467	3,786	4,993	5,703	23,914	26,115	34,436	39,331
4	22,777	25,098	25,494	25,633	908	1,001	1,016	1,022	0	0	0	0	23,685	26,098	26,510	26,655
5	0	0	0	0	362	359	373	381	6,686	6,632	6,893	7,038	7,047	6,990	7,266	7,419
6	0	0	0	0	226	225	224	308	8,490	8,447	8,389	11,544	8,716	8,672	8,612	11,852
7	805	833	872	897	805	833	872	897	0	0	0	0	1,610	1,665	1,743	1,794
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	1,248	1,273	1,365	1,460	1,248	1,273	1,365	1,460
12	0	0	0	0	194	200	218	237	631	650	709	770	825	851	927	1,007
13	162	167	181	197	374	385	418	455	374	385	418	455	911	936	1,016	1,107
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	1,010	1,031	1,108	1,197	202	206	222	239	0	0	0	0	1,212	1,238	1,330	1,437
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	1,200	1,239	1,291	1,366	0	0	0	0	0	0	0	0	1,200	1,239	1,291	1,366
18	4,099	4,058	4,046	4,123	0	0	0	0	0	0	0	0	4,099	4,058	4,046	4,123
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>55,733</b>	<b>59,506</b>	<b>66,566</b>	<b>71,810</b>	<b>50,589</b>	<b>53,018</b>	<b>64,323</b>	<b>73,408</b>	<b>35,286</b>	<b>35,859</b>	<b>40,525</b>	<b>46,367</b>	<b>141,607</b>	<b>148,383</b>	<b>171,414</b>	<b>191,586</b>

SOURCE: Tables 3 & 12

Cambridge City Council and South Cambridgeshire District Council  
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**TABLE 14**  
**CAMBRIDGE CITY**

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sqm net)	Total Potential Turnover (£000s)
<b>CAMBRIDGE CITY CENTRE</b>					
Sainsbury's, Sidney Street	1,326	95%	1,260	9,744	12,275
Marks & Spencer, Sidney Street	1,171	95%	1,112	11,800	13,127
Marks and Spencer, Grafton Centre	773	95%	734	11,800	8,665
Cambridge Local Stores	1,048	95%	996	2,500	2,489
<b>SUB TOTAL</b>			<b>4,102</b>	<b>8,912</b>	<b>36,556</b>
<b>DISTRICT AND LOCAL CENTRE STORES</b>					
Tesco Express, Cherry Hinton	245	100%	245	12,894	3,159
Tesco Express, Campkin Road	191	100%	191	12,894	2,463
Tesco Express, High Street, Chesterton	176	100%	176	12,895	2,270
Aldi, Histon Road	697	95%	662	3,638	2,409
Iceland, Histon Road	425	95%	404	5,715	2,307
Co-Op, Hills Road	217	95%	206	6,722	1,386
Co-Op, Histon Road	359	95%	341	6,722	2,293
One Stop, Carlton Terrace	139	100%	139	5,000	695
Co-op, Grantchester Street	76	95%	72	6,722	485
Welcome, Milton Road	139	95%	132	6,722	888
One Stop, Hills Road	172	100%	172	5,000	860
One Stop, Ditton Lane	139	100%	139	5,000	695
Budgens, Adkins Corner/Perne Road	514	95%	488	3,342	1,632
Budgens, Arbury Road	789	95%	750	3,342	2,505
Co-Op, Milton Road	139	95%	132	6,722	888
Co-op, Girton Road	114	95%	108	6,722	728
Co-op, Chesterton Road	187	95%	178	6,722	1,194
Co-Op, Mill Road	514	95%	488	6,722	3,282
<b>SUB TOTAL</b>			<b>5,024</b>	<b>5,999</b>	<b>30,138</b>
<b>OUT OF CENTRE</b>					
Tesco, Cheddars Lane	4,993		2,673	12,894	34,466
Asda, Beehive Centre	3,716	70%	2,601	14,352	37,332
Sainsbury's, Coldham Lane	4,265	70%	2,986	9,744	29,091
Waitrose, Trumpington	2,976	90%	2,678	11,601	31,072
<b>SUB TOTAL</b>			<b>10,938</b>	<b>12,064</b>	<b>131,961</b>
<b>TOTAL CAMBRIDGE CITY</b>			<b>20,064</b>	<b>9,901</b>	<b>198,654</b>

Source: Cambridge City Council/IGD

**TABLE 15**  
**SOUTH CAMBRIDGESHIRE**

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sqm net)	Total Potential Turnover (£000s)
<b>MAJOR RURAL CENTRE STORES</b>					
Morrisons, Cambourne	2,992	90%	2,693	11,173	30,087
Budgens, Sawston	690	95%	656	3,342	2,191
Spar, Sawston	376	95%	357	5,251	1,876
Tesco Express, Histon	220	95%	209	12,894	2,695
Co-op, Cottenham	238	95%	226	6,722	1,520
One Stop, Milton	139	100%	139	5,000	695
Co-op, Histon	185	95%	176	6,722	1,181
Co-Op, Great Shelford	155	95%	147	6,722	990
Co-Op, Fulbourne	323	95%	307	6,722	2,063
<b>SUB TOTAL</b>			<b>4,909</b>	<b>8,819</b>	<b>43,297</b>
<b>OUT OF CENTRE</b>					
Tesco, Bar Hill	9,392		4,031	12,894	51,976
Tesco, Milton	2,327		2,244	12,894	28,934
Tesco, Yarrow Road	3,613		2,458	12,894	31,693
<b>SUB TOTAL</b>			<b>8,733</b>	<b>12,894</b>	<b>112,603</b>
<b>TOTAL SOUTH CAMBRIDGESHIRE</b>			<b>13,642</b>	<b>11,428</b>	<b>155,900</b>

Source: South Cambridgeshire District Council/IGD

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sqm net)	Total Potential Turnover (£000s)
<b>TOTAL CAMBRIDGE SUB REGION</b>			<b>33,706</b>	<b>10,519</b>	<b>354,554</b>



Cambridge City Council and South Cambridgeshire District Council  
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**TABLE 16**  
**RETAIL CONVENIENCE COMMITMENTS**

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience (sqm)	Company Average Sales (£ per sq m net)	Average Turnover 2008 (£000s)	Average Turnover 2011 (£000s)	Average Turnover 2016 (£000s)	Average Turnover 2021 (£000s)
<b>Cambridge City Council</b>								
Land to the north of Unit 3, 11 High Street, Cherry Hinton, Cambridge (Ref: C/00071/07)	35	95%	33	2,500	83	83	84	86
186-188 High Street, East Chesterton, Cambridge (Ref: C/00987/06)	24	95%	23	2,500	57	57	58	59
<b>TOTAL</b>	<b>59</b>		<b>56</b>		<b>140</b>	<b>140</b>	<b>142</b>	<b>144</b>
<b>South Cambridgeshire District Council</b>								
Land at Arbury Camp, King's Hedges Road, Impington, Cambridge (Ref: S/02379/01)	807	95%	767	5,000	3,833	3,833	3,891	3,950
Land at 23 Church Street, Willingham, Cambridge (Ref: S/00898/06)	63	95%	60	2,500	150	150	152	154
<b>TOTAL</b>	<b>870</b>		<b>827</b>		<b>3,983</b>	<b>3,983</b>	<b>4,043</b>	<b>4,104</b>

Source: Cambridge City Council, South Cambridgeshire District Council and Cambridgeshire County Council  
 Assumes 0% floorspace efficiency to 2011, 0.3% beyond 2011

**TABLE 17**  
**RETAIL PIPELINE - CONVENIENCE GOODS**

	Net Flsp (sqm)	Co Average Sales (£ per sqm net)	Total Turnover 2008 (£000s)	Total Turnover 2011 (£000s)	Total Turnover 2016 (£000s)	Total Turnover 2021 (£000s)
<b>South Cambridgeshire</b>						
Northstowe Town Centre	5,525	10,000	55,250	55,250	56,084	56,930
Northstowe Local Centres	1,100	5,000	5,500	5,500	5,583	5,667
<b>Cambridge City</b>						
East Cambridge	3,000	10,000	30,000	30,000	30,453	30,912
Cambridge East Local Centres	1,200	5,000	6,000	6,000	6,091	6,182
Station Area	507	5,000	2,535	2,535	2,573	2,612
Southern Fringe	341	5,000	1,705	1,705	1,731	1,757
Land between Madingley Road and Huntingdon Road (NW AAP)	1,625	5,000	8,125	8,125	8,248	8,372
Land between Huntingdon Road and Histon Road (NIAB & NIAB Extra Site)	1,170	5,000	5,850	5,850	5,938	6,028
<b>TOTAL</b>	<b>14,468</b>		<b>114,965</b>	<b>114,965</b>	<b>116,700</b>	<b>118,461</b>

Source: Cambridge City Council, South Cambridgeshire District Council and Cambridgeshire County Council  
 Assumes 0% floorspace efficiency to 2011, 0.3% beyond 2011

Cambridge City Council and South Cambridgeshire District Council  
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**TABLE 17A**  
**RETAIL PIPELINE - CONVENIENCE GOODS PHASING**

	Total Turnover 2011 (£000s)	Total Turnover 2016 (£000s)	Total Turnover 2021 (£000s)
<b><i>South Cambridgeshire</i></b>			
Northstowe Town Centre	0	56,084	56,930
Northstowe Local Centres	0	2,538	5,667
<b><i>Cambridge City</i></b>			
East Cambridge	0	0	30,912
Cambridge East Local Centres	0	4,060	6,182
Station Area	0	2,573	2,612
Southern Fringe	0	0	1,757
Land between Madingley Road and Huntingdon Road	0	8,248	8,372
Land between Huntingdon Road and Histon Road (NIAB Site)	0	5,938	6,028
<b>TOTAL</b>	<b>0</b>	<b>79,441</b>	<b>118,461</b>

Source: Cambridge City Council, South Cambridgeshire District Council and Cambridgeshire County Council  
 Assumes 0% floorspace efficiency to 2011, 0.3% beyond 2011

Cambridge City Council and South Cambridgeshire District Council  
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**CAPACITY PROJECTIONS: CONVENIENCE GOODS**

**TABLE 18**  
**FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR CAMBRIDGE CITY COUNCIL**

	CONVENIENCE GOODS			
	2008	2011	2016	2021
Total Convenience Goods Turnover in Cambridge City Council (£000)	203,426	209,514	243,569	269,460
Existing Shop Floorspace (sqm net)	20,064	20,064	20,064	20,064
Sales per sqm net £	10,139	9,901	10,051	10,202
Sales from Existing Floorspace (£000)	203,426	198,654	201,652	204,695
Sales from Committed Floorspace (£000)	0	140	142	144
Residual Spending to Support new shops (£000)	0	10,720	41,775	64,620
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,151	10,304
Capacity for new floorspace (sqm net)	0	1,072	4,115	6,271

Assumes 0.8% sales density growth per annum

Cambridge City Council and South Cambridgeshire District Council  
 North West Cambridge Supplementary Retail Study February 2010  
 Based on GVA Grimley Sub-Region Retail Study 2008 (Updated August 2009) as Updated by NLP

**TABLE 19**  
**FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL**

	CONVENIENCE GOODS			
	2008	2011	2016	2021
Total Convenience Goods Turnover in South Cambridgeshire District (£000)	179,855	179,492	203,346	227,516
Existing Shop Floorspace (sqm net)	13,642	13,642	13,642	13,642
Sales per sqm net £	13,183	11,428	11,600	11,775
Sales from Existing Floorspace (£000)	179,855	155,900	158,252	160,640
Sales from Committed Floorspace (£000)	0	3,983	4,043	4,104
Residual Spending to Support new shops (£000)	0	19,610	41,051	62,771
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,151	10,304
Capacity for new floorspace (sqm net)	0	1,961	4,044	6,092

Assumes 0% floorspace efficiency to 2011, 0.3% beyond 2011

Cambridge City Council and South Cambridgeshire District Council  
 North West Cambridge Supplementary Retail Study February 2010  
 Based on GVA Grimley Sub-Region Retail Study 2008 (Updated August 2009) as Updated by NLP

**CAPACITY PROJECTIONS: CONVENIENCE GOODS**

**TABLE 20**

**FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR CAMBRIDGE SUB REGION**

	CONVENIENCE GOODS			
	2008	2011	2016	2021
Total Convenience Goods Turnover in Cambridge Sub Region (£000)	383,280	389,007	446,915	496,976
Existing Shop Floorspace (sqm net)	33,706	33,706	33,706	33,706
Sales per sqm net £	11,371	10,519	10,678	10,839
Sales from Existing Floorspace (£000)	383,280	354,554	359,905	365,336
Sales from Committed Floorspace (£000)	0	4,123	4,185	4,248
Residual Spending to Support new shops (£000)	0	30,329	82,826	127,392
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,151	10,304
Capacity for new floorspace (sqm net)	0	3,033	8,159	12,363

Assumes 0% floorspace efficiency to 2011, 0.3% beyond 2011

Cambridge City Council and South Cambridgeshire District Council  
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**TABLE 21**  
**FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR CAMBRIDGE SUB REGION WITH PIPELINE**

	CONVENIENCE GOODS			
	2008	2011	2016	2021
Total Convenience Goods Turnover in Cambridge Sub Region (£000)	383,280	389,007	446,915	496,976
Existing Shop Floorspace (sqm net)	33,706	33,706	33,706	33,706
Sales per sqm net £	11,371	10,519	10,678	10,839
Sales from Existing Floorspace (£000)	383,280	354,554	359,905	365,336
Sales from Committed Floorspace (£000)	0	4,123	83,626	122,709
Residual Spending to Support new shops (£000)	0	30,329	3,385	8,931
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,151	10,304
Capacity for new floorspace (sqm net)	0	3,033	333	867

Assumes 0% floorspace efficiency to 2011, 0.3% beyond 2011

### Appendix 3 – North West Cambridge Convenience Capacity Projections

Cambridge City Council and South Cambridgeshire District Council  
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**Table 1: Population Projections**

	Number of persons				Growth Rate (%)			
	2008	2011	2016	2021	2008-2011	2011-2016	2016-2021	2008-2021
PCA	43,978	45,051	54,870	63,744	2.4%	21.8%	16.2%	44.9%
SCA	158,800	169,295	191,502	199,378	6.6%	13.1%	4.1%	25.6%
<b>Total</b>	<b>202,778</b>	<b>214,346</b>	<b>246,372</b>	<b>263,122</b>	-	-	-	-

Sources:

2001 Census of Population

Growth rates from 2008 Study (Zones 1 to 4); adjustments made to population growth derived from dwelling pipeline

**Table 2: Convenience Goods Expenditure Per Capita (2006 Prices)**

Expenditure Per Capita	2007	2008	2011	2016	2021	Growth 2008-2011	Growth 2008-2016	Growth 2008-2021
PCA	1,549	1,559	1,545	1,592	1,649	-0.9%	2.1%	5.7%
SCA	1,537	1,548	1,534	1,580	1,636	-0.9%	2.1%	5.7%

Sources:

Experian local estimates of 2007 convenience goods expenditure per capita

Excluding special forms of trading - 2.0% in 2009, 2.2% in 2010, 2.3% in 2011 and 2012, 2.5% in 2013, 2.6% in 2014 and 2.8% in 2015 and beyond

Experian Business Strategies - forecast annual growth rates for 2007 to 2011 (0.9%, -0.5%, -0.1% and 0.2%)

Experian Business Strategies - ultra long term growth rate adopted beyond 2011 (0.7% per annum)



**Table 3: Total Available Convenience Goods Expenditure (£m - 2006 Prices)**

<b>Zone</b>	<b>2008</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>	<b>Growth 2008-2011</b>	<b>Growth 2011-2016</b>	<b>Growth 2016-2021</b>	<b>Growth 2008-2021</b>
PCA	68.6	69.6	87.4	105.1	1.5%	25.5%	20.3%	53.2%
SCA	245.8	259.7	302.6	326.3	5.6%	16.5%	7.8%	32.7%
<b>Total</b>	<b>£314.4</b>	<b>£329.3</b>	<b>£390.0</b>	<b>£431.3</b>	<b>4.7%</b>	<b>18.4%</b>	<b>10.6%</b>	<b>37.2%</b>

Sources: Table 1 and Table 2

**Table 4: Convenience Shopping Penetration Rates 2008**

<b>Centre/Facilities</b>	<b>PCA</b>	<b>SCA</b>
<b>PCA</b>		
Aldi, Histon Road	4.0%	0.7%
Budgens, Arbury Road	1.4%	0.0%
Co-op (East & Central), Girton Road	1.9%	0.0%
Co-op (East & Central), Histon Road	2.7%	0.4%
Iceland, Histon Road	0.5%	0.2%
Local Stores, Histon	1.4%	0.1%
One Stop, Carlton Terrace	0.5%	0.4%
Tesco Express, High Street, Histon	1.0%	2.1%
Tesco Express, Campkin Road	2.7%	0.7%
<b>PCA Sub-Total</b>	<b>16%</b>	<b>5%</b>
<b>Oustide PCA</b>		
Asda, Beehive Centre, Coldhams Lane, Cambridge	2.5%	2.6%
Budgens, Adkins Corner, Perne Road, Cambridge	0.5%	1.3%
Co-Op (East & Central), High Street, Cottenham	0.0%	1.0%
Co-Op (East & Central), Hills Road, Cambridge	1.3%	2.7%
Co-Op (East & Central), Mill Road, Cambridge	1.3%	0.4%
Local Stores, Cambridge	2.4%	3.1%
Marks & Spencer, Grafton Centre, Cambridge	0.0%	1.1%
Marks & Spencer, Sidney Street, Cambridge	1.0%	2.2%
Morrisons, Broad Street, Cambourne, Cambridge	1.3%	4.1%
Sainsbury'S, Brooks Road, Coldhams Lane, Cambridge	5.1%	13.8%
Sainsbury'S, Sidney Street, Cambridge	5.3%	3.7%
Tesco Express, Rectory Terrace, High Street, Cherry Hinton	0.5%	3.0%
Tesco Extra, Old North Road, Royston	1.4%	2.2%
Tesco Extra, Viking Way, Bar Hill, Cambridge	19.1%	11.1%
Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	23.5%	11.2%
Tesco, Cheddars Lane, Newmarket Road, Cambridge	8.6%	5.6%
Tesco, Fordham Road, Newmarket	1.8%	2.1%
Tesco, Yarrow Road, Cherry Hinton, Cambridge	0.0%	4.8%
Waitrose, Fred Archer Way, Newmarket	1.3%	0.4%
Waitrose, Hauxton Road, Trumpington, Cambridge	3.8%	9.3%
Other outside PCA	3.4%	9.5%
<b>Other Sub-Total</b>	<b>84%</b>	<b>95%</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>

Source: Cambridge Sub Region: Household Survey Results

**Table 5: Convenience Expenditure 2008 £Million**

<b>Centre/Facilities</b>	<b>PCA</b>	<b>SCA</b>	<b>Total Expenditure</b>
<b>Expenditure 2008</b>	<b>£68.6</b>	<b>£245.8</b>	<b>£314.4</b>
<b>PCA</b>			
Aldi, Histon Road	£2.7	£1.8	£4.6
Budgens, Arbury Road	£1.0	£0.0	£1.0
Co-op (East & Central), Girton Road	£1.3	£0.0	£1.3
Co-op (East & Central), Histon Road	£1.9	£1.0	£2.9
Iceland, Histon Road	£0.3	£0.5	£0.8
Local Stores, Histon	£1.0	£0.2	£1.2
One Stop, High Street, Chesterton, Cambridge	£0.3	£1.1	£1.4
Tesco Express, High Street, Histon	£0.7	£5.3	£5.9
Tesco Express, Campkin Road	£1.9	£1.6	£3.5
<b>PCA Sub-Total</b>	<b>£11.1</b>	<b>£11.5</b>	<b>£22.6</b>
<b>Outside PCA</b>			
Asda, Beehive Centre, Coldhams Lane, Cambridge	£1.7	£6.5	£8.3
Budgens, Adkins Corner, Perne Road, Cambridge	£0.3	£3.1	£3.5
Co-op (East & Central), High Street, Cottenham	£0.0	£2.4	£2.4
Co-op (East & Central), Hills Road, Cambridge	£0.9	£6.6	£7.5
Co-op (East & Central), Mill Road, Cambridge	£0.9	£1.1	£2.0
Local Stores, Cambridge	£1.6	£7.7	£9.3
Marks & Spencer, Grafton Centre, Cambridge	£0.0	£2.8	£2.8
Marks & Spencer, Sidney Street, Cambridge	£0.7	£5.3	£6.0
Morrisons, Broad Street, Cambourne, Cambridge	£0.9	£10.2	£11.0
Sainsbury'S, Brooks Road, Coldhams Lane, Cambridge	£3.5	£34.0	£37.5
Sainsbury'S, Sidney Street, Cambridge	£3.6	£9.1	£12.7
Tesco Express, Rectory Terrace, High Street, Cherry Hinton,	£0.3	£7.5	£7.8
Tesco Extra, Old North Road, Royston	£1.0	£5.3	£6.3
Tesco Extra, Viking Way, Bar Hill, Cambridge	£13.1	£27.3	£40.3
Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	£16.1	£27.5	£43.6
Tesco, Cheddars Lane, Newmarket Road, Cambridge	£5.9	£13.8	£19.7
Tesco, Fordham Road, Newmarket	£1.2	£5.2	£6.4
Tesco, Yarrow Road, Cherry Hinton, Cambridge	£0.0	£11.7	£11.7
Waitrose, Fred Archer Way, Newmarket	£0.9	£1.0	£1.9
Waitrose, Hauxton Road, Trumpington, Cambridge	£2.6	£22.8	£25.5
Other outside PCA	£2.3	£23.4	£25.7
<b>Other Sub-Total</b>	<b>£57.5</b>	<b>£234.3</b>	<b>£291.8</b>
<b>Total</b>	<b>£68.6</b>	<b>£245.8</b>	<b>£314.4</b>

Source:

Table 3 and 4  
Assumes constant market share

**Table 6: Convenience Expenditure 2011 £Million**

<b>Centre/Facilities</b>	<b>PCA</b>	<b>SCA</b>	<b>Total Expenditure</b>
<b>Expenditure 2011</b>	<b>£69.6</b>	<b>£259.7</b>	<b>£329.3</b>
<b>PCA</b>			
Aldi, Histon Road	£2.8	£1.9	£4.7
Budgens, Arbury Road	£1.0	£0.0	£1.0
Co-op (East & Central), Girton Road	£1.3	£0.0	£1.3
Co-op (East & Central), Histon Road	£1.9	£1.1	£3.0
Iceland, Histon Road	£0.3	£0.5	£0.9
Local Stores, Histon	£1.0	£0.2	£1.2
One Stop, Carlton Terrace	£0.3	£1.1	£1.5
Tesco Express, High Street, Histon	£0.7	£5.6	£6.2
Tesco Express, Campkin Road	£1.9	£1.7	£3.6
<b>PCA Sub-Total</b>	<b>£11.2</b>	<b>£12.2</b>	<b>£23.4</b>
<b>Oustide PCA</b>			
Asda, Beehive Centre, Coldhams Lane, Cambridge	£1.8	£6.9	£8.7
Budgens, Adkins Corner, Perne Road, Cambridge	£0.3	£3.3	£3.7
Co-Op (East & Central), High Street, Cottenham	£0.0	£2.5	£2.5
Co-Op (East & Central), Hills Road, Cambridge	£0.9	£7.0	£7.9
Co-Op (East & Central), Mill Road, Cambridge	£0.9	£1.2	£2.1
Local Stores, Cambridge	£1.7	£8.1	£9.8
Marks & Spencer, Grafton Centre, Cambridge	£0.0	£3.0	£3.0
Marks & Spencer, Sidney Street, Cambridge	£0.7	£5.6	£6.3
Morrisons, Broad Street, Cambourne, Cambridge	£0.9	£10.7	£11.6
Sainsbury'S, Brooks Road, Coldams Lane, Cambridge	£3.5	£36.0	£39.5
Sainsbury'S, Sidney Street, Cambridge	£3.7	£9.6	£13.3
Tesco Express, Rectory Terrace, High Street, Cherry Hinton,	£0.3	£7.9	£8.2
Tesco Extra, Old North Road, Royston	£1.0	£5.6	£6.6
Tesco Extra, Viking Way, Bar Hill, Cambridge	£13.3	£28.8	£42.1
Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	£16.4	£29.0	£45.4
Tesco, Cheddars Lane, Newmarket Road, Cambridge	£6.0	£14.6	£20.6
Tesco, Fordham Road, Newmarket	£1.2	£5.5	£6.7
Tesco, Yarrow Road, Cherry Hinton, Cambridge	£0.0	£12.4	£12.4
Waitrose, Fred Archer Way, Newmarket	£0.9	£1.0	£1.9
Waitrose, Hauxton Road, Trumpington, Cambridge	£2.7	£24.1	£26.8
Other outside PCA	£2.3	£24.7	£27.1
<b>Other Sub-Total</b>	<b>£58.4</b>	<b>£247.5</b>	<b>£305.9</b>
<b>Total</b>	<b>£69.6</b>	<b>£259.7</b>	<b>£329.3</b>

Source:

Table 3 and 4  
Assumes constant market share

**Table 7: Convenience Expenditure 2016 £Million**

<b>Centre/Facilities</b>	<b>PCA</b>	<b>SCA</b>	<b>Total Expenditure</b>
<b>Expenditure 2016</b>	<b>£87.4</b>	<b>£302.6</b>	<b>£390.0</b>
<b>PCA</b>			
Aldi, Histon Road	£3.5	£2.3	£5.7
Budgens, Arbury Road	£1.3	£0.0	£1.3
Co-op (East & Central), Girton Road	£1.7	£0.0	£1.7
Co-op (East & Central), Histon Road	£2.4	£1.3	£3.6
Iceland, Histon Road	£0.4	£0.6	£1.1
Local Stores, Histon	£1.3	£0.3	£1.5
One Stop, Carlton Terrace	£0.4	£1.3	£1.7
Tesco Express, High Street, Histon	£0.8	£6.5	£7.3
Tesco Express, Campkin Road	£2.4	£2.0	£4.4
<b>PCA Sub-Total</b>	<b>£14.1</b>	<b>£14.2</b>	<b>£28.3</b>
<b>Oustide PCA</b>			
Asda, Beehive Centre, Coldhams Lane, Cambridge	£2.2	£8.0	£10.2
Budgens, Adkins Corner, Perne Road, Cambridge	£0.4	£3.9	£4.3
Co-Op (East & Central), High Street, Cottenham	£0.0	£2.9	£2.9
Co-Op (East & Central), Hills Road, Cambridge	£1.1	£8.2	£9.3
Co-Op (East & Central), Mill Road, Cambridge	£1.1	£1.4	£2.5
Local Stores, Cambridge	£2.1	£9.4	£11.5
Marks & Spencer, Grafton Centre, Cambridge	£0.0	£3.4	£3.4
Marks & Spencer, Sidney Street, Cambridge	£0.8	£6.5	£7.4
Morrisons, Broad Street, Cambourne, Cambridge	£1.1	£12.5	£13.6
Sainsbury'S, Brooks Road, Coldams Lane, Cambridge	£4.4	£41.9	£46.3
Sainsbury'S, Sidney Street, Cambridge	£4.6	£11.2	£15.8
Tesco Express, Rectory Terrace, High Street, Cherry Hinton,	£0.4	£9.2	£9.6
Tesco Extra, Old North Road, Royston	£1.3	£6.5	£7.8
Tesco Extra, Viking Way, Bar Hill, Cambridge	£16.7	£33.6	£50.2
Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	£20.6	£33.8	£54.4
Tesco, Cheddars Lane, Newmarket Road, Cambridge	£7.5	£17.0	£24.5
Tesco, Fordham Road, Newmarket	£1.5	£6.4	£7.9
Tesco, Yarrow Road, Cherry Hinton, Cambridge	£0.0	£14.4	£14.4
Waitrose, Fred Archer Way, Newmarket	£1.1	£1.2	£2.3
Waitrose, Hauxton Road, Trumpington, Cambridge	£3.3	£28.1	£31.4
Other outside PCA	£2.9	£28.8	£31.8
<b>Other Sub-Total</b>	<b>£73.3</b>	<b>£288.4</b>	<b>£361.7</b>
<b>Total</b>	<b>£87.4</b>	<b>£302.6</b>	<b>£390.0</b>

Source:

Table 3 and 4  
Assumes constant market share

**Table 8: Convenience Expenditure 2021 £Million**

<b>Centre/Facilities</b>	<b>PCA</b>	<b>SCA</b>	<b>Total Expenditure</b>
<b>Expenditure 2021</b>	<b>£105.1</b>	<b>£326.3</b>	<b>£431.3</b>
<b>PCA</b>			
Aldi, Histon Road	£4.2	£2.4	£6.6
Budgens, Arbury Road	£1.5	£0.0	£1.5
Co-op (East & Central), Girton Road	£2.0	£0.0	£2.0
Co-op (East & Central), Histon Road	£2.9	£1.4	£4.2
Iceland, Histon Road	£0.5	£0.7	£1.2
Local Stores, Histon	£1.5	£0.3	£1.8
One Stop, Carlton Terrace	£0.5	£1.4	£1.9
Tesco Express, High Street, Histon	£1.0	£7.0	£8.0
Tesco Express, Campkin Road	£2.9	£2.2	£5.0
<b>PCA Sub-Total</b>	<b>£17.0</b>	<b>£15.3</b>	<b>£32.3</b>
<b>Oustide PCA</b>			
Asda, Beehive Centre, Coldhams Lane, Cambridge	£2.7	£8.6	£11.3
Budgens, Adkins Corner, Perne Road, Cambridge	£0.5	£4.2	£4.7
Co-Op (East & Central), High Street, Cottenham	£0.0	£3.1	£3.1
Co-Op (East & Central), Hills Road, Cambridge	£1.3	£8.8	£10.1
Co-Op (East & Central), Mill Road, Cambridge	£1.3	£1.5	£2.8
Local Stores, Cambridge	£2.5	£10.2	£12.7
Marks & Spencer, Grafton Centre, Cambridge	£0.0	£3.7	£3.7
Marks & Spencer, Sidney Street, Cambridge	£1.0	£7.1	£8.1
Morrisons, Broad Street, Cambourne, Cambridge	£1.3	£13.5	£14.8
Sainsbury'S, Brooks Road, Coldams Lane, Cambridge	£5.3	£45.2	£50.5
Sainsbury'S, Sidney Street, Cambridge	£5.5	£12.1	£17.6
Tesco Express, Rectory Terrace, High Street, Cherry Hinton,	£0.5	£9.9	£10.4
Tesco Extra, Old North Road, Royston	£1.5	£7.0	£8.6
Tesco Extra, Viking Way, Bar Hill, Cambridge	£20.0	£36.2	£56.2
Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	£24.7	£36.5	£61.2
Tesco, Cheddars Lane, Newmarket Road, Cambridge	£9.0	£18.3	£27.3
Tesco, Fordham Road, Newmarket	£1.8	£6.9	£8.7
Tesco, Yarrow Road, Cherry Hinton, Cambridge	£0.0	£15.5	£15.5
Waitrose, Fred Archer Way, Newmarket	£1.3	£1.3	£2.6
Waitrose, Hauxton Road, Trumpington, Cambridge	£4.0	£30.3	£34.3
Other outside PCA	£3.5	£31.1	£34.6
<b>Other Sub-Total</b>	<b>£88.1</b>	<b>£310.9</b>	<b>£399.1</b>
<b>Total</b>	<b>£105.1</b>	<b>£326.3</b>	<b>£431.3</b>

Source:

Table 3 and 4  
Assumes constant market share

**Table 9: Summary of Convenience Turnover/Floorspace Projections 2008 to 2021 (£Million)**

	2008	2011	2016	2021
<b>Available Expenditure in PCA</b>				
Aldi, Histon Road	£4.6	£4.7	£5.7	£6.6
Budgens, Arbury Road	£1.0	£1.0	£1.3	£1.5
Co-op (East & Central), Girton Road	£1.3	£1.3	£1.7	£2.0
Co-op (East & Central), Histon Road	£2.9	£3.0	£3.6	£4.2
Iceland, Histon Road	£0.8	£0.9	£1.1	£1.2
Local Stores, Histon (Co-op)	£1.2	£1.2	£1.5	£1.8
One Stop, Carlton Terrace	£1.4	£1.5	£1.7	£1.9
Tesco Express, High Street, Histon	£5.9	£6.2	£7.3	£8.0
Tesco Express, Campkin Road	£3.5	£3.6	£4.4	£5.0
<b>Total</b>	<b>£22.6</b>	<b>£23.4</b>	<b>£28.3</b>	<b>£32.3</b>
<b>Benchmark Turnover of Existing Facilities</b>				
Aldi, Histon Road	£2.4	£2.4	£2.4	£2.5
Budgens, Arbury Road	£2.5	£2.5	£2.5	£2.6
Co-op (East & Central), Girton Road	£0.7	£0.7	£0.7	£0.8
Co-op (East & Central), Histon Road	£2.3	£2.3	£2.3	£2.4
Iceland, Histon Road	£2.3	£2.3	£2.3	£2.4
Local Stores, Histon (Co-op)	£1.2	£1.2	£1.2	£1.2
One Stop, Carlton Terrace	£0.7	£0.7	£0.7	£0.7
Tesco Express, High Street, Histon	£2.7	£2.7	£2.7	£2.8
Tesco Express, Campkin Road	£2.5	£2.5	£2.5	£2.5
<b>Total</b>	<b>£17.3</b>	<b>£17.3</b>	<b>£17.5</b>	<b>£17.8</b>
<b>Surplus/ Deficit Expenditure</b>				
Aldi, Histon Road	£2.2	£2.3	£3.3	£4.1
Budgens, Arbury Road	-£1.5	-£1.5	-£1.3	-£1.1
Co-op (East & Central), Girton Road	£0.6	£0.6	£0.9	£1.3
Co-op (East & Central), Histon Road	£0.6	£0.7	£1.3	£1.8
Iceland, Histon Road	-£1.5	-£1.4	-£1.3	-£1.2
Local Stores, Histon (Co-op)	£0.0	£0.0	£0.3	£0.6
One Stop, High Street, Chesterton, Cambridge	£0.8	£0.8	£1.1	£1.3
Tesco Express, High Street, Histon	£3.2	£3.5	£4.6	£5.2
Tesco Express, Campkin Road	£1.0	£1.1	£1.9	£2.5
<b>Total</b>	<b>£5.4</b>	<b>£6.2</b>	<b>£10.8</b>	<b>£14.5</b>
<b>Floorspace Commitments in the PCA</b>				
Orchard Park	£0.0	£3.8	£3.9	£3.9
<b>Residual Expenditure Capacity</b>	<b>£5.4</b>	<b>£2.3</b>	<b>£6.9</b>	<b>£10.5</b>
<b>Turnover Density for New Floorspace £ per Sq M</b>				
Smaller foodstore operator	£5,000	£5,000	£5,075	£5,152
Larger foodstore operator	£10,000	£10,000	£10,151	£10,304
<b>Convenience Sales Floorspace (Sq M Net)</b>				
Smaller foodstore operator	1,071	468	1,359	2,047
Larger foodstore operator	535	234	680	1,023

Sources: Table 14 (Appendix 2), Tables 5 to 8 (Appendix 3)  
Allowance for sales density growth post 2011 (0.3% p.a.)

**Table 10: Scenario 1 - Summary of Convenience Turnover/Floorspace Projections 2008 to 2021 including pipeline development (£Million)**

	<b>2008</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>
Total Convenience Expenditure in PCA (£m)	22.6	23.4	28.3	32.3
Benchmark Turnover of Existing Convenience Floorspace (£m)	17.3	17.3	17.5	17.8
Turnover of Committed Convenience Floorspace (£m)	0.0	3.8	3.9	3.9
<b>Pipeline Developments</b>				
Land between Madingley Road and Huntingdon Road (NW AAP Site)	0.0	0.0	8.2	8.4
Land between Huntingdon Road and Histon Road (NIAB Site)	0.0	0.0	5.9	6.0
<b>Surplus/ Deficit Expenditure</b>	5.4	2.3	-7.3	-3.9
<b>Turnover Density for New Floorspace £ per Sq M</b>				
Large foodstore operator	£10,000	£10,000	£10,151	£10,304
Small foodstore operator	£5,000	£5,000	£5,075	£5,152
<b>Convenience Sales Floorspace (Sq M Net)</b>				
Large foodstore operator	535	234	-718	-374
Small foodstore operator	1,071	468	-1,436	-748

Sources: Table 14, 17 (Appendix 2b), Tables 1, 5 to 8 (Appendix 3)



**Table 11: Scenario 2 - Market Share increases**

	<b>2008</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>
Baseline benchmark turnover of existing stores in PCA (£m)	£17.3	£17.3	£17.5	£17.8
Turnover of Commitments in PCA (£m)	£0.0	£3.8	£3.9	£3.9
Turnover of Pipeline Developments in PCA (£m)	£0.0	£0.0	£14.2	£14.4
Total turnover of New Floorspace in PCA (£m)	£0.0	£3.8	£18.1	£18.3
Total turnover of Existing and New Floorspace in PCA (£m)	£17.3	£21.1	£35.6	£36.1
Increase in turnover (%) (i.e. Total New Floorspace/Baseline Benchmark)	0%	22%	103%	103%
Market share - PCA baseline	16%	16%	16%	16%
Market share - SCA baseline	5%	5%	5%	5%
Market share - PCA total	16%	20%	33%	33%
Market share - SCA total	5%	6%	10%	10%

*Proposed floorspace includes committed floorspace at Orchard Park, and pipeline floorspace at NW AAP & NIAB Sites*

**Table 12: Scenario 2 - Summary of Convenience Turnover/Floorspace Projections 2008 to 2021 with Market Share Increase**

	<b>2008</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>
PCA Convenience Expenditure in PCA (£m)	11.1	13.7	28.7	34.5
SCA Convenience Expenditure in PCA (£m)	11.5	14.9	28.9	31.1
Benchmark Turnover of Existing Convenience Floorspace (£m)	17.3	17.3	17.5	17.8
Turnover of Committed Convenience Floorspace (£m)	0.0	3.8	3.9	3.9
Turnover of Pipeline Convenience Floorspace (£m)	0.0	0.0	14.2	14.4
<b>Surplus/ Deficit Expenditure</b>	5.4	7.5	21.9	29.5
<b>Turnover Density for New Floorspace £ per Sq M</b>				
Large foodstore operator	£10,000	£10,000	£10,151	£10,304
Small foodstore operator	£5,000	£5,000	£5,075	£5,152
<b>Convenience Sales Floorspace (Sq M Net)</b>				
Large foodstore operator	535	754	2,160	2,859
Small foodstore operator	1,071	1,508	4,319	5,717

Sources: Table 14, 17 (Appendix 2b), Tables 1, 5 to 8, 11 (Appendix 3)

**Table 13: Scenario 3 - Market Share increases**

		<b>2008</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>
Baseline market share	PCA	16%	16%	16%	16%
	SCA	5%	5%	5%	5%
Market share achievable by main food store	PCA	0%	0%	18%	18%
	SCA	0%	0%	9%	9%
Market share decrease from existing stores (allowance for trade diversion)	PCA	0%	0%	-2%	-2%
	SCA	0%	0%	-1%	-1%
New market share in PCA	PCA	16%	16%	32%	32%
	SCA	5%	5%	13%	13%

**Table 14: Scenario 3 - Summary of Convenience Turnover/Floorspace Projections 2008 to 2021 with Market Share Increase**

	<b>2008</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>
PCA Convenience Expenditure in PCA (£m)	11.1	11.2	28.1	33.8
SCA Convenience Expenditure in PCA (£m)	11.5	12.2	38.4	41.4
Benchmark Turnover of Existing Convenience Floorspace (£m)	17.3	17.3	17.5	17.8
Turnover of Committed Convenience Floorspace (£m)	0.0	3.8	3.9	3.9
Turnover of Pipeline Convenience Floorspace (£m)	0.0	0.0	14.2	14.4
<b>Surplus/ Deficit Expenditure</b>	5.4	2.3	30.9	39.1
<b>Turnover Density for New Floorspace £ per Sq M</b>				
Large foodstore operator	£10,000	£10,000	£10,151	£10,304
<b>Convenience Sales Floorspace (Sq M Net)</b>				
Large foodstore operator	535	234	3,044	3,791

Sources: Table 14, 17 (Appendix 2b), Tables 1, 5 to 8, 13 (Appendix 3)

**Appendix 4 – North West Cambridge Convenience Capacity Assessment 2021 ‘Options’**

Cambridge City Council and South Cambridgeshire District Council  
North West Cambridge Supplementary Retail Study February 2010

**Table 1: Option 1 - Main foodstore of 2, 500 sqm net in one centre at 2021**

**Proposed Main Foodstore Allowance  
(Sales Density of £12,000 per sq m at 2011)**

[1] Total Convenience Turnover Expenditure in PCA (£M)
[2] Benchmark Turnover of Existing Floorspace in PCS (£M)
[3] Surplus Expenditure (£M) [1 - 2]
[4] Main Foodstore Allowance (£M) (2,500 sq m net @ £12,400 per sqm)
[5] Turnover of Committed/Pipeline Convenience Floorspace (£M)
[6] Allowance for small convenience shops (£M)
[A] Turnover of Centres if Main Foodstore provided at Orchard Park (£M) [4 or 5 + 6]
[B] Turnover of Centres if Main Foodstore provided at NIAB (£M) [4 or 5 + 6]
[C] Turnover of Centres if Main Foodstore provided at NW AAP (University) (£M) [4 or 5 + 6]
[D] Maximum Residual Turnover (£M) [3 - (Total Sum of A, B or C)]

**Small Foodstore Committed/Pipeline  
(Sales Density of £5,000 per sqm at 2011)**

Orchard Park	NIAB	NW AAP (University)
	75.2	
	17.8	
	57.4	
	31.0	
3.9	6.0	8.4
1.0	1.0	1.0
32.0	7.0	9.4
4.9	32.0	9.4
4.9	7.0	32.0
9.0	11.1	13.5

**Main Foodstore Committed/Pipeline  
(Sales Density of £10,000 per sqm at 2011)**

Orchard Park	NIAB	NW AAP (University)
	75.2	
	17.8	
	57.4	
	31.0	
7.9	12.1	16.7
1.0	1.0	1.0
32.0	13.1	17.7
8.9	32.0	17.7
8.9	13.1	32.0
-5.4	-1.2	3.4

**Table 2: Option 2 - Main foodstore of 3,000 sqm net in one centre at 2021**

**Proposed Main Foodstore Allowance  
(Sales Density of £12,000 per sq m at 2011)**

[1] Total Convenience Turnover Expenditure in PCA (£M)
[2] Benchmark Turnover of Existing Floorspace in PCS (£M)
[3] Surplus Expenditure (£M) [1 - 2]
[4] Main Foodstore Allowance (£M) (3,000 sq m net @ £12,400 per sqm)
[5] Turnover of Committed/Pipeline Convenience Floorspace (£M)
[6] Allowance for small convenience shops (£M)
[A] Turnover of Centres if Main Foodstore provided at Orchard Park (£M) [4 or 5 + 6]
[B] Turnover of Centres if Main Foodstore provided at NIAB (£M) [4 or 5 + 6]
[C] Turnover of Centres if Main Foodstore provided at NW AAP (University) (£M) [4 or 5 + 6]
[D] Maximum Residual Turnover (£M) [3 - (Total Sum of A, B or C)]

**Small Foodstore Committed/Pipeline  
(Sales Density of £5,000 per sqm at 2011)**

Orchard Park	NIAB	NW AAP (University)
	75.2	
	17.8	
	57.4	
	37.2	
3.9	6.0	8.4
1.0	1.0	1.0
38.2	7.0	9.4
4.9	38.2	9.4
4.9	7.0	38.2
2.8	4.9	7.3

**Main Foodstore Committed/Pipeline  
(Sales Density of £10,000 per sqm at 2011)**

Orchard Park	NIAB	NW AAP (University)
	75.2	
	17.8	
	57.4	
	37.2	
7.9	12.1	16.7
1.0	1.0	1.0
38.2	13.1	17.7
8.9	38.2	17.7
8.9	13.1	38.2
-11.6	-7.4	-2.8

**Table 3: Option 3 - Residual expenditure to be split between three centres and combined with committed/pipeline at 2021**

	Small Foodstore Committed/Pipeline (Sales Density of £5,000 per sqm at 2011)			Main Foodstore Committed/Pipeline (Sales Density of £10,000 per sqm at 2011)		
	Orchard Park	NIAB	NW AAP (University)	Orchard Park	NIAB	NW AAP (University)
[1] Total Convenience Turnover Expenditure in PCA (£M)		75.2			75.2	
[2] Benchmark Turnover of Existing Floorspace in PCS (£M)		17.8			17.8	
[3] Surplus Expenditure (£M) [1 - 2]		57.4			57.4	
[4] Other Shops in North West Cambridge (£M)		5.0			5.0	
[5] Allowance for small convenience shops (£M)	1.0	1.0	1.0	1.0	1.0	1.0
[6] Turnover of Committed/Pipeline Convenience Floorspace (£M)	3.9	6.0	8.4	7.9	12.1	16.7
[7] Residual Turnover allowing for commitments (£M)		31.1			12.7	
[A] Turnover of each centre (£M)	15.3	17.4	19.8	13.1	17.3	21.9

**Table 4: Option 4 - Residual expenditure split between two centres and combined with committed/pipeline at 2021**

	Small Foodstore Committed/Pipeline (Sales Density of £5,000 per sqm at 2011)			Main Foodstore Committed/Pipeline (Sales Density of £10,000 per sqm at 2011)		
	Orchard Park	NIAB	NW AAP (University)	Orchard Park	NIAB	NW AAP (University)
[1] Total Convenience Turnover Expenditure in PCA (£M)		75.2			75.2	
[2] Benchmark Turnover of Existing Floorspace in PCS (£M)		17.8			17.8	
[3] Surplus Expenditure (£M)		57.4			57.4	
[4] Other Shops in North West Cambridge (£M)		5.0			5.0	
[5] Allowance for small convenience shops (£M)	1.0	1.0	1.0	1.0	1.0	1.0
[6] Turnover of Committed/Pipeline Convenience Floorspace (£M)	3.9	6.0	8.4	7.9	12.1	16.7
[7] Residual Turnover allowing for commitments (£M) [3 - (4 + Total Sum of 5 and 6)]		31.1			12.7	
[A] Turnover of Centres if Residual Expenditure split between Orchard Park and NIAB (£M)	20.5	22.6	9.4	15.3	19.5	17.7
[B] Turnover of Centres if Residual Expenditure split between Orchard Park and NW AAP (University) (£M)	20.5	7.0	25.0	15.3	13.1	24.1
[C] Turnover of Centres if Residual Expenditure split between NIAB and NW AAP (University) (£M)	4.9	22.6	25.0	8.9	19.5	24.1

**Appendix 5 – North West Cambridge Convenience Capacity Assessment 2011 ‘Options’**

Cambridge City Council and South Cambridgeshire District Council  
North West Cambridge Supplementary Retail Study February 2010

**Table 1a: Option 1a - Main foodstore of 2, 500 sqm net in one centre at 2011 at Constant Market Share**

**Proposed Main Foodstore Allowance  
(Sales Density of £12,000 per sq m at 2011)**

[1] Total Convenience Turnover Expenditure in PCA (£M) @ Constant Market Share
[2] Benchmark Turnover of Existing Floorspace in PCS (£M)
[3] Surplus Expenditure (£M) [1 - 2]
[4] Main Foodstore Allowance (£M) (2,500 sq m net @ £12,000 per sqm)
[5] Turnover of Committed/Pipeline Convenience Floorspace (£M)
[6] Allowance for small convenience shops (£M)
[A] Turnover of Centres if Main Foodstore provided at Orchard Park (£M) [4 or 5 + 6]
[B] Turnover of Centres if Main Foodstore provided at NIAB (£M) [4 or 5 + 6]
[C] Turnover of Centres if Main Foodstore provided at NW AAP (University) (£M) [4 or 5 + 6]
[D] Maximum Residual Turnover (£M) [3 - (Total Sum of A, B or C)]

**Small Foodstore Committed/Pipeline  
(Sales Density of £5,000 per sqm at 2011)**

Orchard Park	NIAB	NW AAP (University)
	23.4	
	17.3	
	6.2	
	30.0	
3.9	6.0	8.4
1.0	1.0	1.0
31.0	7.0	9.4
4.9	31.0	9.4
4.9	7.0	31.0
-41.2	-39.1	-36.7

**Main Foodstore Committed/Pipeline  
(Sales Density of £10,000 per sqm at 2011)**

Orchard Park	NIAB	NW AAP (University)
	23.4	
	17.3	
	6.2	
	30.0	
7.9	12.1	16.7
1.0	1.0	1.0
31.0	13.1	17.7
8.9	31.0	17.7
8.9	13.1	31.0
-55.6	-51.4	-46.8

**Table 1b - Option 1b - Main foodstore of 2,500 sqm net in one centre at 2011 at Increased Market Shares**

**Proposed Main Foodstore Allowance  
(Sales Density of £12,000 per sq m at 2011)**

[1] Total Convenience Turnover Expenditure in PCA (£M) @ Increased Market Share
[2] Benchmark Turnover of Existing Floorspace in PCS (£M)
[3] Surplus Expenditure (£M) [1 - 2]
[4] Main Foodstore Allowance (£M) (2,500 sq m net @ £12,000 per sqm)
[5] Turnover of Committed/Pipeline Convenience Floorspace (£M)
[6] Allowance for small convenience shops (£M)
[A] Turnover of Centres if Main Foodstore provided at Orchard Park (£M) [4 or 5 + 6]
[B] Turnover of Centres if Main Foodstore provided at NIAB (£M) [4 or 5 + 6]
[C] Turnover of Centres if Main Foodstore provided at NW AAP (University) (£M) [4 or 5 + 6]
[D] Maximum Residual Turnover (£M) [3 - (Total Sum of A, B or C)]

**Small Foodstore Committed/Pipeline  
(Sales Density of £5,000 per sqm at 2011)**

Orchard Park	NIAB	NW AAP (University)
	55.3	
	17.3	
	38.1	
	30.0	
3.9	6.0	8.4
1.0	1.0	1.0
31.0	7.0	9.4
4.9	31.0	9.4
4.9	7.0	31.0
-9.3	-7.2	-4.8

**Main Foodstore Committed/Pipeline  
(Sales Density of £10,000 per sqm at 2011)**

Orchard Park	NIAB	NW AAP (University)
	55.3	
	17.3	
	38.1	
	30.0	
7.9	12.1	16.7
1.0	1.0	1.0
31.0	13.1	17.7
8.9	31.0	17.7
8.9	13.1	31.0
-23.7	-19.5	-14.9

**Table 1c - Option 1c - Main foodstore of 1,500 sqm net in one centre at 2011 at Increased Market Shares**

**Proposed Main Foodstore Allowance  
(Sales Density of £12,000 per sq m at 2011)**

[1] Total Convenience Turnover Expenditure in PCA (£M) @ Increased Market Share
[2] Benchmark Turnover of Existing Floorspace in PCS (£M)
[3] Surplus Expenditure (£M) [1 - 2]
[4] Main Foodstore Allowance (£M) (1,500 sq m net @ £12,000 per sqm)
[5] Turnover of Committed/Pipeline Convenience Floorspace (£M)
[6] Allowance for small convenience shops (£M)
[A] Turnover of Centres if Main Foodstore provided at Orchard Park (£M) [4 or 5 + 6]
[B] Turnover of Centres if Main Foodstore provided at NIAB (£M) [4 or 5 + 6]
[C] Turnover of Centres if Main Foodstore provided at NW AAP (University) (£M) [4 or 5 + 6]
[D] Maximum Residual Turnover (£M) [3 - (Total Sum of A, B or C)]

**Small Foodstore Committed/Pipeline  
(Sales Density of £5,000 per sqm at 2011)**

Orchard Park	NIAB	NW AAP (University)
	55.3	
	17.3	
	38.1	
	18.0	
3.9	6.0	8.4
1.0	1.0	1.0
19.0	7.0	9.4
4.9	19.0	9.4
4.9	7.0	19.0
2.7	4.8	7.2

**Main Foodstore Committed/Pipeline  
(Sales Density of £10,000 per sqm at 2011)**

Orchard Park	NIAB	NW AAP (University)
	55.3	
	17.3	
	38.1	
	18.0	
7.9	12.1	16.7
1.0	1.0	1.0
19.0	13.1	17.7
8.9	19.0	17.7
8.9	13.1	19.0
-11.7	-7.5	-2.9