

*Working towards...
The Spelthorne Local Development Framework*

Spelthorne Retail Study

Update of Forecasts



May 2007

SPELTHORNE RETAIL STUDY

UPDATE OF FORECASTS

MAY 2007

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Introduction to the Update

1. The purpose of this report is to present an update to the assessment of retail capacity contained in the Spelthorne Retail Study published in 2004. The update uses the latest available information on retail trends and extends the forecasting period to 2026.

Background

2. The Spelthorne Retail Study (2004) examines existing provision for retailing to meet the needs of the Borough and whether additional provision needs to be made. It includes a quantitative analysis of the capacity for additional food and non food retailing together with an analysis of the quality of retailing available to meet shoppers needs. It also includes a review of the vitality and viability of the Borough's existing centres. The study is underpinned by comprehensive household and street interview surveys of shoppers.
3. The findings of the study generally remain relevant as part of the evidence base for the Council's Local Development Framework. The general direction of strategic planning guidance on retailing and town centres remains unchanged, there has been no substantial change in the nature of retail provision serving the Borough and monitoring information shows no substantial change in the vitality and viability of individual centres.
4. There is, however, a case for updating the quantitative capacity assessment to take account of the latest information on trends in retail expenditure and to extend the forecasting period to the end of the plan period at 2026. The update concentrates on non food retailing, which is the main focus of growth. Cushman and Wakefield, who carried out the original forecasts, were commissioned to do the update. Their report follows this introduction.

Conclusions

5. The main conclusion from the update (see paragraph 4.2 and table 4.1) is that there is likely to be less capacity than previously thought for additional non food shopping in Staines town centre in the short to medium term, up to 2016; but in the longer term, after 2016, capacity is likely to increase.
6. In the longer term forecasts are subject to increasing uncertainty due to potential variations in factors affecting expenditure and due to impact of possible expansion in town centres outside Spelthorne, notably Kingston. Care should be taken, therefore, to avoid placing too much reliance on specific figures in long term forecasts at this stage.
7. Comparing the update with the original study suggests that the main implication for change in policy is in the timing of provision for future retail development rather than in the substance of provision. It suggests there is unlikely to be capacity for the major extension of the Elmsleigh Centre to the west (previously described as Phase 3, now known as Phase 4) until around 2016, rather than 2011, and that growth of retail floorspace in Staines beyond Elmsleigh Phase 4 should be seen as a longer term prospect, after 2016.
8. Additionally uncertainty over forecasting suggests it would be unwise at this stage to set a specific target figure for floorspace growth after 2016.

SPELTHORNE BOROUGH COUNCIL
RETAIL STUDY UPDATE 2007
QUANTITATIVE CAPACITY ASSESSMENT

MAY 2007

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1. Introduction

- 1.1 The Spelthorne Local Plan was adopted in April 2001, and consistent with the new procedures for Local Development Frameworks the Borough Council is now in the process of preparing a replacement planning policy framework for the Borough. As part of the evidence base for the preparation of the Council's Core Strategy (and other documents) we have been commissioned to review a quantitative retail capacity study prepared for the Borough Council in March 2004.
- 1.2 Whilst the assessment is based on survey evidence that had a Borough-wide context the focus of this report is solely on the quantitative capacity (comparison goods) within Staines town centre. This is the main shopping location within the Borough. Our March 2004 assessment did consider the other main retail centres in the Borough (Ashford, Shepperton, Stanwell and Sunbury), and our advice still stands. In summary, these are all much more modest centres than Staines are not likely to be appropriate for significant new retail allocations as part of the forward planning process. However, if opportunities for modest developments present themselves then subject to all other normal material considerations the Council should generally welcome such investment if it would reinforce the vitality and viability of individual centres.
- 1.3 Since the publication of our March 2004 assessment Central Government policy on retail matters has been updated with the publication of PPS6 in March 2005. Section 2 of PPS6 confirms that Local Authorities should keep up to date their evidence base in respect of retail planning indicators for the purposes of preparing development plan policies and dealing with retail applications. We understand that this study is intended to fulfil this requirement. We confirm that in the course of preparing this latest update we have revisited key assumptions contained within the March 2004 assessment such as expenditure growth rates, special forms of trading etc.

- 1.4 We do note here that although the March 2004 assessment was based on survey work undertaken in Autumn of 2003 there have since been a number of significant retail developments within and around the Staines catchment area that may have affected comparison shopping patterns e.g. Feltham, Hounslow and Walton on Thames. A new shopper survey has not been undertaken at this stage, and we have therefore made manual adjustments to Staines market share to reflect the likely changes. In due course the Council will need to undertake a new shopper survey to confirm the accuracy of these assumptions.

2. Methodology

- 2.1 As confirmed above this latest assessment draws significantly upon our work undertaken for the Council in March 2004.
- 2.2 Most fundamentally we have utilised the results of a household telephone shopper survey undertaken across the Borough in the Autumn of 2003, and for which the extent of the survey area had previously been confirmed by on-street surveys undertaken in Staines, Ashford and Shepperton. The telephone household survey was comprehensive and included questions on a wide range of different comparison goods sectors.
- 2.3 Expenditure and population data for this report relies entirely upon the data obtained for the March 2004 assessment. In terms of population data Experian produced anticipated figures for future years based on 2001 census data and past trends. Thus, in the Primary zone population is forecast to increase by 4.1% between 2004 and 2026, and 4.3% across the study area as a whole (note that Experian's projections only went forward to 2016, and we have therefore assumed a constant growth rate going forward to 2026). In terms of expenditure data we have retained the same price base (2003) for ready comparison between the two reports. We have however revisited assumptions in relation to expenditure growth and also special forms of trading. We have sourced the latest information from Experian's Retail Planner Briefing Note 4.0 (October 2006), Experian having provided the original population and expenditure data in 2004.
- 2.4 We have utilised the most conservative of Experian's projection rates i.e. the ultra long-term trend, since this is the most appropriate trend when looking forwards to such a distant test year as 2026. Nevertheless the comparison goods growth rate per annum has increased from 3.7% in the March 2004 assessment to 4.6% in this latest study. This is a significant change, and reflects the strong recent growth in consumer spending.

- 2.5 Turning to special forms of trading it is now generally considered that following a rather more modest impact than was originally predicted, the internet is now starting to claim an increasing proportion of comparison goods expenditure. This is particularly the case in some sectors rather than others e.g. electrical goods. The latest information in Experian's Briefing Note 4.0 is that at 2006 special forms of trading counted for about 7.5% of all comparison expenditure, and that by 2011 this will have risen to 12%, rising further to 12.4% at 2016 and beyond. This compares with our March 2004 assessment where we assumed 10% at 2006, 12.5% at 2011, and 15% at 2016.
- 2.6 At 2004 we had assumed 7.7% for special forms of trading whereas Briefing Note 4.0 now indicates the actual position was only 5.7%. Having made this adjustment the 2004 market share for Staines town centre's overall comparison goods performance falls slightly from 39.2% to 38.2%. This is the base position from which we roll forward the capacity projections for Staines town centre in our quantitative assessment set out in appendices 1 and 2.
- 2.7 In rolling forward Staines' market share as noted above we have made some adjustments to the market share in order to reflect the likely affect of competing commitments within the surrounding area. Some of these commitments are now open and trading, and others will come on-line over the study period. It should be noted here that we have also included potential major retail development in Kingston town centre in the period to 2026, and whilst this is not yet strictly a commitment in planning terms we have nevertheless assumed that a major scheme will be constructed.
- 2.8 The individual commitments are listed in the footnotes on the quantitative assessment tables attached to the rear of this report. **Appendix 5** contains a schedule listing the main elements of various schemes. For the avoidance of doubt, other than the recently completed developments in Feltham, Hounslow and Walton on Thames, the main commitments that we have taken account of are Bracknell and Kingston. Based on our knowledge of other schemes e.g.

Camberley, Guildford etc, we do not consider that these will make a significant difference going forward to Staines' market share.

3. Analysis

3.1 Based upon the methodology and assumptions set out in Section 2 we now set out the findings of our quantitative analysis. We have prepared two separate scenarios of potential future comparison expenditure capacity within Staines town centre.

3.2 First, **Appendices 1&2** contains an assessment based upon what we understand to be the aspirations of the development community in terms of the enhancement of the Elmsleigh Shopping Centre. Secondly, **Appendices 3&4** contains an enhanced scenario looking at the potential for a more significant scheme in Staines town centre. We set out our views on each of these two scenarios below.

3.3 It must be stressed at the outset that the further one attempts to look forward into the future the greater the uncertainty there will be in terms of likely capacity, since there is a greater likelihood of the assumptions under-pinning the study to change. This is one of the reasons why PPS6 advises that the position should be reviewed no less frequently than every five years. Therefore, the figures presented in either scenario in this assessment should be seen as a broad guide to capacity only.

Base Scenario

3.4 The quantitative assessment at Appendix 1 is set out in a similar format to the quantitative assessment in our March 2004 report (see Appendix 3 of that report). We have however made some slight enhancements to the table in order to make it easier to follow.

3.5 As confirmed above at the base year of 2004 Staines' town centre market share has now decreased slightly to 38.2%. Rolling forward to 2006 there is limited expenditure growth of £8.09million, but this is then set against the Adopted

Local Plan commitment of 9,000sq.m gross (6,000sq.m net) for an extension to the Elmsleigh Shopping Centre (Phase III). In short, the assessment confirms that there will be insufficient expenditure capacity to support such an extension until some time between 2006 and 2011.

- 3.6 We understand that the likely intentions of the developer have in any event now altered such that the relatively modest Local Plan commitment is unlikely to be realised. We understand that a an extensive extension in two phases is now envisaged. The first is Phase III of the Elmsleigh Centre (South mall extension), and that this will be about 2,500sq.m gross (1,750sq.m net) by 2011. Subsequently (by 2016) we understand that a further, larger extension is planned to the West of the Centre. This would be known as Phase IV.
- 3.7 Without any change in market share Phase III would have been supportable in expenditure capacity terms about now. However, because of recently completed schemes elsewhere we anticipate that Staines' market share will in fact have reduced. The table in Appendix 1 confirms that the schemes in Feltham, Hounslow and Walton on Thames will have reduced market share by about 5%, albeit we anticipate about 1% of this could be recovered through the construction of Phase III. As a consequence, there is capacity for this modest extension at 2011 but little else.
- 3.8 Moving forward to 2016 Staines town centre will face major competition from the opening of the substantial development proposals in Bracknell town centre which now have the benefit of outline planning permission. The latest information we have is that this scheme is anticipated to open in 2012, and will contain two major anchor stores and a significant number of unit shops. In our view this will further erode Staines' market share. However, we understand that shortly after 2012 the aspiration is to have secured further significant development in Staines town centre in the form of a further extension to the Elmsleigh Shopping Centre (Phase IV). The first row of the table for 2016 considers a scheme which is able to counteract any erosion of market share as a

result of the development at Bracknell but no more. We calculate that such a scheme would need to be in the order of about 10,800sq.m gross (7,600sq.m net). Put another way, such a development is essential in order just for Staines market share to be maintained at 2011 levels.

3.9 We understand that the developers of the Elmleigh Shopping Centre are considering a more substantial scheme than this, possibly in the order of 18,000sq.m gross. Assuming a net floor space of about 12,750sq.m, and that any such scheme will include significant new stores to Staines town centre, we anticipate this could cause market share to recover slightly to about 37.5% by 2016. It should be recognised that this is a particularly subjective judgement at this stage, but it does appear that such a scheme could be able to support itself through market share increase, rather than the prospect of any significant internal trade diversion on Staines town centre itself.

3.10 Rolling forward to 2021 the table at Appendix 1 assumes that this floor space is built out, and that the capacity column is reset to zero. In this next five year period (2016 to 2021) we have assumed that Staines will continue to face significant competition from competing settlements, and that during this period a major retail scheme will be developed in Kingston town centre. As the table demonstrates we have calculated that if Staines is to just stand still in market share terms (37.5%) a further scheme of about 15,000sq.m gross would need to be developed in the town centre. Although it is possible that a site for further development may be identified to the North of the High Street, as things stand we consider development is unlikely by 2021, particularly as Phase IV will have only recently been completed. Therefore, in reality it is likely that Staines' market share will once again fall, and we have modelled the effects of a reduction in market share to about 34% in the second row of the table for 2021. This indicates that capacity for new floor space would now only be modest at about 5,500sq.m gross.

- 3.11 Rolling forward to our final test year at 2026, which we understand equates to the proposed lifespan of the new LDF for Spelthorne, we have indicated the capacity assuming market share remains at 34%. Capacity will have now increased to enable a scheme of approximately a further 21,000sq.m gross to be constructed. Indeed, in light of the level of competition that Staines would then be facing e.g. from Bracknell and Kingston and possibly other locations, it is likely to be essential that floor space of this magnitude is planned for within the town centre. In overall terms, and including the proposed development at 2016 this therefore represents an increase in the total comparison retail stock (gross sq.m.) in Staines town centre of a little over half the 2004 level.
- 3.12 Finally, we have modelled the effects of a much more significant scheme that may help to increase Staines' market share back to about 40% at 2026, and this would need to be in the order of about 40,000sq.m gross. As the footnote to appendix 1 indicates, we consider that in the face of likely competition at the time such a scheme is unlikely.
- 3.13 We have modelled the effects on Staines' likely capacity if a scheme at Kingston is not realised, and these are set out in **Appendix 2**. As one would expect capacity increases significantly, because of the likelihood of Staines being able to carry forward it's market share at the same level from 2016 to 2021.

Enhanced Scenario

- 3.14 **Appendix 3** contains a "more optimistic" model for Staines town centre. This adopts exactly the same methodology as above, save for the impact in market share terms of new development in Staines town centre at 2016. We have modelled the effects of an increase in market share from 34.2% to 45%. The table indicates that a scheme in the order of 35,000sq.m gross (24,500sq.m net) would be required to achieve such a market share uplift. Qualitatively, we anticipate that this would be a much more significant scheme than presently planned for 2016, and would probably need to include major new anchor stores

for Staines town centre, possibly including a departmental type store. We have not considered the extent to which such a scheme would be financially viable, but it is likely that such a scheme would be on the margins of viability.

- 3.15 Rolling forward to 2021 and 2026 the general assumption we have used is that Staines' natural market share is somewhere between 40-45%, as opposed to 34-40% in the non-enhanced scenario.
- 3.16 By 2026 the enhanced scenario implies new gross comparison retail floor space in Staines town centre in the order of 73,500sq.m. In other words, this represents a doubling of the size of the town centre between 2004 and 2026.
- 3.17 In reality, we anticipate that the scenario outlined in the tables in Appendix 1 or 2 is a more likely scenario for which to plan in the LDF.
- 3.18 Finally, **appendix 4** models the same scenario as appendix 3 but with the scheme at Kingston removed. However, the same reservations we have for appendix 3 still apply.

4. Conclusions

4.1 This assessment updates our March 2004 capacity modelling, and rolls forward the assessment from 2016 to 2026.

4.2 Given some changes to the assumptions, initially there is less capacity in our latest 2007 assessment for additional comparison shopping floor space in Staines town centre in the short to medium term (2016), but then increasing capacity at 2021 and beyond. Below is a table comparing the numerical (floor space) results of the 2004 and 2007 assessments:

Table 4.1: Comparison of 2004 and 2007 capacity assessment results

	2006	2011	2016	2021	2026
2004 study	-	26,365	41,719	-	-
2007 study	-	4,646	18,236	23,775	39,231
2007 study ⁽⁴⁾	-	4,646	18,236	33,068	49,506

Notes:

1. Comparison goods only;
2. All figures in sq.m. gross;
3. Capacity figures cumulative;
4. Scenario assuming no scheme in Kingston centre;

4.3 In our view the figures in table 4.1 (second row) represent the realistic floor space for which to plan in the new LDF for Staines town centre, subject to the comment below regarding uncertainty in long-term forecasts, and also other matters such as site identification, tenant demand, highways capacity etc..

4.4 At 2021 and 2026, if additional floor space has not been committed at Kingston it is possible that the capacity figures which are capable of being realised will increase, to about 33,068 and 49,506sq.m. gross respectively. Progress at Kingston will need to be monitored during the LDF period.

4.5 Moreover, forecasts of floor space requirements beyond 2016 are subject to considerable uncertainty. The scale of longer term growth to be planned for

should be kept under review in the light of regular monitoring, and future review of the retail study.

APPENDICES

SPELTHORNE: RETAIL CAPACITY UPDATE - APPENDIX 1

(Revised appendix 3 - see March 2004 assessment for original version)
Comparison goods capacity table - Staines town centre only

Capacity for additional floor space up to 2026

Year	Catchment expenditure (£m)	Staines market share (%)	Staines market share (£m)	Change in expenditure (£m)(A)	Allowance for efficiency (£m)(B)	A - B	Commitments (sq.m.net)	Commitments (£m)	Expenditure surplus / deficit (£m)	Capacity (sq.m.net), including commitments	(sq.m.gross)
2004	544.57	38.2	208.03	0	0	0	0	0	0	0	0
2006	582.20	38.2	222.40	14.37	6.29	8.09	6000	29.05	-20.96	-4032	-5760
2011	699.56	34.2	239.25	16.85	17.12	-0.28	1750	9.10	-1.29	1502	2146

Notes

At 2011 we have assumed an impact on Staines market share of 5% (from schemes in Feltham, Hounslow and Walton on Thames), but then an uplift of 1% in Staines from the Emsleigh Centre Phase III, assuming this is a scheme of 2,500sq.m. gross providing a new 'anchor' store to the South of the Emsleigh Centre;

2016	881.19	34.2	301.37	62.12	18.42	43.70	0	0.00	42.41	7573	10818
2016	881.19	37.5	330.45	91.20	18.42	72.77	0	0.00	71.49	12765	18236

Notes

The first row assumes any new development in Staines would not increase market share, and the second row assumes a better scheme. Retailer identity would need to be 'significant', with large stores for new retailers to Staines. We have assumed a new scheme in Bracknell opens in 2012;

2021	1115.16	37.5	418.19	87.74	25.44	62.29	0	0.00	62.29	10382	14832
2021	1115.16	34.0	379.15	48.71	25.44	23.26	0	0.00	23.26	3877	5539

Notes

The first row assumes Staines maintains market share, and the second row that any new major scheme in Kingston has a significant impact on Staines market share.

2026	1411.40	34.0	479.88	100.72	29.19	71.53	0	0.00	94.79	14696	20995
2026	1411.40	40.0	564.56	185.41	29.19	156.21	0	0.00	179.47	27826	39751

Notes

In light of the developments likely to have taken place in Bracknell, Kingston and possibly other locations by then, we consider the second row (market share uplift) would require a very significant scheme in terms of retailer identity.

General notes:

1. Expenditure information obtained from 2004 assessment, but adjusted as follows: growth rate 4.6%/annum (see Experian Brief 4.0), and SFT increased to 12.4% by 2016;
2. Conversion of expenditure to net floor space at the following rates: 2011 = £5,200/sq.m., 2016 = £5,600/sq.m., 2021 = 6,000/sq.m. and 2026 = £6,450/sq.m.
3. Capacity projections (sq.m.) are cumulative 2004-2016, and post 2016;

SPELTHORNE - SHOPPING STUDY UPDATE														
QUANTITATIVE ASSESSMENT TABLES														
TABLE 1 - POPULATION ESTIMATES														
Zone	Primary					Change (%)	Secondary West			Secondary East				Change (%)
	TW15	TW18	TW19	TW20			KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Year														
2004	26,522	24,398	15,008	22,386	-	17,697	18,140	5,685	14,860	19,457	18,641	13,920	-	
2006	26,586	24,411	15,163	22,194	100.0	17,631	18,012	5,606	15,017	19,573	18,716	13,909	100.1	
2011	26,887	24,583	15,558	22,076	100.9	17,743	17,917	5,478	15,415	19,948	18,998	13,967	100.9	
2016	27,224	24,790	15,953	22,065	101.9	17,923	17,877	5,367	15,814	20,345	19,304	14,046	102.0	
2021	27,565	24,999	16,358	22,054	103.0	18,105	17,837	5,258	16,223	20,750	19,615	14,125	103.1	
2026	27,911	25,209	16,773	22,043	104.1	18,288	17,797	5,152	16,643	21,163	19,931	14,205	104.3	
Notes														
1. Source: Experian (2004)														
2. CWHB calculated assuming constant growth rates from Experian projection years of '02, '07 and '12														
TABLE 2 - EXPENDITURE ESTIMATES (CONVENIENCE GOODS - PER CAPITA) (£)														
Zone	Primary					Change (%)	Secondary West			Secondary East				Change (%)
	TW15	TW18	TW19	TW20			KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Year														
2004	1,517	1,517	1,517	1,517		1,529	1,529	1,529	1,527	1,527	1,527	1,527		
2006	1,538	1,538	1,538	1,538		1,550	1,550	1,550	1,548	1,548	1,548	1,548		
2011	1,593	1,593	1,593	1,593		1,605	1,605	1,605	1,603	1,603	1,603	1,603		
2016	1,649	1,649	1,649	1,649		1,662	1,662	1,662	1,660	1,660	1,660	1,660		
Notes														
1. Source: Experian (2004)														
2. Price base 2002														
3. Assumes growth rate 0.7% per annum, Experian Retail Planner Briefing Note 1.2, pp9														

TABLE 3 - EXPENDITURE ESTIMATES (COMPARISON GOODS - PER CAPITA) (£)												
Zone	Primary				Secondary West			Secondary East				
Year	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
2004	2,916	2,916	2,916	2,916	2,994	2,994	2,994	2,889	2,889	2,889	2,889	
2006	3,190	3,190	3,190	3,190	3,275	3,275	3,275	3,161	3,161	3,161	3,161	
2011	3,994	3,994	3,994	3,994	4,101	4,101	4,101	3,957	3,957	3,957	3,957	
2016	5,001	5,001	5,001	5,001	5,134	5,134	5,134	4,954	4,954	4,954	4,954	
2021	6,261	6,261	6,261	6,261	6,428	6,428	6,428	6,203	6,203	6,203	6,203	
2026	7,838	7,838	7,838	7,838	8,048	8,048	8,048	7,766	7,766	7,766	7,766	
Notes												
1. Source: Experian (2004)												
2. Price base 2002												
3. Assumes growth rate 4.6% per annum. Experian Retail Planner Briefing note 4, Table 3.1 (ultra long term trend)												
Table 3a - Clothing & Footwear												
Zone	Primary				Secondary West			Secondary East				
Year	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
2004	722	722	722	722	725	725	725	732	732	732	732	
Table 3ai - Total clothing & footwear expenditure (£)												
2004	17674420	16258974	10001421	14918165	11842390	12138835	3804260	10039951	13145850	12594531	9404853	
Table 3b - Furniture, floor coverings and textiles												
Zone	Primary				Secondary West			Secondary East				
Year	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
2004	410	410	410	410	429	429	429	386	386	386	386	
Table 3bi - Total furniture, floor coverings and textiles expenditure (£)												
2004	10036720	9232935	5679477	8471534	7007428	7182841	2251072	5294291	6932101	6641378	4959390	
Table 3c - glassware, tableware and utensils												
Zone	Primary				Secondary West			Secondary East				
Year	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
2004	91	91	91	91	100	100	100	90	90	90	90	
Table 3ci - Total glassware, tableware and utensils expenditure (£)												
2004	2227662	2049261	1260567	1880267	1633433	1674322	524726	1234420	1616293	1548508	1156334	
Table 3d - Household appliances												
Zone	Primary				Secondary West			Secondary East				
Year	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
2004	72	72	72	72	72	72	72	76	76	76	76	
Table 3di - Total household appliances expenditure (£)												
2004	1762546	1621393	997372	1487684	1176072	1205512	377802	1042399	1364870	1307629	976460	

Table 3x - Other electrical goods													
Zone	Primary					Secondary West				Secondary East			
	TW15	TW18	TW19	TW20		KT15	KT16	GU25		TW13	TW14	TW16	TW17
Year													
2004	231	231	231	231		236	236	236		250	250	250	250
Notes													
1. Includes expenditure on audio-visual equipment, small electrical household appliances, computer equipment etc.													
Table 3xi - Total other electrical goods expenditure (£)													
2004	5654835	5201971	3199901	4772986		3854902	3951400	1238352		3428945	4489703	4301411	3212040
Table 3e - CDs, DVDs, Videos													
Zone	Primary					Secondary West				Secondary East			
	TW15	TW18	TW19	TW20		KT15	KT16	GU25		TW13	TW14	TW16	TW17
Year													
2004	114	114	114	114		112	112	112		125	125	125	125
Table 3ei - Total CDs, DVDs, Videos etc expenditure (£)													
2004	2790698	2567206	1579172	2355500		1829445	1875241	587693		1714473	2244851	2150705	1606020
Table 3f - Books & stationery													
Zone	Primary					Secondary West				Secondary East			
	TW15	TW18	TW19	TW20		KT15	KT16	GU25		TW13	TW14	TW16	TW17
Year													
2004	154	154	154	154		156	156	156		141	141	141	141
Table 3fi - Total books & stationery expenditure (£)													
2004	3769890	3467981	2133267	3181991		2548156	2611942	818572		1933925	2532192	2425996	1811591
Table 3g - Hardware & DIY goods													
Zone	Primary					Secondary West				Secondary East			
	TW15	TW18	TW19	TW20		KT15	KT16	GU25		TW13	TW14	TW16	TW17
Year													
2004	184	184	184	184		197	197	197		176	176	176	176
Table 3gi - Total hardware & DIY goods expenditure (£)													
2004	4504284	4143561	2548839	3801859		3217863	3298414	1033709		2413977	3160751	3028193	2261276
Notes													
1. Comprises expenditure classifications: Materials for maintenance & repair of dwellings, small tools/misc, and major tools & equipment													
Table 3h - Other goods e.g. jewellery, watches, clocks, leisure goods, personal care													
Zone	Primary					Secondary West				Secondary East			
	TW15	TW18	TW19	TW20		KT15	KT16	GU25		TW13	TW14	TW16	TW17
Year													
2004	938	938	938	938		967	967	967		913	913	913	913
Table 3hi - Total other expenditure (£)													
2004	22962058	21123154	12993536	19381217		15795298	16190694	5074096		12522507	16396394	15708752	11730370

TABLE 4 - TOTAL CONVENIENCE GOODS EXPENDITURE (£)															
Zone	Primary				Secondary West			Secondary East				Total			
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17				
Year					sub total			sub total				sub total			
2004	39,489,547	36,327,048	22,345,944	33,331,310	131,493,850	26,558,127	27,222,943	8,531,556	62,312,626	22,271,432	29,161,188	27,938,208	20,862,607	100,233,436	294,039,912
2006	40,139,027	36,855,254	22,892,803	33,508,071	133,395,155	26,829,507	27,409,283	8,530,782	62,769,572	22,821,831	29,745,734	28,443,323	21,137,966	102,148,854	298,313,581
2011	42,034,659	38,432,626	24,323,101	34,513,227	139,303,614	27,958,518	28,232,698	8,631,954	64,823,170	24,258,401	31,391,929	29,896,925	21,979,701	107,526,955	311,653,739
2016	44,061,306	40,121,943	25,819,498	35,711,604	145,714,351	29,237,352	29,162,313	8,755,056	67,154,722	25,763,248	33,144,890	31,448,953	22,882,926	113,240,017	326,109,090
Notes															
1. Source: tables 1&2															
2. Excludes special forms of trading at 1.85% (Experian Briefing Note 1.2, Table 7)															
TABLE 5 - TOTAL COMPARISON GOODS EXPENDITURE (£)															
Zone	Primary				Secondary West			Secondary East				Total			
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17				
Year					sub total			sub total				sub total			
2004	73,239,230	67,373,906	41,443,872	61,817,864	243,874,872	50,176,623	51,432,669	16,118,783	117,728,074	40,655,221	53,232,076	50,999,595	38,083,491	182,970,383	544,573,329
2006	78,451,197	72,033,107	44,743,681	65,491,081	260,719,065	53,418,021	54,572,367	16,984,937	124,975,325	43,902,553	57,222,126	54,716,667	40,663,289	196,504,635	582,199,026
2011	94,500,518	86,402,583	54,682,154	77,591,157	313,176,411	64,029,951	64,657,873	19,768,702	148,456,526	53,677,885	69,462,630	66,154,554	48,635,681	237,930,750	699,563,687
2016	119,253,063	108,591,075	69,881,138	96,654,380	394,379,656	80,610,680	80,403,790	24,138,678	185,153,148	68,630,848	88,294,840	83,777,025	60,957,941	301,660,654	881,193,458
2021	151,176,212	137,100,837	89,712,487	120,950,986	498,940,522	101,948,436	100,440,808	29,609,248	231,998,492	88,149,915	112,745,180	106,578,276	76,751,019	384,224,390	1,115,163,404
2026	191,644,949	173,095,621	115,171,713	151,355,180	631,267,462	128,934,324	125,471,148	36,319,618	290,725,091	113,220,334	143,966,236	135,585,250	96,635,792	489,407,611	1,411,400,164
Notes															
1. Source: tables 2&3															
2. Excludes special forms of trading at 5.3% (Experian Briefing Note 4.0, Table 5.1) at 2004															
3. Excludes special forms of trading at 7.5% at 2006															
4. Excludes special forms of trading at 12% at 2011															
5. Excludes special forms of trading at 12.4% at 2016 and onwards															

TABLE 6 - ESTIMATED TURNOVER OF CONVENIENCE FLOOR SPACE (%): MAIN STORES & CENTRES (MAIN FOOD SHOPPING) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines (incl. Waitrose)	4.3	33.3	13	15.5	12.4	12.4	12.4	1.4	1.4	10.3	6.3	
Ashford	20.5	5.9	8.6	0	0.4	0.4	0.4	2.5	2.5	0	1.6	
Shepperton	0	0.9	0	0	0.2	0.2	0.2	1.1	1.1	1.3	24.2	
Stanwell	0	0	5.8	0.5	0.2	0.2	0.2	0.4	0.4	0	0	
Sunbury	5	0.9	0	0	0	0	0	1.8	1.8	20.5	11.7	
Chertsey	0.4	0	0	0	10.4	10.4	10.4	0	0	0	0	
Egham	0.4	0	0	48.7	18.3	18.3	18.3	0	0	0	2.3	
Feltham (incl. Tesco)	2.2	0.5	0	0	0	0	0	65.7	65.7	1.9	0.8	
Hounslow	0.7	0	0	0	0	0	0	1.1	1.1	0.6	0	
Richmond	0	0	0.7	0	0	0	0	0	0	0	0	
Slough	0	0.5	0.7	1.6	0.5	0.5	0.5	0.7	0.7	0.6	0	
Sunbury	5	0.9	0	0	0	0	0	1.8	1.8	20.5	11.7	
Walton UT (incl. Sains)	0	0	0.7	0	0	0	0	0	0	3.8	16.4	
Windsor	0	0	0	1	0.4	0.4	0.4	0	0	0	0	
Woking	0	0.5	0	0	0.4	0.4	0.4	0	0	0	0	
Addlestone	0	0.5	0	2.1	29.6	29.6	29.6	0	0	0.6	0	
Bracknell	0	0	0	0	0	0	0	0.4	0.4	0	0	
Camberley	0	0	0.7	0.5	0.2	0.2	0.2	0	0	0	0	
Kingston	0	0	0	0	0.2	0.2	0.2	0.4	0.4	1.9	1.6	
Weybridge	0	0	0	0	1.3	1.3	1.3	0	0	0	1.6	
Sainsbury, Hampton	2.2	0	2.2	0	0	0	0	3.2	3.2	1.3	0	
Sainsbury, The Causeway	5.4	29.7	10.1	20.2	11.2	11.2	11.2	0.4	0.4	0	4.7	
Tesco, Ashford	38.5	22.1	51.8	6.7	5.9	5.9	5.9	8.2	8.2	0	0.8	
Tesco, Sunbury Cross	16.2	4.5	2.2	0	0.5	0.5	0.5	2.5	2.5	53.8	25	
Tesco, Brooklands	0.4	0	0.7	0	2.4	2.4	2.4	0.7	0.7	0.6	0	
Tesco, Faggs Road	0	0	0	0	0	0	0	8.2	8.2	0	0	
M&S, Brooklands	0	0	0	0	0	0	0	0	0	0.6	0	

TABLE 7 - ESTIMATED TURNOVER OF CONVENIENCE FLOOR SPACE (%): MAIN STORES & CENTRES (TOP UP SHOPPING) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines (incl. Waitrose)	4	27.9	7.9	4.7	2.7	2.7	2.7	0	0	0	2.3	
Ashford	31.3	5.9	10.8	0	0.5	0.5	0.5	1.8	1.8	0	1.6	
Shepperton	0	0	0	0	0	0	0	0.4	0.4	0	31.3	
Stanwell	0	0	8.6	0	0	0	0	0	0	0	0	
Sunbury	4.3	0	0.7	0.5	0.4	0.4	0.4	0.7	0.7	19.9	2.3	
Chertsey	0	0.5	0	0.5	6.6	6.6	6.6	0	0	0	0	
Egham	0.4	0.5	0.7	26.9	10.1	10.1	10.1	0	0	0	0.8	
Feltham (incl. Tesco)	1.1	0	0	0.5	0.2	0.2	0.2	31.8	31.8	1.9	0	
Hounslow	0	0	0.7	0	0	0	0	1.1	1.1	0	0	
Richmond	0	0	0	0	0	0	0	0.4	0.4	0	0	
Slough	0.7	0	3.6	1	0.4	0.4	0.4	0	0	0	0	
Sunbury	4.3	0	0.7	0.5	0.4	0.4	0.4	0.7	0.7	19.9	2.3	
Walton UT (incl. Sains)	0	0.5	0.7	0	0	0	0	0	0	1.9	2.3	
Windsor	0	0	0	0	0	0	0	0	0	0	0	
Woking	0	0	0	0	0.5	0.5	0.5	0	0	0	0	
Addlestone	0.4	0.9	0	0	15.7	15.7	15.7	0	0	0.6	0	
Bracknell	0.4	0.5	0.7	0	0	0	0	0	0	0	0	
Camberley	0	0	0	0	0.2	0.2	0.2	0	0	0	0	
Kingston	0	1.4	0	0	0.2	0.2	0.2	0.4	0.4	0	0	
Weybridge	0.4	0	0	0	1.5	1.5	1.5	0.4	0.4	0	0	
Sainsbury, Hampton	0.7	0.5	1.4	0	0	0	0	1.1	1.1	0.6	0	
Sainsbury, The Causeway	0.4	8.1	4.3	8.8	4.8	4.8	4.8	1.1	1.1	0	0	
Tesco, Ashford	9	4.1	23	0	1.8	1.8	1.8	4.3	4.3	0.6	0	
Tesco, Sunbury Cross	7.6	0	0.7	0	0.2	0.2	0.2	1.8	1.8	14.7	4.7	
Tesco, Brooklands	0	0.5	0	0	0.7	0.7	0.7	0	0	0	0	
Tesco, Faggs Road	0.4	0	0.7	0	0	0	0	4.6	4.6	0	0	
M&S, Brooklands	0	0.5	0	0	0.5	0.5	0.5	0	0	0	0	

TABLE 8 - ESTIMATED TURNOVER OF CONVENIENCE FLOOR SPACE (£): MAIN STORES & CENTRES (MAIN FOOD SHOPPING) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines (incl. Waitrose)	1,273,538	9,072,680	2,178,730	3,874,765	2,469,906	2,531,734	793,435	233,850	306,192	2,158,227	985,758	
Ashford	6,071,518	1,607,472	1,441,313	-	79,674	81,669	25,595	417,589	546,772	-	250,351	
Shepperton	-	245,208	-	-	39,837	40,834	12,797	183,739	240,580	272,398	3,786,563	
Stanwell	-	-	972,049	124,992	39,837	40,834	12,797	66,814	87,484	-	-	
Sunbury	1,480,858	245,208	-	-	-	-	-	300,664	393,676	4,295,499	1,830,694	
Chertsey	118,469	-	-	-	2,071,534	2,123,390	665,461	-	-	-	-	
Egham	118,469	-	-	12,174,261	3,645,103	3,736,349	1,170,956	-	-	-	359,880	
Feltham (incl. Tesco)	651,578	136,226	-	-	-	-	-	10,974,248	14,369,176	398,119	125,176	
Hounslow	207,320	-	-	-	-	-	-	183,739	240,580	125,722	-	
Richmond	-	-	117,316	-	-	-	-	-	-	-	-	
Slough	-	136,226	117,316	399,976	99,593	102,086	31,993	116,925	153,096	125,722	-	
Sunbury	1,480,858	245,208	-	-	-	-	-	300,664	393,676	4,295,499	1,830,694	
Walton UT (incl. Sains)	-	-	117,316	-	-	-	-	-	-	796,239	2,566,101	
Windsor	-	-	-	249,985	79,674	81,669	25,595	-	-	-	-	
Woking	-	136,226	-	-	79,674	81,669	25,595	-	-	-	-	
Addlestone	-	136,226	-	524,968	5,895,904	6,043,493	1,894,005	-	-	125,722	-	
Bracknell	-	-	-	-	-	-	-	66,814	87,484	-	-	
Camberley	-	-	117,316	124,992	39,837	40,834	12,797	-	-	-	-	
Kingston	-	-	-	-	39,837	40,834	12,797	66,814	87,484	398,119	250,351	
Weybridge	-	-	-	-	258,942	265,424	83,183	-	-	-	250,351	
Sainsbury, Hampton	651,578	-	368,708	-	-	-	-	534,514	699,869	272,398	-	
Sainsbury, The Causeway	1,599,327	8,091,850	1,692,705	5,049,693	2,230,883	2,286,727	716,651	66,814	87,484	-	735,407	
Tesco, Ashford	11,402,607	6,021,208	8,681,399	1,674,898	1,175,197	1,204,615	377,521	1,369,693	1,793,413	-	125,176	
Tesco, Sunbury Cross	4,797,980	1,226,038	368,708	-	99,593	102,086	31,993	417,589	546,772	11,273,067	3,911,739	
Tesco, Brooklands	118,469	-	117,316	-	478,046	490,013	153,568	116,925	153,096	125,722	-	
Tesco, Faggs Road	-	-	-	-	-	-	-	1,369,693	1,793,413	-	-	
M&S, Brooklands	-	-	-	-	-	-	-	-	-	125,722	-	
Notes												
1. Assumes main food expenditure 75% of total convenience expenditure.												

TABLE 9 - ESTIMATED TURNOVER OF CONVENIENCE FLOOR SPACE (£): MAIN STORES & CENTRES (TOP UP SHOPPING) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines (incl. Waitrose)	197,448	1,266,906	220,666	195,821	89,634	91,877	28,794	-	-	-	59,980	
Ashford	1,545,029	267,912	301,670	-	16,599	17,014	5,332	50,111	65,613	-	41,725	
Shepperton	-	-	-	-	-	-	-	11,136	14,581	-	816,249	
Stanwell	-	-	240,219	-	-	-	-	-	-	-	-	
Sunbury	212,256	-	19,553	20,832	13,279	13,611	4,266	19,488	25,516	694,963	59,980	
Chertsey	-	22,704	-	20,832	219,105	224,589	70,385	-	-	-	-	
Egham	19,745	22,704	19,553	1,120,765	335,296	343,690	107,711	-	-	-	20,863	
Feltham (incl. Tesco)	54,298	-	-	20,832	6,640	6,806	2,133	885,289	1,159,157	66,353	-	
Hounslow	-	-	19,553	-	-	-	-	30,623	40,097	-	-	
Richmond	-	-	-	-	-	-	-	11,136	14,581	-	-	
Slough	34,553	-	100,557	41,664	13,279	13,611	4,266	-	-	-	-	
Sunbury	212,256	-	19,553	20,832	13,279	13,611	4,266	19,488	25,516	694,963	59,980	
Walton UT (incl. Sains)	-	22,704	19,553	-	-	-	-	-	-	66,353	59,980	
Windsor	-	-	-	-	-	-	-	-	-	-	-	
Woking	-	-	-	-	16,599	17,014	5,332	-	-	-	-	
Addlestone	19,745	40,868	-	-	521,203	534,250	167,432	-	-	20,954	-	
Bracknell	19,745	22,704	19,553	-	-	-	-	-	-	-	-	
Camberley	-	-	-	-	6,640	6,806	2,133	-	-	-	-	
Kingston	-	63,572	-	-	6,640	6,806	2,133	11,136	14,581	-	-	
Weybridge	19,745	-	-	-	49,796	51,043	15,997	11,136	14,581	-	-	
Sainsbury, Hampton	34,553	22,704	39,105	-	-	-	-	30,623	40,097	20,954	-	
Sainsbury, The Causeway	19,745	367,811	120,109	366,644	159,349	163,338	51,189	30,623	40,097	-	-	
Tesco, Ashford	444,257	186,176	642,446	-	59,756	61,252	19,196	119,709	156,741	20,954	-	
Tesco, Sunbury Cross	375,151	-	19,553	-	6,640	6,806	2,133	50,111	65,613	513,365	122,568	
Tesco, Brooklands	-	22,704	-	-	23,238	23,820	7,465	-	-	-	-	
Tesco, Faggs Road	19,745	-	19,553	-	-	-	-	128,061	167,677	-	-	
M&S, Brooklands	-	22,704	-	-	16,599	17,014	5,332	-	-	-	-	
Notes	1. Assumes top-up expenditure 25% of total convenience expenditure, but only half (12.5%) apportioned to individual centres/stores											

TABLE 10 - ESTIMATED TURNOVER OF CONVENIENCE FLOOR SPACE (£): MAIN FOOD & TOP-UP SHOPPING (2004)															
Zone	Primary				Secondary West			Secondary East					Total		
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17				
Centre					sub total			sub total				sub total			
Staines (incl. Waitrose)	1,470,986	10,339,586	2,399,396	4,070,586	18,280,554	2,559,539	2,623,611	822,229	6,005,379	233,850	306,192	2,158,227	1,045,738	3,744,007	28,029,940
Ashford	7,616,546	1,875,384	1,742,984	-	11,234,914	96,273	98,683	30,927	225,883	467,700	612,385	-	292,076	1,372,162	12,832,959
Shepperton	-	245,208	-	-	245,208	39,837	40,834	12,797	93,469	194,875	255,160	272,398	4,602,813	5,325,246	5,663,922
Stanwell	-	-	1,212,267	124,992	1,337,260	39,837	40,834	12,797	93,469	66,814	87,484	-	-	154,298	1,585,027
Sunbury	1,693,114	245,208	19,553	20,832	1,978,707	13,279	13,611	4,266	31,156	320,152	419,192	4,990,462	1,890,674	7,620,480	9,630,343
Chertsey	118,469	22,704	-	20,832	162,005	2,290,638	2,347,979	735,847	5,374,464	-	-	-	-	-	5,536,469
Egham	138,213	22,704	19,553	13,295,026	13,475,497	3,980,399	4,080,039	1,278,667	9,339,105	-	-	-	380,743	380,743	23,195,344
Feltham (incl. Tesco)	705,876	136,226	-	20,832	862,934	6,640	6,806	2,133	15,578	11,859,538	15,528,333	464,473	125,176	27,977,519	28,856,031
Hounslow	207,320	-	19,553	-	226,873	-	-	-	-	214,363	280,676	125,722	-	620,761	847,634
Richmond	-	-	117,316	-	117,316	-	-	-	-	11,136	14,581	-	-	25,716	143,033
Slough	34,553	136,226	217,873	441,640	830,293	112,872	115,698	36,259	264,829	116,925	153,096	125,722	-	395,743	1,490,864
Sunbury	1,693,114	245,208	19,553	20,832	1,978,707	13,279	13,611	4,266	31,156	320,152	419,192	4,990,462	1,890,674	7,620,480	9,630,343
Walton UT (incl. Sains)	-	22,704	136,869	-	159,573	-	-	-	-	-	-	862,592	2,626,081	3,488,673	3,648,246
Windsor	-	-	-	249,985	249,985	79,674	81,669	25,595	186,938	-	-	-	-	-	436,923
Woking	-	136,226	-	-	136,226	96,273	98,683	30,927	225,883	-	-	-	-	-	362,110
Addlestone	19,745	177,094	-	524,968	721,807	6,417,107	6,577,744	2,061,437	15,056,288	-	-	146,676	-	146,676	15,924,771
Bracknell	19,745	22,704	19,553	-	62,002	-	-	-	-	66,814	87,484	-	-	154,298	216,300
Camberley	-	-	117,316	124,992	242,309	46,477	47,640	14,930	109,047	-	-	-	-	-	351,356
Kingston	-	63,572	-	-	63,572	46,477	47,640	14,930	109,047	77,950	102,064	398,119	250,351	828,485	1,001,104
Weybridge	19,745	-	-	-	19,745	308,738	316,467	99,179	724,384	11,136	14,581	-	250,351	276,068	1,020,197
Sainsbury, Hampton	686,131	22,704	407,813	-	1,116,649	-	-	-	-	565,138	739,965	293,351	-	1,598,454	2,715,103
Sainsbury, The Causeway	1,619,071	8,459,661	1,812,815	5,416,338	17,307,885	2,390,231	2,450,065	767,840	5,608,136	97,438	127,580	-	735,407	960,425	23,876,446
Tesco, Ashford	11,846,864	6,207,384	9,323,845	1,674,898	29,052,992	1,234,953	1,265,867	396,717	2,897,537	1,489,402	1,950,154	20,954	125,176	3,585,686	35,536,215
Tesco, Sunbury Cross	5,173,131	1,226,038	388,261	-	6,787,429	106,233	108,892	34,126	249,251	467,700	612,385	11,786,432	4,034,307	16,900,823	23,937,503
Tesco, Brooklands	118,469	22,704	117,316	-	258,489	501,285	513,833	161,033	1,176,151	116,925	153,096	125,722	-	395,743	1,830,383
Tesco, Faggs Road	19,745	-	19,553	-	39,297	-	-	-	-	1,497,754	1,961,090	-	-	3,458,844	3,498,141
M&S, Brooklands	-	22,704	-	-	22,704	16,599	17,014	5,332	38,945	-	-	125,722	-	125,722	187,372

TABLE 11 - CONVENIENCE EXPENDITURE MARKET SHARE (2004)																
Zone	Primary				Secondary West					Secondary East					Total	
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17					
Centre					sub total				sub total							
Staines (incl. Waitrose)	3.7	28.5	10.7	12.2	13.9	9.6	9.6	9.6	9.6	1.1	1.1	7.7	5.0	3.7	9.5	
Ashford	19.3	5.2	7.8	0.0	8.5	0.4	0.4	0.4	0.4	2.1	2.1	0.0	1.4	1.4	4.4	
Shepperton	0.0	0.7	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.9	0.9	1.0	22.1	5.3	1.9	
Stanwell	0.0	0.0	5.4	0.4	1.0	0.2	0.2	0.2	0.2	0.3	0.3	0.0	0.0	0.2	0.5	
Sunbury	4.3	0.7	0.1	0.1	1.5	0.1	0.1	0.1	0.1	1.4	1.4	17.9	9.1	7.6	3.3	

TABLE 12 - ESTIMATED TURNOVER OF CONVENIENCE FLOOR SPACE (£): MAIN FOOD & TOP-UP SHOPPING (2006)															
Zone	Primary				Secondary West			Secondary East					Total		
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17				
Centre					sub total			sub total					sub total		
Staines (incl. Waitrose)	1,495,179	10,489,927	2,458,115	4,092,173	18,535,393	2,585,694	2,641,570	822,154	6,049,418	239,629	312,330	2,197,247	1,059,541	3,808,747	28,393,558
Ashford	7,741,815	1,902,652	1,785,639	-	11,430,106	97,257	99,359	30,924	227,540	479,258	624,660	-	295,932	1,399,850	13,057,496
Shepperton	-	248,773	-	-	248,773	40,244	41,114	12,796	94,154	199,691	260,275	277,322	4,663,564	5,400,852	5,743,780
Stanwell	-	-	1,241,935	125,655	1,367,590	40,244	41,114	12,796	94,154	68,465	89,237	-	-	157,703	1,619,447
Sunbury	1,720,961	248,773	20,031	20,943	2,010,707	13,415	13,705	4,265	31,385	328,064	427,595	5,080,689	1,915,628	7,751,976	9,794,068
Chertsey	120,417	23,035	-	20,943	164,394	2,314,045	2,364,051	735,780	5,413,876	-	-	-	-	-	5,578,270
Egham	140,487	23,035	20,031	13,365,532	13,549,084	4,021,072	4,107,966	1,278,551	9,407,590	-	-	-	385,768	385,768	23,342,441
Feltham (incl. Tesco)	717,485	138,207	-	20,943	876,635	6,707	6,852	2,133	15,692	12,152,625	15,839,603	472,870	126,828	28,591,926	29,484,253
Hounslow	210,730	-	20,031	-	230,761	-	-	-	-	219,660	286,303	127,995	-	633,958	864,719
Richmond	-	-	120,187	-	120,187	-	-	-	-	11,411	14,873	-	-	26,284	146,471
Slough	35,122	138,207	223,205	443,982	840,516	114,025	116,489	36,256	266,771	119,815	156,165	127,995	-	403,975	1,511,261
Sunbury	1,720,961	248,773	20,031	20,943	2,010,707	13,415	13,705	4,265	31,385	328,064	427,595	5,080,689	1,915,628	7,751,976	9,794,068
Walton UT (incl. Sains)	-	23,035	140,218	-	163,253	-	-	-	-	-	-	878,188	2,660,742	3,538,929	3,702,182
Windsor	-	-	-	251,311	251,311	80,489	82,228	25,592	188,309	-	-	-	-	-	439,619
Woking	-	138,207	-	-	138,207	97,257	99,359	30,924	227,540	-	-	-	-	-	365,747
Addlestone	20,070	179,669	-	527,752	727,491	6,482,680	6,622,768	2,061,250	15,166,698	-	-	149,327	-	149,327	16,043,516
Bracknell	20,070	23,035	20,031	-	63,135	-	-	-	-	68,465	89,237	-	-	157,703	220,838
Camberley	-	-	120,187	125,655	245,842	46,952	47,966	14,929	109,847	-	-	-	-	-	355,689
Kingston	-	64,497	-	-	64,497	46,952	47,966	14,929	109,847	79,876	104,110	405,317	253,656	842,959	1,017,303
Weybridge	20,070	-	-	-	20,070	311,893	318,633	99,170	729,696	11,411	14,873	-	253,656	279,939	1,029,705
Sainsbury, Hampton	697,416	23,035	417,794	-	1,138,244	-	-	-	-	579,104	754,798	298,655	-	1,632,557	2,770,801
Sainsbury, The Causeway	1,645,700	8,582,667	1,857,179	5,445,061	17,530,608	2,414,656	2,466,836	767,770	5,649,261	99,846	130,138	-	745,113	975,096	24,154,965
Tesco, Ashford	12,041,708	6,297,642	9,552,022	1,683,781	29,575,152	1,247,572	1,274,532	396,681	2,918,785	1,526,210	1,989,246	21,332	126,828	3,663,616	36,157,554
Tesco, Sunbury Cross	5,258,213	1,243,865	397,762	-	6,899,840	107,318	109,637	34,123	251,078	479,258	624,660	11,999,527	4,087,554	17,191,000	24,341,918
Tesco, Brooklands	120,417	23,035	120,187	-	263,639	506,407	517,350	161,019	1,184,776	119,815	156,165	127,995	-	403,975	1,852,389
Tesco, Faggs Road	20,070	-	20,031	-	40,101	-	-	-	-	1,534,768	2,000,401	-	-	3,535,169	3,575,269
M&S, Brooklands	-	23,035	-	-	23,035	16,768	17,131	5,332	39,231	-	-	127,995	-	127,995	190,260

TABLE 13 - CONVENIENCE EXPENDITURE MARKET SHARE (2006)																
Zone	Primary				Secondary West				Secondary East				Total			
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17					
Centre					sub total				sub total				sub total			
Staines (incl. Waitrose)	3.7	28.5	10.7	12.2	13.9	9.6	9.6	9.6	9.6	1.1	1.1	7.7	5.0	3.7		9.5
Ashford	19.3	5.2	7.8	0.0	8.6	0.4	0.4	0.4	0.4	2.1	2.1	0.0	1.4	1.4		4.4
Shepperton	0.0	0.7	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.9	0.9	1.0	22.1	5.3		1.9
Stanwell	0.0	0.0	5.4	0.4	1.0	0.2	0.2	0.2	0.2	0.3	0.3	0.0	0.0	0.2		0.5
Sunbury	4.3	0.7	0.1	0.1	1.5	0.1	0.1	0.1	0.1	1.4	1.4	17.9	9.1	7.6		3.3

TABLE 14 - ESTIMATED TURNOVER OF CONVENIENCE FLOOR SPACE (£): MAIN FOOD & TOP-UP SHOPPING (2011)																
Zone	Primary					Secondary West			Secondary East					Total		
	TW15	TW18	TW19	TW20	sub total	KT15	KT16	GU25	sub total	TW13	TW14	TW16	TW17			
Centre					sub total				sub total					sub total		
Staines (incl. Waitrose)	1,565,791	10,938,886	2,611,693	4,214,928	19,331,298	2,694,502	2,720,926	831,905	6,247,333	254,713	329,615	2,309,537	1,101,732	3,995,598	29,574,230	
Ashford	8,107,435	1,984,084	1,897,202	-	11,988,721	101,350	102,344	31,291	234,984	509,426	659,231	-	307,716	1,476,373	13,700,078	
Shepperton	-	259,420	-	-	259,420	41,938	42,349	12,948	97,235	212,261	274,679	291,495	4,849,271	5,627,707	5,984,362	
Stanwell	-	-	1,319,528	129,425	1,448,953	41,938	42,349	12,948	97,235	72,775	94,176	-	-	166,951	1,713,139	
Sunbury	1,802,236	259,420	21,283	21,571	2,104,510	13,979	14,116	4,316	32,412	348,715	451,259	5,340,338	1,991,910	8,132,222	10,269,143	
Chertsey	126,104	24,020	-	21,571	171,695	2,411,422	2,435,070	744,506	5,590,998	-	-	-	-	-	5,762,694	
Egham	147,121	24,020	21,283	13,766,463	13,958,888	4,190,283	4,231,376	1,293,714	9,715,373	-	-	-	401,130	401,130	24,075,390	
Feltham (incl. Tesco)	751,370	144,122	-	21,571	917,063	6,990	7,058	2,158	16,206	12,917,598	16,716,202	497,036	131,878	30,262,715	31,195,984	
Hounslow	220,682	-	21,283	-	241,965	-	-	-	-	233,487	302,147	134,536	-	670,171	912,135	
Richmond	-	-	127,696	-	127,696	-	-	-	-	12,129	15,696	-	-	27,825	155,521	
Slough	36,780	144,122	237,150	457,300	875,353	118,824	119,989	36,686	275,498	127,357	164,808	134,536	-	426,700	1,577,552	
Sunbury	1,802,236	259,420	21,283	21,571	2,104,510	13,979	14,116	4,316	32,412	348,715	451,259	5,340,338	1,991,910	8,132,222	10,269,143	
Walton UT (incl. Sains)	-	24,020	148,979	-	172,999	-	-	-	-	-	-	923,068	2,766,695	3,689,762	3,862,762	
Windsor	-	-	-	258,849	258,849	83,876	84,698	25,896	194,470	-	-	-	-	-	453,319	
Woking	-	144,122	-	-	144,122	101,350	102,344	31,291	234,984	-	-	-	-	-	379,106	
Addlestone	21,017	187,359	-	543,583	751,960	6,755,477	6,821,726	2,085,696	15,662,898	-	-	156,959	-	156,959	16,571,817	
Bracknell	21,017	24,020	21,283	-	66,320	-	-	-	-	72,775	94,176	-	-	166,951	233,271	
Camberley	-	-	127,696	129,425	257,121	48,927	49,407	15,106	113,441	-	-	-	-	-	370,561	
Kingston	-	67,257	-	-	67,257	48,927	49,407	15,106	113,441	84,904	109,872	426,031	263,756	884,564	1,065,261	
Weybridge	21,017	-	-	-	21,017	325,018	328,205	100,346	753,569	12,129	15,696	-	263,756	291,582	1,066,168	
Sainsbury, Hampton	730,352	24,020	443,897	-	1,198,269	-	-	-	-	615,557	796,570	313,918	-	1,726,045	2,924,314	
Sainsbury, The Causeway	1,723,421	8,949,998	1,973,212	5,608,399	18,255,030	2,516,267	2,540,943	776,876	5,834,085	106,131	137,340	-	774,784	1,018,255	25,107,370	
Tesco, Ashford	12,610,398	6,567,175	10,148,814	1,734,290	31,060,677	1,300,071	1,312,820	401,386	3,014,277	1,622,281	2,099,335	22,423	131,878	3,875,917	37,950,871	
Tesco, Sunbury Cross	5,506,540	1,297,101	422,614	-	7,226,255	111,834	112,931	34,528	259,293	509,426	659,231	12,612,765	4,250,325	18,031,747	25,517,295	
Tesco, Brooklands	126,104	24,020	127,696	-	277,821	527,717	532,892	162,928	1,223,537	127,357	164,808	134,536	-	426,700	1,928,058	
Tesco, Faggs Road	21,017	-	21,283	-	42,300	-	-	-	-	1,631,377	2,111,107	-	-	3,742,485	3,784,785	
M&S, Brooklands	-	24,020	-	-	24,020	17,474	17,645	5,395	40,514	-	-	134,536	-	134,536	199,071	

TABLE 15 - CONVENIENCE EXPENDITURE MARKET SHARE (2011)																
Zone	Primary				Secondary West					Secondary East					Total	
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17					
Centre					sub total				sub total							
Staines (incl. Waitrose)	3.7	28.5	10.7	12.2	13.9	9.6	9.6	9.6	9.6	1.1	1.1	7.7	5.0	3.7	9.5	
Ashford	19.3	5.2	7.8	0.0	8.6	0.4	0.4	0.4	0.4	2.1	2.1	0.0	1.4	1.4	4.4	
Shepperton	0.0	0.7	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.9	0.9	1.0	22.1	5.2	1.9	
Stanwell	0.0	0.0	5.4	0.4	1.0	0.2	0.2	0.2	0.2	0.3	0.3	0.0	0.0	0.2	0.5	
Sunbury	4.3	0.7	0.1	0.1	1.5	0.1	0.1	0.1	0.1	1.4	1.4	17.9	9.1	7.6	3.3	

TABLE 16 - ESTIMATED TURNOVER OF CONVENIENCE FLOOR SPACE (£): MAIN FOOD & TOP-UP SHOPPING (2016)															
Zone	Primary				Secondary West				Secondary East				Total		
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17				
Centre					sub total				sub total				sub total		
Staines (incl. Waitrose)	1,641,284	11,419,708	2,772,369	4,361,280	20,194,640	2,817,750	2,810,518	843,769	6,472,036	270,514	348,021	2,429,432	1,147,007	4,194,974	30,861,650
Ashford	8,498,324	2,071,295	2,013,921	-	12,583,541	105,985	105,713	31,737	243,436	541,028	696,043	-	320,361	1,557,432	14,384,408
Shepperton	-	270,823	-	-	270,823	43,856	43,743	13,133	100,732	225,428	290,018	306,627	5,048,545	5,870,619	6,242,174
Stanwell	-	-	1,400,708	133,919	1,534,626	43,856	43,743	13,133	100,732	77,290	99,435	-	-	176,724	1,812,083
Sunbury	1,889,128	270,823	22,592	22,320	2,204,863	14,619	14,581	4,378	33,577	370,347	476,458	5,617,569	2,073,765	8,538,139	10,776,580
Chertsey	132,184	25,076	-	22,320	179,580	2,521,722	2,515,250	755,124	5,792,095	-	-	-	-	-	5,971,675
Egham	154,215	25,076	22,592	14,244,466	14,446,349	4,381,948	4,370,702	1,312,164	10,064,814	-	-	-	417,613	417,613	24,928,776
Feltham (incl. Tesco)	787,596	150,457	-	22,320	960,373	7,309	7,291	2,189	16,789	13,718,930	17,649,654	522,839	137,298	32,028,720	33,005,882
Hounslow	231,322	-	22,592	-	253,914	-	-	-	-	247,971	319,020	141,520	-	708,511	962,425
Richmond	-	-	135,552	-	135,552	-	-	-	-	-	12,882	16,572	-	29,454	165,006
Slough	38,554	150,457	251,740	473,179	913,930	124,259	123,940	37,209	285,408	135,257	174,011	141,520	-	450,788	1,650,125
Sunbury	1,889,128	270,823	22,592	22,320	2,204,863	14,619	14,581	4,378	33,577	370,347	476,458	5,617,569	2,073,765	8,538,139	10,776,580
Walton UT (incl. Sains)	-	25,076	158,144	-	183,221	-	-	-	-	-	-	970,986	2,880,388	3,851,375	4,034,595
Windsor	-	-	-	267,837	267,837	87,712	87,487	26,265	201,464	-	-	-	-	-	469,301
Woking	-	150,457	-	-	150,457	105,985	105,713	31,737	243,436	-	-	-	-	-	393,893
Addlestone	22,031	195,594	-	562,458	780,083	7,064,475	7,046,344	2,115,440	16,226,260	-	-	-	165,107	165,107	17,171,449
Bracknell	22,031	25,076	22,592	-	69,699	-	-	-	-	77,290	99,435	-	-	176,724	246,423
Camberley	-	-	135,552	133,919	269,471	51,165	51,034	15,321	117,521	-	-	-	-	-	386,992
Kingston	-	70,213	-	-	70,213	51,165	51,034	15,321	117,521	90,171	116,007	448,148	274,595	928,921	1,116,655
Weybridge	22,031	-	-	-	22,031	339,884	339,012	101,778	780,674	12,882	16,572	-	274,595	304,049	1,106,753
Sainsbury, Hampton	765,565	25,076	471,206	-	1,261,847	-	-	-	-	653,742	841,052	330,214	-	1,825,008	3,086,855
Sainsbury, The Causeway	1,806,514	9,343,397	2,094,607	5,803,136	19,047,653	2,631,362	2,624,608	787,955	6,043,925	112,714	145,009	-	806,623	1,064,346	26,155,925
Tesco, Ashford	13,218,392	6,855,837	10,773,186	1,794,508	32,641,922	1,359,537	1,356,048	407,110	3,122,695	1,722,917	2,216,565	23,587	137,298	4,100,366	39,864,983
Tesco, Sunbury Cross	5,772,031	1,354,116	448,614	-	7,574,760	116,949	116,649	35,020	268,619	541,028	696,043	13,267,527	4,424,986	18,929,584	26,772,963
Tesco, Brooklands	132,184	25,076	135,552	-	292,812	551,855	550,439	165,252	1,267,545	135,257	174,011	141,520	-	450,788	2,011,146
Tesco, Faggs Road	22,031	-	22,592	-	44,623	-	-	-	-	1,732,578	2,228,994	-	-	3,961,572	4,006,195
M&S, Brooklands	-	25,076	-	-	25,076	18,273	18,226	5,586	42,086	-	-	141,520	-	141,520	208,683

TABLE 17 - CONVENIENCE EXPENDITURE MARKET SHARE (2016)																
Zone	Primary				Secondary West					Secondary East					Total	
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17					
Centre					sub total				sub total							
Staines (incl. Waitrose)	3.7	28.5	10.7	12.2	13.9	9.6	9.6	9.6	9.6	1.1	1.1	7.7	5.0	3.7	9.5	
Ashford	19.3	5.2	7.8	0.0	8.6	0.4	0.4	0.4	0.4	2.1	2.1	0.0	1.4	1.4	4.4	
Shepperton	0.0	0.7	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.9	0.9	1.0	22.1	5.2	1.9	
Stanwell	0.0	0.0	5.4	0.4	1.1	0.2	0.2	0.2	0.2	0.3	0.3	0.0	0.0	0.2	0.6	
Sunbury	4.3	0.7	0.1	0.1	1.5	0.1	0.1	0.1	0.1	1.4	1.4	17.9	9.1	7.5	3.3	

TABLE 18 - SOURCES OF TURNOVER OF COMPARISON FLOOR SPACE (%) (CLOTHING & FOOTWEAR) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	68.3	72.1	69.8	59.6	40.4	40.4	40.4	33.2	33.2	39.7	44.5	
Ashford	4.3	0	0.7	0.5	0.4	0.4	0.4	1.1	1.1	0	0	
Shepperton	0	0	0	0	0	0	0	0.4	0.4	0.6	3.9	
Stanwell	0	0	0	0	0.2	0.2	0.2	0	0	0.6	0	
Sunbury	0	0.5	0	0	0.2	0.2	0.2	0.7	0.7	1.9	0	
Chertsey	0.4	0	0	1	0.5	0.5	0.5	0	0	0	0	
Egham	0	0	0	10.4	3.7	3.7	3.7	0	0	0	0	
Feltham	0	0	0	0	0	0	0	5	5	0	0	
Hounslow	2.5	0.9	2.2	0.5	0.4	0.4	0.4	27.1	27.1	5.8	0	
Richmond	0	0	0	0	0	0	0	0.4	0.4	1.3	0.8	
Slough	0	2.3	4.3	2.1	0.9	0.9	0.9	0.4	0.4	0	0	
Walton U T	0.4	0	0.7	0	0.5	0.5	0.5	0.4	0.4	2.6	6.3	
Windsor	1.1	1.4	0.7	7.8	4.6	4.6	4.6	0.4	0.4	0	1.6	
Woking	0.4	0.9	0	1	18.3	18.3	18.3	0	0	0	3.9	
Addlestone	0	0	0	0	1.1	1.1	1.1	0	0	0	0	
Bracknell	0	0	0	0	0.2	0.2	0.2	0	0	0	0.8	
Camberley	0.7	0.9	0.7	0.5	0.7	0.7	0.7	0	0	0	0	
Kingston	10.1	9.5	7.2	2.6	8	8	8	18.9	18.9	33.3	26.6	
Weybridge	0	0	0	0.5	0.5	0.5	0.5	0	0	0	0	
C. London	0.4	2.7	1.4	2.6	2.6	2.6	2.6	2.1	2.1	1.3	1.6	
Guildford	0	0.5	0	1	3.5	3.5	3.5	0	0	0.6	0.8	
Currys, Hanworth	0	0	0	0	0	0	0	0	0	0	0	
Great Mills, Ashford	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Hampton	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Hounslow	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Staines	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Walton	0	0	0	0	0	0	0	0	0	0	0	
Wickes, Hampton	0	0	0	0	0	0	0	0	0	0	0	
M&S, Brooklands	0.4	0.5	0	0	0.2	0.2	0.2	0	0	0	0	
Sainsbury, Hampton	0	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Staines	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Ashford	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Sunbury	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Brooklands	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Faggs Road	0	0	0	0	0	0	0	0	0	0	0.8	

TABLE 19 - SOURCES OF TURNOVER OF COMPARISON FLOOR SPACE (%) (FURNITURE, FLOORCOVERINGS & TEXTILES) (2004)													
Zone	Primary				Secondary West			Secondary East					
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17		
Centre													
Staines	35.6	45.9	33.8	38.3	23.8	23.8	23.8	20.4	20.4	23.1	26.6		
Ashford	7.9	2.3	2.9	1	0.4	0.4	0.4	1.1	1.1	1.3	0		
Shepperton	0	0	0	0	0	0	0	0	0	0	0		
Stanwell	0	0.5	0	0	0.2	0.2	0.2	0	0	0	0		
Sunbury	0.4	0	0	0	0	0	0	1.1	1.1	1.3	0		
Chertsey	0.4	0	0	0	0	0	0	0	0	0	0		
Egham	0.4	0	0	5.7	2	2	2	0	0	0	0		
Feltham	0.7	0.5	0	0.5	0.2	0.2	0.2	2.9	2.9	0	0		
Hounslow	0.7	0	0	0.5	0.2	0.2	0.2	12.1	12.1	1.3	0		
Richmond	0	0	0.7	0.5	0.2	0.2	0.2	0.4	0.4	0	0		
Slough	2.2	3.2	11.5	7.8	4.6	4.6	4.6	1.4	1.4	1.3	0.8		
Walton U T	1.4	0	0.7	0.5	2.7	2.7	2.7	0	0	3.8	6.3		
Windsor	1.1	1.4	0	4.7	2.2	2.2	2.2	0.4	0.4	0.6	0.8		
Woking	1.1	1.4	0.7	0.5	11.2	11.2	11.2	0	0	1.3	1.6		
Addlestone	0	0	0	0	1.5	1.5	1.5	0	0	0	0		
Bracknell	0	0	0	0	0	0	0	0	0	0	0		
Camberley	0.4	0.9	0	0.5	0.4	0.4	0.4	0	0	0	0		
Kingston	10.8	9.9	6.5	2.6	6.2	6.2	6.2	11.4	11.4	26.3	20.3		
Weybridge	0	0	0	0.5	1.6	1.6	1.6	0	0	0	0		
C. London	0	0	0	0	0	0	0	0	0	0	0		
Guildford	0	0	0	1	2.9	2.9	2.9	0.4	0.4	0	0		
Currys, Hanworth	0	0	0	0	0	0	0	0	0	0	0		
Great Mills, Ashford	0	0	2.2	0	0	0	0	0.7	0.7	0	0		
Homebase, Hampton	0	0	0	0	0	0	0	1.1	1.1	1.3	0		
Homebase, Hounslow	0	0.5	0	0	0	0	0	0.7	0.7	0	0		
Homebase, Staines	0.7	0.5	0.7	0	0.2	0.2	0.2	1.1	1.1	0	0		
Homebase, Walton	0.4	0	0	0	0	0	0	0	0	0	0		
Wickes, Hampton	0	0	0	0	0	0	0	0	0	0	0		
M&S, Brooklands	0	0	0	0	0	0	0	0	0	0	0		
Sainsbury, Hampton	0	0	0	0	0	0	0	0	0	0	0		
Sainsbury, Staines	0	0	0	0	0	0	0	0	0	0	0		
Tesco, Ashford	0	0	0	0	0	0	0	0	0	0	0		
Tesco, Sunbury	0	0	0	0	0	0	0	0	0	0	0		
Tesco, Brooklands	0	0	0	0	0	0	0	0	0	0	0		
Tesco, Faggs Road	0	0	0	0	0	0	0	0	0	0	0		

TABLE 20 - SOURCES OF TURNOVER OF COMPARISON FLOOR SPACE (%) (GLASSWARE, TABLEWARE & UTENSILS) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	45	52.7	58.3	43	32.2	32.2	32.2	26.8	26.8	23.1	29.7	
Ashford	4.3	0.5	3.6	0.5	0.2	0.2	0.2	0.4	0.4	0.6	0	
Shepperton	0.4	0.5	0	0	0.2	0.2	0.2	0.7	0.7	0	2.3	
Stanwell	0	0.5	0	0	0.2	0.2	0.2	0	0	0	0	
Sunbury	0	0.6	0	0	0	0	0	0.4	0.4	0	0	
Chertsey	0	0	0	0	0.7	0.7	0.7	0	0	0	0	
Egham	0.4	0	0	6.7	2.4	2.4	2.4	0.4	0.4	0	0	
Feltham	0	0	0	0	0	0	0	11.4	11.4	0	0	
Hounslow	0	0	1.4	0.5	0.2	0.2	0.2	14.3	14.3	2.6	0	
Richmond	0	0	0	0	0	0	0	0	0	0	0	
Slough	0	1.4	2.9	3.6	1.5	1.5	1.5	0.7	0.7	0	1.6	
Walton U T	0	0	0	0	0.5	0.5	0.5	0	0	2.6	9.4	
Windsor	0	0	0.7	2.6	1.5	1.5	1.5	0	0	0.6	0.8	
Woking	1.1	1.4	0	2.1	15.5	15.5	15.5	0	0	1.3	1.6	
Addlestone	0	0	0	0	1.6	1.6	1.6	0	0	0	0	
Bracknell	0	0.1	0.7	0	0	0	0	0	0	0	0	
Camberley	0.7	0.5	0	0.5	0.5	0.5	0.5	0	0	0	0	
Kingston	11.9	9.9	4.3	4.1	7.3	7.3	7.3	12.9	12.9	16.7	24.2	
Weybridge	0.4	0	0	0	0.5	0.5	0.5	0	0	0	0	
C. London	0	0	0	0	0	0	0	0	0	0	0	
Guildford	0	0	0	0	0	0	0	0	0	0	0	
Currys, Hanworth	0	0	0	0	0	0	0	0	0	0	0	
Great Mills, Ashford	0	0	0.7	0	0	0	0	0	0	0	0	
Homebase, Hampton	0	0	0	0	0	0	0	0.4	0.4	0.6	0	
Homebase, Hounslow	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Staines	0.7	0	0.7	0	0.2	0.2	0.2	0	0	0	0	
Homebase, Walton	0	0	0	0	0	0	0	0	0	0	0	
Wickes, Hampton	0	0	0	0	0	0	0	0	0	0	0	
M&S, Brooklands	0	0	0	0	0.2	0.2	0.2	0	0	0.6	0	
Sainsbury, Hampton	0	0	0	0	0	0	0	0.4	0.4	0	0	
Sainsbury, Staines	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Ashford	0.4	0	2.2	0	0	0	0	0	0	0	0	
Tesco, Sunbury	0	0	0.7	0	0	0	0	0	0	4.5	0.8	
Tesco, Brooklands	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Faggs Road	0	0	0	0	0	0	0	0	0	0	0	

TABLE 21 - SOURCES OF TURNOVER OF COMPARISON FLOOR SPACE (%) (HOUSEHOLD APPLIANCES) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	48.6	66.2	52.5	50.3	33.3	33.3	33.3	23.2	23.2	21.2	39.1	
Ashford	13	0.9	5	0	0.2	0.2	0.2	1.4	1.4	0	0	
Shepperton	0	0	0	0	0	0	0	0.4	0.4	0	1.6	
Stanwell	0	0	0	0.5	0.2	0.2	0.2	0.4	0.4	1.3	0	
Sunbury	0.4	1.4	0	0	0.2	0.2	0.2	0.7	0.7	0	0.8	
Chertsey	0	0	0	0.5	2.6	2.6	2.6	0	0	0	0	
Egham	0	0	0	5.7	2	2	2	0.4	0.4	0	0	
Feltham	0.4	0	0	0	0	0	0	11.1	11.1	0	0	
Hounslow	0.4	0	0	0.5	0.4	0.4	0.4	11.1	11.1	1.3	0	
Richmond	0	0	0	0	0	0	0	0	0	0	0	
Slough	2.5	1.4	5.8	5.7	2.7	2.7	2.7	0.4	0.4	0	0.8	
Walton U T	0.4	0	0	0	0	0	0	0	0	0.6	5.5	
Windsor	0	0	0.7	2.1	0.9	0.9	0.9	0	0	0.6	1.6	
Woking	0.4	0.9	0	0	10.4	10.4	10.4	0	0	0	4.7	
Addlestone	0.4	0.5	0	1	8.4	8.4	8.4	0	0	1.3	3.1	
Bracknell	0	0	0	0	0	0	0	0	0	0	0	
Camberley	0.4	0.9	0	1	0.4	0.4	0.4	0	0	0	0	
Kingston	4.3	5.9	2.9	4.1	5.1	5.1	5.1	8.2	8.2	15.4	17.2	
Weybridge	0	0	0.7	0	1.8	1.8	1.8	0	0	0.6	0.8	
C. London	0	0	0	0	0	0	0	0	0	0	0	
Guildford	0	0	0	0	0	0	0	0	0	0	0	
Currys, Hanworth	2.5	1.4	0.7	0.5	0.9	0.9	0.9	11.1	11.1	14.7	2.3	
Great Mills, Ashford	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Hampton	0	0	0	0	0	0	0	0.4	0.4	1.3	0	
Homebase, Hounslow	0	0	0	0	0	0	0	0	0	0	0.8	
Homebase, Staines	0.4	0.5	0	1	0.9	0.9	0.9	0.4	0.4	0	0	
Homebase, Walton	0	0	0	0	0	0	0	0	0	0.6	0.8	
Wickes, Hampton	0	0	0	0	0	0	0	0	0	0	0	
M&S, Brooklands	0	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Hampton	0	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Staines	0	0	0	2.6	0.9	0.9	0.9	0	0	0	0	
Tesco, Ashford	0	0	0.7	0	0	0	0	0.4	0.4	0	0	
Tesco, Sunbury	0.4	0	0	0	0	0	0	0.4	0.4	3.8	0	
Tesco, Brooklands	0	0	0	0	0.2	0.2	0.2	0	0	0	0	
Tesco, Faggs Road	0	0	0	0	0	0	0	0	0	0	0	

TABLE 22 - SOURCES OF TURNOVER OF COMPARISON FLOOR SPACE (%) (ELECTRICAL GOODS) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	50	70.3	50.4	51.3	32.2	32.2	32.2	22.1	22.1	24.4	36.7	
Ashford	14.7	0.9	7.2	0.5	0.2	0.2	0.2	1.4	1.4	0	0.8	
Shepperton	0	0	0	0	0	0	0	0	0	0	1.6	
Stanwell	0	0	0	0	0.2	0.2	0.2	0.4	0.4	0.6	0	
Sunbury	1.1	0	0	0	0	0	0	0.7	0.7	1.9	0.8	
Chertsey	0	0	0	0.5	3.5	3.5	3.5	0	0	0	0	
Egham	0	0	0	7.8	2.7	2.7	2.7	0	0	0	0	
Feltham	0	0	0	0	0	0	0	12.1	12.1	0.6	0	
Hounslow	1.1	0	0.7	0.5	0.2	0.2	0.2	12.5	12.5	2.6	0	
Richmond	0	0	0.7	0	0	0	0	0.4	0.4	0	0	
Slough	1.1	2.3	7.9	5.7	2.4	2.4	2.4	1.4	1.4	0	0.8	
Walton U T	0	0.9	0	0	0	0	0	0	0	0.6	4.7	
Windsor	0	0	0.7	2.1	1.6	1.6	1.6	0	0	0.6	0	
Woking	0.4	0.5	0	1	8.4	8.4	8.4	0	0	0	1.6	
Addlestone	0.7	0.5	0	0.5	10.2	10.2	10.2	0	0	0	3.9	
Bracknell	0	0	0	0	0	0	0	0	0	0	0	
Camberley	0	0	0	0.5	0.4	0.4	0.4	0	0	0	0	
Kingston	2.9	3.6	4.3	3.1	4	4	4	7.5	7.5	14.7	14.1	
Weybridge	0	0.5	0	0	2.2	2.2	2.2	0	0	0.6	2.3	
C. London	0	0	0	0	0	0	0	0	0	0	0	
Guildford	0	0	0	0	0	0	0	0	0	0	0	
Currys, Hanworth	1.8	3.2	0	1	1.1	1.1	1.1	14.3	14.3	17.3	2.3	
Great Mills, Ashford	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Hampton	0	0	0	0	0	0	0	0.7	0.7	0	0	
Homebase, Hounslow	0	0	0	0	0	0	0	0.7	0.7	0.6	0	
Homebase, Staines	0.4	0	0	0.5	0.9	0.9	0.9	0.4	0.4	0	0.8	
Homebase, Walton	0	0	0	0	0	0	0	0	0	0	0.8	
Wickes, Hampton	0	0	0	0	0	0	0	0	0	0	0	
M&S, Brooklands	0.4	0	0	0	0.2	0.2	0.2	0	0	0	0	
Sainsbury, Hampton	0	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Staines	0	0	0	2.6	0.9	0.9	0.9	0.4	0.4	0.6	0	
Tesco, Ashford	0.7	0	1.4	0	0	0	0	0.4	0.4	0	0	
Tesco, Sunbury	0.4	0.5	0	0	0	0	0	0	0	3.8	0	
Tesco, Brooklands	0	0	0	0	0.4	0.4	0.4	0	0	0	0	
Tesco, Faggs Road	0	0	0	0	0	0	0	0	0	0	0	

TABLE 23 - SOURCES OF TURNOVER OF COMPARISON FLOOR SPACE (%) (CD's, DVD's, Videos etc) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	43.5	64.9	51.8	56.5	36	36	36	20.4	20.4	19.2	35.9	
Ashford	10.8	0	7.9	0.5	0.5	0.5	0.5	1.4	1.4	0.6	0	
Shepperton	0	0	3.9	0	0	0	0	0	0	0	0	
Stanwell	0	0	0	0.5	0.2	0.2	0.2	0	0	0	0	
Sunbury	0.7	0	0	0	0	0	0	0.7	0.7	2.6	0	
Chertsey	0	0	0	0.5	2.9	2.9	2.9	0	0	0	0	
Egham	0	0	0	9.3	3.3	3.3	3.3	0.7	0.7	0	0	
Feltham	0	0	0	0	0	0	0	20.4	20.4	1.3	0	
Hounslow	1.1	0	1.4	0	0.2	0.2	0.2	15	15	3.2	0	
Richmond	0	0	0	0	0	0	0	0.7	0.7	1.9	0	
Slough	0.7	1.4	5.8	3.6	1.5	1.5	1.5	0	0	0	2.3	
Walton U T	0	0	0	0	0.2	0.2	0.2	0	0	1.3	1.7	
Windsor	0	0	0	1	0.7	0.7	0.7	0	0	0.6	0.8	
Woking	0.4	0	0	0.5	10.2	10.2	10.2	0	0	0	0.8	
Addlestone	0	0	0	0	8.4	8.4	8.4	0	0	0	0.8	
Bracknell	0	0	0	0	0	0	0	0	0	0	0	
Camberley	0	0	0	0	0	0	0	0	0	0	0	
Kingston	4	2.3	2.9	0	1.6	1.6	1.6	5	5	10.9	13.3	
Weybridge	0	0	0	0	1.6	1.6	1.6	0	0	0	0.8	
C. London	0	0	0	0	0	0	0	0	0	0	0	
Guildford	0	0	0	0	0	0	0	0	0	0	0	
Currys, Hanworth	0	0	0	0	0	0	0	0	0	0	0	
Great Mills, Ashford	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Hampton	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Hounslow	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Staines	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Walton	0	0	0	0	0	0	0	0	0	0	0	
Wickes, Hampton	0	0	0	0	0	0	0	0	0	0	0	
M&S, Brooklands	0	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Hampton	0	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Staines	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Ashford	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Sunbury	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Brooklands	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Faggs Road	0	0	0	0	0	0	0	0	0	0	0	

TABLE 24 - SOURCES OF TURNOVER OF COMPARISON FLOOR SPACE (%) (BOOKS & STATIONERY) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	50	82.9	66.2	62.7	42	42	42	32.1	32.1	29.5	35.9	
Ashford	14.7	0	5.8	0	0.2	0.2	0.2	1.4	1.4	0	0	
Shepperton	0	0.5	0	0	0.2	0.2	0.2	0	0	0	11.7	
Stanwell	0	0.9	0.7	0.5	0.4	0.4	0.4	0	0	0	0	
Sunbury	0.4	0	0	0	0	0	0	0.4	0.4	2.6	0.8	
Chertsey	0	0	0	0	1.3	1.3	1.3	0	0	0	0	
Egham	0.4	0	0	9.3	3.5	3.5	3.5	0	0	0	0	
Feltham	0.4	0	0	0.5	0.2	0.2	0.2	15	15	0.6	0	
Hounslow	0.7	0	0	0	0	0	0	14.6	14.6	1.3	0	
Richmond	0.4	0	0	0	0	0	0	0.7	0.7	0.6	0.8	
Slough	0	1.4	3.6	2.6	1.1	1.1	1.1	0	0	0	0	
Walton U T	0	0	0.7	0.5	0.5	0.5	0.5	0	0	5.8	15.6	
Windsor	0.4	0	0.7	2.1	1.6	1.6	1.6	0	0	0.6	0	
Woking	0.4	0	0	0	12.2	12.2	12.2	0	0	0	0	
Addlestone	0	0	0	0	5.3	5.3	5.3	0	0	0	0	
Bracknell	0	0	0	0	0	0	0	0	0	0	0	
Camberley	0	0	0	0	0	0	0	0	0	0	0	
Kingston	4.7	0.9	2.2	1	2	2	2	6.1	6.1	11.5	13.3	
Weybridge	0	0.5	0	0.5	4.6	4.6	4.6	0	0	0	0.8	
C. London	0	0	0	0	0	0	0	0	0	0	0	
Guildford	0	0	0	0	0	0	0	0	0	0	0	
Currys, Hanworth	0	0	0	0	0	0	0	0	0	0	0	
Great Mills, Ashford	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Hampton	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Hounslow	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Staines	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Walton	0	0	0	0	0	0	0	0	0	0	0	
Wickes, Hampton	0	0	0	0	0	0	0	0	0	0	0	
M&S, Brooklands	0	0	0	0	0	0	0	0	0	0	0.8	
Sainsbury, Hampton	0.4	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Staines	0	0.5	0	0	0.2	0.2	0.2	0	0	0	0	
Tesco, Ashford	0.4	0	2.9	0	0.2	0.2	0.2	0.4	0.4	0	0	
Tesco, Sunbury	1.1	0	0.7	0	0	0	0	0	0	5.1	2.3	
Tesco, Brooklands	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Faggs Road	0	0	0	0	0	0	0	0	0.7	0.7	0.6	

TABLE 25 - SOURCES OF TURNOVER OF COMPARISON FLOOR SPACE (%) (HARDWARE & DIY GOODS) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	15.1	49.1	21.6	35.8	23.9	23.9	23.9	10.4	10.4	7.7	19.5	
Ashford	36.3	11.7	21.6	0	0	0	0	5.4	5.4	2.6	1.6	
Shepperton	0	0.9	0	0.5	0.4	0.4	0.4	0	0	0	11.7	
Stanwell	0	0	0	0	0	0	0	0.4	0.4	0	1.6	
Sunbury	0	0	0	0	0	0	0	0.7	0.7	5.1	0.8	
Chertsey	0	0	0	0	0.4	0.4	0.4	0	0	0	0	
Egham	0.4	0.5	0	9.8	3.7	3.7	3.7	0.7	0.7	0	0	
Feltham	0	0	0	0.5	0.4	0.4	0.4	8.6	8.6	1.9	0	
Hounslow	0	0.5	0	0	0	0	0	6.8	6.8	1.9	0.8	
Richmond	0	0	0	0	0	0	0	0	0	0	0	
Slough	1.1	2.7	10.1	6.2	3.3	3.3	3.3	1.1	1.1	0	0.8	
Walton U T	1.1	0	0	0	0.7	0.7	0.7	0	0	7.1	13.3	
Windsor	0	0	0	1	0.4	0.4	0.4	0	0	0.6	0	
Woking	0.4	0	0	0	7.9	7.9	7.9	0	0	0	0.8	
Addlestone	0	0	0	0	3.7	3.7	3.7	0	0	0	0	
Bracknell	0	0	0	0	0	0	0	0	0	0	0	
Camberley	0	0	0	0	0	0	0	0	0	0	0	
Kingston	0.4	0	0.7	1	0.7	0.7	0.7	2.5	2.5	2.6	3.1	
Weybridge	0	0.5	0	0	9.9	9.9	9.9	0	0	0	1.6	
C. London	0	0	0	0	0	0	0	0	0	0	0	
Guildford	0	0	0	0	0	0	0	0	0	0	0	
Currys, Hanworth	0	0	0	0	0	0	0	0	0	0	0	
Great Mills, Ashford	11.2	1.4	9.4	0	0.7	0.7	0.7	3.9	3.9	5.1	0	
Homebase, Hampton	1.1	0	0	0	0.5	0.5	0.5	12.1	12.1	9.6	1.6	
Homebase, Hounslow	1.4	0	3.6	0	0	0	0	3.6	3.6	0	0	
Homebase, Staines	7.6	14.9	17.3	20.7	15	15	15	7.1	7.1	11.5	3.1	
Homebase, Walton	0	0	0.7	0	2.7	2.7	2.7	0.4	0.4	10.3	18	
Wickes, Hampton	0.7	0	0	0	0	0	0	3.6	3.6	4.5	0	
M&S, Brooklands	0	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Hampton	0	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Staines	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Ashford	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Sunbury	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Brooklands	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Faggs Road	0	0	0	0	0	0	0	0	0	0	0	

TABLE 26 - SOURCES OF TURNOVER OF COMPARISON FLOOR SPACE (%) (OTHER GOODS) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	37.8	56.3	52.5	44	29.4	29.4	29.4	22.9	22.9	17.9	28.1	
Ashford	5.8	0.9	3.6	0	0	0	0	1.1	1.1	0	0	
Shepperton	0	0	0	0	0	0	0	0	0	0	0.8	
Stanwell	0	0	0	0	0.2	0.2	0.2	0	0	0	0.8	
Sunbury	0.4	0	0	0	0.2	0.2	0.2	1.8	1.8	3.2	0.8	
Chertsey	0	0	0	0	0.7	0.7	0.7	0	0	0	0	
Egham	0.4	0.5	0	8.3	3.3	3.3	3.3	0.4	0.4	0	0	
Feltham	0	0	0	0.5	0.2	0.2	0.2	4.6	4.6	0	0	
Hounslow	1.1	0	0.7	0	0	0	0	15.4	15.4	2.6	0	
Richmond	0.4	0.5	0	0	0	0	0	0.4	0.4	0.6	0.8	
Slough	0	0.9	5.8	6.7	2.9	2.9	2.9	0.7	0.7	0.6	1.6	
Walton U T	0	0	0	0.5	0.7	0.7	0.7	0	0	1.9	4.7	
Windsor	0.7	0.5	0	1.6	1.5	1.5	1.5	0	0	0.6	0.8	
Woking	0.4	0	0.7	0.5	11.3	11.3	11.3	0	0	0	0	
Addlestone	0	0	0	0	0.9	0.9	0.9	0	0	0	0	
Bracknell	0	0	0	0	0	0	0	0	0	0	0	
Camberley	0.4	0	0	0	0	0	0	0	0	0	0	
Kingston	9.4	3.6	3.6	1.6	3.5	3.5	3.5	12.5	12.5	12.8	14.1	
Weybridge	0	0	0	0	0.5	0.5	0.5	0	0	0	1.6	
C. London	0.4	4.1	1.4	1	2.6	2.6	2.6	0.7	0.7	0	0.8	
Guildford	0	0	0	0	0	0	0	0	0	0	0	
Currys, Hanworth	0	0	0	0	0	0	0	0	0	0	0	
Great Mills, Ashford	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Hampton	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Hounslow	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Staines	0	0	0	0	0	0	0	0	0	0	0	
Homebase, Walton	0	0	0	0	0	0	0	0	0	0	0	
Wickes, Hampton	0	0	0	0	0	0	0	0	0	0	0	
M&S, Brooklands	0	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Hampton	0	0	0	0	0	0	0	0	0	0	0	
Sainsbury, Staines	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Ashford	0	0	0.7	0	0	0	0	0	0	0	0	
Tesco, Sunbury	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Brooklands	0	0	0	0	0	0	0	0	0	0	0	
Tesco, Faggs Road	0	0	0	0	0	0	0	0	0	0	0	

TABLE 27 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (CLOTHING & FOOTWEAR) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	12,071,629	11,722,720	6,980,992	8,891,226	4,784,326	4,904,089	1,536,921	3,333,264	4,364,422	5,000,029	4,185,160	
Ashford	760,000	-	70,010	74,591	47,370	48,555	15,217	110,439	144,604	-	-	
Shepperton	-	-	-	-	-	-	-	40,160	52,583	75,567	366,789	
Stanwell	-	-	-	-	23,685	24,278	7,609	-	-	75,567	-	
Sunbury	-	81,295	-	-	23,685	24,278	7,609	70,280	92,021	239,296	-	
Chertsey	70,698	-	-	149,182	59,212	60,694	19,021	-	-	-	-	
Egham	-	-	-	1,551,489	438,168	449,137	140,758	-	-	-	-	
Feltham	-	-	-	-	-	-	-	501,998	657,292	-	-	
Hounslow	441,860	146,331	220,031	74,591	47,370	48,555	15,217	2,720,827	3,562,525	730,483	-	
Richmond	-	-	-	-	-	-	-	40,160	52,583	163,729	75,239	
Slough	-	373,956	430,061	313,281	106,582	109,250	34,238	40,160	52,583	-	-	
Walton U T	70,698	-	70,010	-	59,212	60,694	19,021	40,160	52,583	327,458	592,506	
Windsor	194,419	227,626	70,010	1,163,617	544,750	558,386	174,996	40,160	52,583	-	150,478	
Woking	70,698	146,331	-	149,182	2,167,157	2,221,407	696,180	-	-	-	366,789	
Addlestone	-	-	-	-	130,266	133,527	41,847	-	-	-	-	
Bracknell	-	-	-	-	23,685	24,278	7,609	-	-	-	75,239	
Camberley	123,721	146,331	70,010	74,591	82,897	84,972	26,630	-	-	-	-	
Kingston	1,785,116	1,544,602	720,102	387,872	947,391	971,107	304,341	1,897,551	2,484,566	4,193,979	2,501,691	
Weybridge	-	-	-	74,591	59,212	60,694	19,021	-	-	-	-	
C. London	70,698	438,992	140,020	387,872	307,902	315,610	98,911	210,839	276,063	163,729	150,478	
Guildford	-	81,295	-	149,182	414,484	424,859	133,149	-	-	75,567	75,239	
Currys, Hanworth	-	-	-	-	-	-	-	-	-	-	-	
Great Mills, Ashford	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Hounslow	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Staines	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Walton	-	-	-	-	-	-	-	-	-	-	-	
Wickes, Hampton	-	-	-	-	-	-	-	-	-	-	-	
M&S, Brooklands	70,698	81,295	-	-	23,685	24,278	7,609	-	-	-	-	
Sainsbury, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Staines	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Ashford	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Sunbury	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	75,239	

TABLE 28 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (FURNITURE, FLOORCOVERINGS & TEXTILES) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	3,573,072	4,237,917	1,919,663	3,244,598	1,667,768	1,709,516	535,755	1,080,035	1,414,149	1,534,158	1,319,198	
Ashford	792,901	212,358	164,705	84,715	28,030	28,731	9,004	58,237	76,253	86,338	-	
Shepperton	-	-	-	-	-	-	-	-	-	-	-	
Stanwell	-	46,165	-	-	14,015	14,366	4,502	-	-	-	-	
Sunbury	40,147	-	-	-	-	-	-	58,237	76,253	86,338	-	
Chertsey	40,147	-	-	-	-	-	-	-	-	-	-	
Egham	40,147	-	-	482,877	140,149	143,657	45,021	-	-	-	-	
Feltham	70,257	46,165	-	42,358	14,015	14,366	4,502	153,534	201,031	-	-	
Hounslow	70,257	-	-	42,358	14,015	14,366	4,502	640,609	838,784	86,338	-	
Richmond	-	-	39,756	42,358	14,015	14,366	4,502	21,177	27,728	-	-	
Slough	220,808	295,454	653,140	660,780	322,342	330,411	103,549	74,120	97,049	86,338	39,675	
Walton U T	140,514	-	39,756	42,358	189,201	193,937	60,779	-	-	252,372	312,442	
Windsor	110,404	129,261	-	398,162	154,163	158,023	49,524	21,177	27,728	39,848	39,675	
Woking	110,404	129,261	39,756	42,358	784,832	804,478	252,120	-	-	86,338	79,350	
Addlestone	-	-	-	-	105,111	107,743	33,766	-	-	-	-	
Bracknell	-	-	-	-	-	-	-	-	-	-	-	
Camberley	40,147	83,096	-	42,358	28,030	28,731	9,004	-	-	-	-	
Kingston	1,083,966	914,061	369,166	220,260	434,461	445,336	139,566	603,549	790,260	1,746,682	1,006,756	
Weybridge	-	-	-	42,358	112,119	114,925	36,017	-	-	-	-	
C. London	-	-	-	-	-	-	-	-	-	-	-	
Guildford	-	-	-	84,715	203,215	208,302	65,281	21,177	27,728	-	-	
Currys, Hanworth	-	-	-	-	-	-	-	-	-	-	-	
Great Mills, Ashford	-	-	124,949	-	-	-	-	37,060	48,525	-	-	
Homebase, Hampton	-	-	-	-	-	-	-	58,237	76,253	86,338	-	
Homebase, Hounslow	-	46,165	-	-	-	-	-	37,060	48,525	-	-	
Homebase, Staines	70,257	46,165	39,756	-	14,015	14,366	4,502	58,237	76,253	-	-	
Homebase, Walton	40,147	-	-	-	-	-	-	-	-	-	-	
Wickes, Hampton	-	-	-	-	-	-	-	-	-	-	-	
M&S, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Staines	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Ashford	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Sunbury	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	-	

TABLE 29 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (GLASSWARE, TABLEWARE & UTENSILS) (2004)													
Zone	Primary				Secondary West			Secondary East					
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17		
Centre													
Staines	1,002,448	1,079,961	734,911	808,515	-	525,965	539,132	168,962	-	330,825	433,167	357,705	343,431
Ashford	95,789	10,246	45,380	9,401		3,267	3,349	1,049		4,938	6,465	9,291	-
Shepperton	8,911	10,246	-	-		3,267	3,349	1,049		8,641	11,314	-	26,596
Stanwell	-	10,246	-	-		3,267	3,349	1,049		-	-	-	-
Sunbury	-	12,296	-	-		-	-	-		4,938	6,465	-	-
Chertsey	-	-	-	-		11,434	11,720	3,673		-	-	-	-
Egham	8,911	-	-	125,978		39,202	40,184	12,593		4,938	6,465	-	-
Feltham	-	-	-	-		-	-	-		140,724	184,257	-	-
Hounslow	-	-	17,648	9,401		3,267	3,349	1,049		176,522	231,130	40,261	-
Richmond	-	-	-	-		-	-	-		-	-	-	-
Slough	-	28,690	36,556	67,690		24,501	25,115	7,871		8,641	11,314	-	18,501
Walton U T	-	-	-	-		8,167	8,372	2,624		-	-	40,261	108,695
Windsor	-	-	8,824	49,887		24,501	25,115	7,871		-	-	9,291	9,251
Woking	24,504	28,690	-	39,486		253,182	259,520	81,332		-	-	20,131	18,501
Addlestone	-	-	-	-		26,135	26,789	8,396		-	-	-	-
Bracknell	-	2,049	8,824	-		-	-	-		-	-	-	-
Camberley	15,594	10,246	-	9,401		8,167	8,372	2,624		-	-	-	-
Kingston	265,092	202,877	54,204	77,091		119,241	122,226	38,305		159,240	208,502	258,601	279,833
Weybridge	8,911	-	-	-		8,167	8,372	2,624		-	-	-	-
C. London	-	-	-	-		-	-	-		-	-	-	-
Guildford	-	-	-	-		-	-	-		-	-	-	-
Currys, Hanworth	-	-	-	-		-	-	-		-	-	-	-
Great Mills, Ashford	-	-	8,824	-		-	-	-		-	-	-	-
Homebase, Hampton	-	-	-	-		-	-	-		4,938	6,465	9,291	-
Homebase, Hounslow	-	-	-	-		-	-	-		-	-	-	-
Homebase, Staines	15,594	-	8,824	-		3,267	3,349	1,049		-	-	-	-
Homebase, Walton	-	-	-	-		-	-	-		-	-	-	-
Wickes, Hampton	-	-	-	-		-	-	-		-	-	-	-
M&S, Brooklands	-	-	-	-		3,267	3,349	1,049		-	-	9,291	-
Sainsbury, Hampton	-	-	-	-		-	-	-		4,938	6,465	-	-
Sainsbury, Staines	-	-	-	-		-	-	-		-	-	-	-
Tesco, Ashford	8,911	-	27,732	-		-	-	-		-	-	-	-
Tesco, Sunbury	-	-	8,824	-		-	-	-		-	-	69,683	9,251
Tesco, Brooklands	-	-	-	-		-	-	-		-	-	-	-
Tesco, Faggs Road	-	-	-	-		-	-	-		-	-	-	-

TABLE 30 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (HOUSEHOLD APPLIANCES) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	856,597	1,073,362	523,620	748,305	391,632	401,435	125,808	241,837	316,650	277,217	381,796	
Ashford	229,131	14,593	49,869	-	2,352	2,411	756	14,594	19,108	-	-	
Shepperton	-	-	-	-	-	-	-	4,170	5,459	-	15,623	
Stanwell	-	-	-	7,438	2,352	2,411	756	4,170	5,459	16,999	-	
Sunbury	7,050	22,700	-	-	2,352	2,411	756	7,297	9,554	-	7,812	
Chertsey	-	-	-	7,438	30,578	31,343	9,823	-	-	-	-	
Egham	-	-	-	84,798	23,521	24,110	7,556	4,170	5,459	-	-	
Feltham	7,050	-	-	-	-	-	-	115,706	151,501	-	-	
Hounslow	7,050	-	-	7,438	4,704	4,822	1,511	115,706	151,501	16,999	-	
Richmond	-	-	-	-	-	-	-	-	-	-	-	
Slough	44,064	22,700	57,848	84,798	31,754	32,549	10,201	4,170	5,459	-	7,812	
Walton U T	7,050	-	-	-	-	-	-	-	-	7,846	53,705	
Windsor	-	-	6,982	31,241	10,585	10,850	3,400	-	-	7,846	15,623	
Woking	7,050	14,593	-	-	122,311	125,373	39,291	-	-	-	45,894	
Addlestone	7,050	8,107	-	14,877	98,790	101,263	31,735	-	-	16,999	30,270	
Bracknell	-	-	-	-	-	-	-	-	-	-	-	
Camberley	7,050	14,593	-	14,877	4,704	4,822	1,511	-	-	-	-	
Kingston	75,789	95,662	28,924	60,995	59,980	61,481	19,268	85,477	111,919	201,375	167,951	
Weybridge	-	-	6,982	-	21,169	21,699	6,800	-	-	7,846	7,812	
C. London	-	-	-	-	-	-	-	-	-	-	-	
Guildford	-	-	-	-	-	-	-	-	-	-	-	
Currys, Hanworth	44,064	22,700	6,982	7,438	10,585	10,850	3,400	115,706	151,501	192,221	22,459	
Great Mills, Ashford	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Hampton	-	-	-	-	-	-	-	4,170	5,459	16,999	-	
Homebase, Hounslow	-	-	-	-	-	-	-	-	-	-	7,812	
Homebase, Staines	7,050	8,107	-	14,877	10,585	10,850	3,400	4,170	5,459	-	-	
Homebase, Walton	-	-	-	-	-	-	-	-	-	7,846	7,812	
Wickes, Hampton	-	-	-	-	-	-	-	-	-	-	-	
M&S, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Staines	-	-	-	38,680	10,585	10,850	3,400	-	-	-	-	
Tesco, Ashford	-	-	6,982	-	-	-	-	4,170	5,459	-	-	
Tesco, Sunbury	7,050	-	-	-	-	-	-	4,170	5,459	49,690	-	
Tesco, Brooklands	-	-	-	-	2,352	2,411	756	-	-	-	-	
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	-	

TABLE 31 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (ELECTRICAL GOODS) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	2,827,418	3,656,985	1,612,750	2,448,542	1,241,278	1,272,351	398,749	757,797	992,224	1,049,544	1,178,819	
Ashford	831,261	46,818	230,393	23,865	7,710	7,903	2,477	48,005	62,856	-	25,696	
Shepperton	-	-	-	-	-	-	-	-	-	-	51,393	
Stanwell	-	-	-	-	7,710	7,903	2,477	13,716	17,959	25,808	-	
Sunbury	62,203	-	-	-	-	-	-	24,003	31,428	81,727	25,696	
Chertsey	-	-	-	23,865	134,922	138,299	43,342	-	-	-	-	
Egham	-	-	-	372,293	104,082	106,688	33,436	-	-	-	-	
Feltham	-	-	-	-	-	-	-	414,902	543,254	25,808	-	
Hounslow	62,203	-	22,399	23,865	7,710	7,903	2,477	428,618	561,213	111,837	-	
Richmond	-	-	22,399	-	-	-	-	13,716	17,959	-	-	
Slough	62,203	119,645	252,792	272,060	92,518	94,834	29,720	48,005	62,856	-	25,696	
Walton U T	-	46,818	-	-	-	-	-	-	-	25,808	150,966	
Windsor	-	-	22,399	100,233	61,678	63,222	19,814	-	-	25,808	-	
Woking	22,619	26,010	-	47,730	323,812	331,918	104,022	-	-	-	51,393	
Addlestone	39,584	26,010	-	23,865	393,200	403,043	126,312	-	-	-	125,270	
Bracknell	-	-	-	-	-	-	-	-	-	-	-	
Camberley	-	-	-	23,865	15,420	15,806	4,953	-	-	-	-	
Kingston	163,990	187,271	137,596	147,963	154,196	158,056	49,534	257,171	336,728	632,307	452,898	
Weybridge	-	26,010	-	-	84,808	86,931	27,244	-	-	25,808	73,877	
C. London	-	-	-	-	-	-	-	-	-	-	-	
Guildford	-	-	-	-	-	-	-	-	-	-	-	
Currys, Hanworth	101,787	166,463	-	47,730	42,404	43,465	13,622	490,339	642,027	744,144	73,877	
Great Mills, Ashford	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Hampton	-	-	-	-	-	-	-	24,003	31,428	-	-	
Homebase, Hounslow	-	-	-	-	-	-	-	24,003	31,428	25,808	-	
Homebase, Staines	22,619	-	-	23,865	34,694	35,563	11,145	13,716	17,959	-	25,696	
Homebase, Walton	-	-	-	-	-	-	-	-	-	-	25,696	
Wickes, Hampton	-	-	-	-	-	-	-	-	-	-	-	
M&S, Brooklands	22,619	-	-	-	7,710	7,903	2,477	-	-	-	-	
Sainsbury, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Staines	-	-	-	124,098	34,694	35,563	11,145	13,716	17,959	25,808	-	
Tesco, Ashford	39,584	-	44,799	-	-	-	-	13,716	17,959	-	-	
Tesco, Sunbury	22,619	26,010	-	-	-	-	-	-	-	-	-	
Tesco, Brooklands	-	-	-	-	15,420	15,806	4,953	-	-	163,454	-	
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	-	

TABLE 32 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (CD's, DVD's, Videos etc) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	1,213,954	1,666,117	818,011	1,330,857	658,600	675,087	211,569	349,752	457,950	412,935	576,561	
Ashford	301,395	-	124,755	11,777	9,147	9,376	2,938	24,003	31,428	12,904	-	
Shepperton	-	-	61,588	-	-	-	-	-	-	-	-	
Stanwell	-	-	-	11,777	3,659	3,750	1,175	-	-	-	-	
Sunbury	19,535	-	-	-	-	-	-	12,001	15,714	55,918	-	
Chertsey	-	-	-	11,777	53,054	54,382	17,043	-	-	-	-	
Egham	-	-	-	219,061	60,372	61,883	19,394	12,001	15,714	-	-	
Feltham	-	-	-	-	-	-	-	349,752	457,950	27,959	-	
Hounslow	30,698	-	22,108	-	3,659	3,750	1,175	257,171	336,728	68,823	-	
Richmond	-	-	-	-	-	-	-	12,001	15,714	40,863	-	
Slough	19,535	35,941	91,592	84,798	27,442	28,129	8,815	-	-	-	36,938	
Walton U T	-	-	-	-	3,659	3,750	1,175	-	-	27,959	27,302	
Windsor	-	-	-	23,555	12,806	13,127	4,114	-	-	12,904	12,848	
Woking	11,163	-	-	11,777	186,603	191,275	59,945	-	-	-	12,848	
Addlestone	-	-	-	-	153,673	157,520	49,366	-	-	-	12,848	
Bracknell	-	-	-	-	-	-	-	-	-	-	-	
Camberley	-	-	-	-	-	-	-	-	-	-	-	
Kingston	111,628	59,046	45,796	-	29,271	30,004	9,403	85,724	112,243	234,427	213,601	
Weybridge	-	-	-	-	29,271	30,004	9,403	-	-	-	12,848	
C. London	-	-	-	-	-	-	-	-	-	-	-	
Guildford	-	-	-	-	-	-	-	-	-	-	-	
Currys, Hanworth	-	-	-	-	-	-	-	-	-	-	-	
Great Mills, Ashford	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Hounslow	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Staines	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Walton	-	-	-	-	-	-	-	-	-	-	-	
Wickes, Hampton	-	-	-	-	-	-	-	-	-	-	-	
M&S, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Staines	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Ashford	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Sunbury	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	-	

TABLE 33 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (BOOKS & STATIONERY) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	1,884,945	2,874,956	1,412,223	1,995,108	1,070,225	1,097,016	343,800	620,790	812,834	715,669	650,361	
Ashford	554,174	-	123,729	-	5,096	5,224	1,637	27,075	35,451	-	-	
Shepperton	-	17,340	-	-	5,096	5,224	1,637	-	-	-	211,956	
Stanwell	-	31,212	14,933	15,910	10,193	10,448	3,274	-	-	-	-	
Sunbury	15,080	-	-	-	-	-	-	7,736	10,129	63,076	14,493	
Chertsey	-	-	-	-	33,126	33,955	10,641	-	-	-	-	
Egham	15,080	-	-	295,925	89,185	91,418	28,650	-	-	-	-	
Feltham	15,080	-	-	15,910	5,096	5,224	1,637	290,089	379,829	14,556	-	
Hounslow	26,389	-	-	-	-	-	-	282,353	369,700	31,538	-	
Richmond	15,080	-	-	-	-	-	-	13,537	17,725	14,556	14,493	
Slough	-	48,552	76,798	82,732	28,030	28,731	9,004	-	-	-	-	
Walton U T	-	-	14,933	15,910	12,741	13,060	4,093	-	-	140,708	282,608	
Windsor	15,080	-	14,933	66,822	40,770	41,791	13,097	-	-	14,556	-	
Woking	15,080	-	-	-	310,875	318,657	99,866	-	-	-	-	
Addlestone	-	-	-	-	135,052	138,433	43,384	-	-	-	-	
Bracknell	-	-	-	-	-	-	-	-	-	-	-	
Camberley	-	-	-	-	-	-	-	-	-	-	-	
Kingston	177,185	31,212	46,932	31,820	50,963	52,239	16,371	117,969	154,464	278,990	240,942	
Weybridge	-	17,340	-	15,910	117,215	120,149	37,654	-	-	-	14,493	
C. London	-	-	-	-	-	-	-	-	-	-	-	
Guildford	-	-	-	-	-	-	-	-	-	-	-	
Currys, Hanworth	-	-	-	-	-	-	-	-	-	-	-	
Great Mills, Ashford	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Hounslow	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Staines	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Walton	-	-	-	-	-	-	-	-	-	-	-	
Wickes, Hampton	-	-	-	-	-	-	-	-	-	-	-	
M&S, Brooklands	-	-	-	-	-	-	-	-	-	-	14,493	
Sainsbury, Hampton	15,080	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Staines	-	17,340	-	-	5,096	5,224	1,637	-	-	-	-	
Tesco, Ashford	15,080	-	61,865	-	5,096	5,224	1,637	7,736	10,129	-	-	
Tesco, Sunbury	41,469	-	14,933	-	-	-	-	-	-	123,726	41,667	
Tesco, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Faggs Road	-	-	-	-	-	-	-	-	17,725	16,982	10,870	

TABLE 34 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (HARDWARE & DIY GOODS) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	680,147	2,034,489	550,549	1,361,066	769,069	788,321	247,057	251,054	328,718	233,171	440,949	
Ashford	1,635,055	484,797	550,549	-	-	-	-	130,355	170,681	78,733	36,180	
Shepperton	-	37,292	-	19,009	12,871	13,194	4,135	-	-	-	264,569	
Stanwell	-	-	-	-	-	-	-	9,656	12,643	-	36,180	
Sunbury	-	-	-	-	-	-	-	16,898	22,125	154,438	18,090	
Chertsey	-	-	-	-	12,871	13,194	4,135	-	-	-	-	
Egham	18,017	20,718	-	372,582	119,061	122,041	38,247	16,898	22,125	-	-	
Feltham	-	-	-	19,009	12,871	13,194	4,135	207,602	271,825	57,536	-	
Hounslow	-	20,718	-	-	-	-	-	164,150	214,931	57,536	18,090	
Richmond	-	-	-	-	-	-	-	-	-	-	-	
Slough	49,547	111,876	257,433	235,715	106,189	108,848	34,112	26,554	34,768	-	18,090	
Walton U T	49,547	-	-	-	22,525	23,089	7,236	-	-	215,002	300,750	
Windsor	-	-	-	38,019	12,871	13,194	4,135	-	-	18,169	-	
Woking	18,017	-	-	-	254,211	260,575	81,663	-	-	-	18,090	
Addlestone	-	-	-	-	119,061	122,041	38,247	-	-	-	-	
Bracknell	-	-	-	-	-	-	-	-	-	-	-	
Camberley	-	-	-	-	-	-	-	-	-	-	-	
Kingston	18,017	-	17,842	38,019	22,525	23,089	7,236	60,349	79,019	78,733	70,100	
Weybridge	-	20,718	-	-	318,568	326,543	102,337	-	-	-	36,180	
C. London	-	-	-	-	-	-	-	-	-	-	-	
Guildford	-	-	-	-	-	-	-	-	-	-	-	
Currys, Hanworth	-	-	-	-	-	-	-	-	-	-	-	
Great Mills, Ashford	504,480	58,010	239,591	-	22,525	23,089	7,236	94,145	123,269	154,438	-	
Homebase, Hampton	49,547	-	-	-	16,089	16,492	5,169	292,091	382,451	290,707	36,180	
Homebase, Hounslow	63,060	-	91,758	-	-	-	-	86,903	113,787	-	-	
Homebase, Staines	342,326	617,391	440,949	786,985	482,679	494,762	155,056	171,392	224,413	348,242	70,100	
Homebase, Walton	-	-	17,842	-	86,882	89,057	27,910	9,656	12,643	311,904	407,030	
Wickes, Hampton	31,530	-	-	-	-	-	-	86,903	113,787	136,269	-	
M&S, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Staines	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Ashford	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Sunbury	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	-	

TABLE 35 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (OTHER GOODS) (2004)												
Zone	Primary				Secondary West			Secondary East				
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	
Centre												
Staines	8,679,658	11,892,336	6,821,607	8,527,735	4,643,818	4,760,064	1,491,784	2,867,654	3,754,774	2,811,867	3,296,234	
Ashford	1,331,799	190,108	467,767	-	-	-	-	137,748	180,360	-	-	
Shepperton	-	-	-	-	-	-	-	-	-	-	93,843	
Stanwell	-	-	-	-	31,591	32,381	10,148	-	-	-	93,843	
Sunbury	91,848	-	-	-	31,591	32,381	10,148	225,405	295,135	502,680	93,843	
Chertsey	-	-	-	-	110,567	113,335	35,519	-	-	-	-	
Egham	91,848	105,616	-	1,608,641	521,245	534,293	167,445	50,090	65,586	-	-	
Feltham	-	-	-	96,906	31,591	32,381	10,148	576,035	754,234	-	-	
Hounslow	252,583	-	90,955	-	-	-	-	1,928,466	2,525,045	408,428	-	
Richmond	91,848	105,616	-	-	-	-	-	50,090	65,586	-	93,843	
Slough	-	190,108	753,625	1,298,542	458,064	469,530	147,149	87,658	114,775	94,253	187,686	
Walton U T	-	-	-	96,906	110,567	113,335	35,519	-	-	298,466	551,327	
Windsor	160,734	105,616	-	310,099	236,929	242,860	76,111	-	-	94,253	93,843	
Woking	91,848	-	90,955	96,906	1,784,869	1,829,548	573,373	-	-	-	-	
Addlestone	-	-	-	-	142,158	145,716	45,667	-	-	-	-	
Bracknell	-	-	-	-	-	-	-	-	-	-	-	
Camberley	91,848	-	-	-	-	-	-	-	-	-	-	
Kingston	2,158,433	760,434	467,767	310,099	552,835	566,674	177,593	1,565,313	2,049,549	2,010,720	1,653,982	
Weybridge	-	-	-	-	78,976	80,953	25,370	-	-	-	187,686	
C. London	91,848	866,049	181,910	193,812	410,678	420,958	131,926	87,658	114,775	-	93,843	
Guildford	-	-	-	-	-	-	-	-	-	-	-	
Currys, Hanworth	-	-	-	-	-	-	-	-	-	-	-	
Great Mills, Ashford	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Hounslow	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Staines	-	-	-	-	-	-	-	-	-	-	-	
Homebase, Walton	-	-	-	-	-	-	-	-	-	-	-	
Wickes, Hampton	-	-	-	-	-	-	-	-	-	-	-	
M&S, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Hampton	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury, Staines	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Ashford	-	-	90,955	-	-	-	-	-	-	-	-	
Tesco, Sunbury	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Brooklands	-	-	-	-	-	-	-	-	-	-	-	
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	-	

TABLE 36 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (ALL GOODS) (2004)															
Zone	Primary				Secondary West				Secondary East				Total		
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17				
Centre					Sub total			Sub total					Sub total		
Staines	32,789,868	40,238,843	21,374,325	29,355,952	123,758,988	15,752,682	16,147,011	5,060,405	36,960,098	9,833,007	12,874,887	12,392,296	12,372,508	47,472,698	208,191,784
Ashford	6,531,506	958,919	1,827,157	204,350	9,521,932	102,972	105,549	33,079	241,600	555,393	727,206	187,266	61,877	1,531,742	11,295,274
Shepperton	8,911	64,878	61,588	19,009	154,386	21,235	21,766	6,821	49,822	52,970	69,357	75,567	1,030,769	1,228,664	1,432,872
Stanwell	-	87,623	14,933	35,126	137,682	96,471	98,885	30,990	226,346	27,541	36,061	118,375	130,023	312,001	676,029
Sunbury	235,863	116,290	-	-	352,153	57,628	59,070	18,512	426,794	558,824	1,183,473	159,934	2,329,025	2,816,388	-
Chertsey	110,845	-	-	192,262	303,107	445,764	456,922	143,198	1,045,884	-	-	-	-	-	1,348,991
Egham	174,002	126,334	-	5,113,645	5,413,981	1,534,986	1,573,411	493,100	3,601,497	88,096	115,349	-	-	203,446	9,218,924
Feltham	92,387	46,165	-	174,183	312,734	63,573	65,165	20,422	149,160	2,750,343	3,601,173	125,859	-	6,477,375	6,939,270
Hounslow	891,040	167,049	373,142	157,653	1,588,884	80,724	82,745	25,932	189,401	6,714,423	8,791,556	1,552,241	18,090	17,076,311	18,854,596
Richmond	106,928	105,616	62,156	42,358	317,057	14,015	14,366	4,502	32,883	150,682	197,295	313,401	183,575	844,952	1,194,892
Slough	396,157	1,226,922	2,609,845	3,100,395	7,333,319	1,197,421	1,227,395	384,661	2,809,477	289,307	378,805	180,590	334,399	1,183,102	11,325,897
Walton U T	267,809	46,818	124,699	155,174	594,500	406,071	416,236	130,447	952,755	40,160	52,583	1,335,881	2,380,302	3,808,925	5,356,180
Windsor	480,637	462,502	123,148	2,180,635	3,246,922	1,099,055	1,126,568	353,062	2,578,685	61,337	80,312	222,675	321,718	686,042	6,511,648
Woking	371,383	344,884	130,711	387,438	1,234,417	6,187,853	6,342,750	1,987,791	14,518,395	-	-	106,469	592,865	699,334	16,452,145
Addlestone	46,634	34,117	-	38,742	119,493	1,303,447	1,336,075	418,720	3,058,243	-	-	16,999	168,388	185,387	3,363,123
Bracknell	-	2,049	8,824	-	10,873	23,685	24,278	7,609	55,571	-	-	-	75,239	75,239	141,683
Camberley	278,360	254,266	70,010	165,092	767,727	139,218	142,702	44,722	326,642	-	-	-	-	-	1,094,370
Kingston	5,839,217	3,795,164	1,888,329	1,274,119	12,796,829	2,370,863	2,430,211	761,618	5,562,692	4,832,344	6,327,248	9,635,814	6,587,753	27,383,159	45,742,680
Weybridge	8,911	64,068	6,982	132,858	212,818	829,506	850,271	266,471	1,946,249	-	-	33,654	332,896	366,550	2,525,617
C. London	162,546	1,305,042	321,929	581,684	2,371,201	718,580	736,568	230,837	1,685,985	298,497	390,838	163,729	244,321	1,097,384	5,154,570
Guildford	-	81,295	-	233,897	315,192	617,699	633,162	198,430	1,449,291	21,177	27,728	75,567	75,239	199,712	1,964,194
Currys, Hanworth	145,851	189,163	6,982	55,168	397,163	52,989	54,315	17,022	124,326	606,045	793,528	936,366	96,336	2,432,274	2,953,763
Great Mills, Ashford	504,480	58,010	373,363	-	935,853	22,525	23,089	7,236	52,850	131,205	171,794	154,438	-	457,437	1,446,140
Homebase, Hampton	49,547	-	-	-	49,547	16,089	16,492	5,169	37,750	383,438	502,057	403,335	36,180	1,325,010	1,412,307
Homebase, Hounslow	63,060	46,165	91,758	-	200,983	-	-	-	-	147,966	193,740	25,808	7,812	375,326	576,308
Homebase, Staines	457,846	671,662	489,529	825,727	2,444,764	545,240	558,889	175,153	1,279,282	247,515	324,085	348,242	95,796	1,015,638	4,739,684
Homebase, Walton	40,147	-	17,842	-	57,989	86,882	89,057	27,910	203,850	9,656	12,643	319,750	440,538	782,586	1,044,425
Wickes, Hampton	31,530	-	-	-	31,530	-	-	-	-	86,903	113,787	136,269	-	336,959	368,489
M&S, Brooklands	93,317	81,295	-	-	174,612	34,661	35,529	11,135	81,325	-	-	9,291	14,493	23,784	279,721
Sainsbury, Hampton	15,080	-	-	-	15,080	-	-	-	-	4,938	6,465	-	-	11,403	26,482
Sainsbury, Staines	-	17,340	-	162,777	180,117	50,375	51,636	16,183	118,194	13,716	17,959	25,808	-	57,483	355,794
Tesco, Ashford	63,574	-	232,332	-	295,906	5,096	5,224	1,637	11,957	25,621	33,547	-	-	59,168	367,032
Tesco, Sunbury	71,138	26,010	23,757	-	120,905	-	-	-	-	4,170	5,459	406,552	50,917	467,098	588,003
Tesco, Brooklands	-	-	-	-	-	17,772	18,217	5,709	41,697	-	-	-	-	-	41,697
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	17,725	16,982	86,108	120,816	120,816
Total	50,328,572	50,618,486	30,233,341	44,588,245	175,768,644	33,895,076	34,743,554	10,888,484	79,527,115	27,803,244	36,422,013	30,502,697	25,898,075	120,626,029	375,921,788
Notes															
1. Exclude SFT at 7.7%, constant in all goods sectors															

TABLE 37 - TOTAL EXPENDITURE MARKET SHARE (%) (2004)															
Zone	Primary				Secondary West				Secondary East						
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	total			
Centre					sub total				sub total				sub total		
Staines	44.8	59.7	51.6	47.5	50.7	31.4	31.4	31.4	31.4	24.2	24.2	24.3	32.5	25.9	38.2
Ashford	8.9	1.4	4.4	0.3	3.9	0.2	0.2	0.2	0.2	1.4	1.4	0.4	0.2	0.8	2.1
Shepperton	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	2.7	0.7	0.3
Stanwell	0.0	0.1	0.0	0.1	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.3	0.2	0.1
Sunbury	0.3	0.2	0.0	0.0	0.1	0.1	0.1	0.1	0.1	1.0	1.0	2.3	0.4	1.3	0.5

TABLE 38 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (ALL GOODS) (2006)															
Zone	Primary				Secondary West				Secondary East				Total		
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17				
Centre					Sub total			Sub total				Sub total			
Staines	34,429,361	42,170,307	22,635,411	30,500,834	129,735,913	16,445,800	16,792,891	5,227,399	38,466,090	10,413,155	13,570,131	13,036,695	12,954,016	49,973,997	218,176,000
Ashford	6,858,081	1,004,947	1,934,959	212,320	10,010,308	107,502	109,771	34,170	251,444	588,161	766,475	197,004	64,785	1,616,426	11,878,177
Shepperton	9,356	67,992	65,221	19,751	162,321	22,169	22,637	7,047	51,852	56,096	73,102	79,497	1,079,215	1,287,910	1,502,083
Stanwell	-	91,829	15,814	36,496	144,138	100,715	102,841	32,013	235,569	29,166	38,009	124,530	136,134	327,840	707,547
Sunbury	247,656	121,872	-	-	369,528	60,163	61,433	19,123	140,719	451,975	589,001	1,245,014	167,451	2,453,440	2,963,687
Chertsey	116,387	-	-	199,761	316,148	465,378	475,199	147,923	1,088,500	-	-	-	-	-	1,404,648
Egham	182,703	132,398	-	5,313,077	5,628,178	1,602,525	1,636,347	509,373	3,748,245	93,294	121,578	-	-	214,872	9,591,295
Feltham	97,006	48,381	-	180,976	326,363	66,370	67,771	21,096	155,238	2,912,613	3,795,636	132,404	-	6,840,653	7,322,254
Hounslow	935,592	175,067	395,157	163,802	1,669,618	84,276	86,055	26,788	197,119	7,110,574	9,266,300	1,632,958	18,940	18,028,773	19,895,509
Richmond	112,274	110,685	65,823	44,010	332,792	14,632	14,940	4,651	34,223	159,572	207,949	329,698	192,203	889,421	1,256,436
Slough	415,965	1,285,814	2,763,825	3,221,311	7,686,915	1,250,107	1,276,491	397,354	2,923,953	306,376	399,261	189,981	350,116	1,245,734	11,856,601
Wilton U T	281,200	49,065	132,056	161,225	623,546	423,939	432,886	134,752	991,576	42,529	55,423	1,405,346	2,492,176	3,995,474	5,610,597
Windsor	504,668	484,703	130,413	2,265,680	3,385,464	1,147,414	1,171,630	364,713	2,683,757	64,956	84,649	234,255	336,839	720,698	6,789,918
Woking	389,952	361,438	138,423	402,548	1,292,362	6,460,118	6,596,460	2,053,388	15,109,967	-	-	112,005	620,730	732,735	17,135,064
Addlestone	48,966	35,754	-	40,253	124,973	1,360,799	1,389,518	432,538	3,182,855	-	-	17,883	176,302	194,185	3,502,014
Bracknell	-	2,148	9,345	-	11,492	24,727	25,249	7,860	57,835	-	-	-	78,775	78,775	148,103
Camberley	292,278	266,471	74,141	171,530	804,419	145,343	148,411	46,198	339,952	-	-	-	-	-	1,144,371
Kingston	6,131,178	3,977,332	1,999,741	1,323,809	13,432,060	2,475,181	2,527,420	786,751	5,789,352	5,117,452	6,668,920	10,136,876	6,897,377	28,820,625	48,042,037
Weybridge	9,356	67,143	7,394	138,040	221,932	866,005	884,282	275,265	2,025,551	-	-	35,404	348,542	383,946	2,631,430
C. London	170,673	1,367,684	340,923	604,370	2,483,650	750,197	766,030	238,455	1,754,683	316,108	411,943	172,243	255,804	1,156,097	5,394,430
Guildford	-	85,197	-	243,019	328,216	644,878	658,488	204,978	1,508,344	22,427	29,226	79,497	78,775	209,924	2,046,484
Currys, Hanworth	153,143	198,242	7,394	57,320	416,099	55,320	56,488	17,584	129,391	641,802	836,379	985,057	100,863	2,564,100	3,109,591
Great Mills, Ashford	529,704	60,794	395,392	-	985,890	23,516	24,012	7,475	55,003	138,946	181,071	162,469	-	482,486	1,523,379
Homebase, Hampton	52,024	-	-	-	52,024	16,797	17,152	5,339	39,288	406,061	529,168	424,308	37,881	1,397,418	1,488,730
Homebase, Hounslow	66,213	48,381	97,172	-	211,765	-	-	-	-	156,696	204,202	27,151	8,179	396,227	607,992
Homebase, Staines	480,738	703,902	518,412	857,930	2,560,982	569,231	581,244	180,933	1,331,408	262,118	341,585	366,351	100,298	1,070,353	4,962,743
Homebase, Walton	42,154	-	18,895	-	61,049	90,705	92,619	28,831	212,156	10,226	13,326	336,377	461,243	821,171	1,094,376
Wickes, Hampton	33,106	-	-	-	33,106	-	-	-	-	92,030	119,932	143,355	-	355,317	388,423
M&S, Brooklands	97,983	85,197	-	-	183,180	36,187	36,950	11,502	84,639	-	-	9,774	15,174	24,948	292,767
Sainsbury, Hampton	15,834	-	-	-	15,834	-	-	-	-	5,229	6,814	-	-	12,043	27,877
Sainsbury, Staines	-	18,172	-	169,126	187,298	52,592	53,702	16,717	123,010	14,525	18,929	27,151	-	60,604	370,912
Tesco, Ashford	66,753	-	246,040	-	312,793	5,321	5,433	1,691	12,445	27,133	35,359	-	-	62,491	387,728
Tesco, Sunbury	74,695	27,258	25,158	-	127,112	-	-	-	-	4,416	5,754	427,693	53,310	491,173	618,285
Tesco, Brooklands	-	-	-	-	-	18,554	18,945	5,897	43,396	-	-	-	-	-	43,396
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	18,683	17,865	90,155	126,703	126,703
Total	52,845,000	53,048,173	32,017,108	46,327,187	184,237,468	35,386,460	36,133,297	11,247,804	82,767,561	29,443,635	38,388,802	32,088,838	27,115,284	127,036,559	394,041,588
Notes															
1. Exclude SFT at 10%, constant in all goods sectors															

TABLE 39 - TOTAL EXPENDITURE MARKET SHARE (%) (2006)															
Zone	Primary				Secondary West				Secondary East						
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	total			
Centre					sub total				sub total				sub total		
Staines	43.9	58.5	50.6	46.6	49.8	30.8	30.8	30.8	30.8	23.7	23.7	23.8	31.9	25.4	37.5
Ashford	8.7	1.4	4.3	0.3	3.8	0.2	0.2	0.2	0.2	1.3	1.3	0.4	0.2	0.8	2.0
Shepperton	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	2.7	0.7	0.3
Stanwell	0.0	0.1	0.0	0.1	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.3	0.2	0.1
Sunbury	0.3	0.2	0.0	0.0	0.1	0.1	0.1	0.1	0.1	1.0	1.0	2.3	0.4	1.2	0.5

TABLE 40 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (ALL GOODS) (2011)																
Zone	Primary					Secondary West				Secondary East				Total		
	TW15	TW18	TW19	TW20	Sub total	KT15	KT16	GU25	Sub total	TW13	TW14	TW16	TW17			
Centre																
Staines	40,557,788	49,465,770	27,071,951	35,350,467	152,445,976	19,290,923	19,462,961	5,954,007	44,707,891	12,454,133	16,121,316	15,422,410	15,156,199	59,154,058	256,307,925	
Ashford	8,078,820	1,178,803	2,314,211	246,078	11,817,913	126,100	127,225	38,920	292,245	703,441	910,573	233,056	75,798	1,922,868	14,033,026	
Shepperton	11,022	79,755	78,005	22,891	191,672	26,004	26,236	8,026	60,266	67,090	86,845	94,045	1,262,682	1,510,662	1,762,601	
Stanwell	-	107,715	18,913	42,299	168,927	118,139	119,193	36,463	273,794	34,883	45,154	147,319	159,277	386,634	829,355	
Sunbury	291,739	142,956	-	-	434,695	70,571	71,201	21,781	163,553	540,562	699,733	1,472,851	195,917	2,909,063	3,507,311	
Chertsey	137,104	-	-	231,523	368,626	545,888	550,756	168,484	1,265,128	-	-	-	-	-	1,633,755	
Egham	215,224	155,302	-	6,157,857	6,528,383	1,879,762	1,896,526	580,175	4,356,464	111,580	144,435	-	-	256,015	11,140,862	
Feltham	114,273	56,750	-	209,751	380,775	77,853	78,547	24,029	180,428	3,483,486	4,509,215	156,634	-	8,149,335	8,710,538	
Hounslow	1,102,128	205,353	472,608	189,846	1,969,935	98,856	99,738	30,511	229,105	8,504,246	11,008,365	1,931,789	22,160	21,466,561	23,665,601	
Richmond	132,259	129,834	78,724	51,007	391,824	17,163	17,316	5,297	39,776	190,848	247,044	390,032	224,877	1,052,801	1,484,401	
Slough	490,006	1,508,260	3,305,535	3,733,499	9,037,301	1,466,376	1,479,453	452,587	3,398,416	366,426	474,322	224,748	409,636	1,475,131	13,910,847	
Walton U T	331,253	57,553	157,939	186,860	783,606	497,280	501,715	153,482	1,152,477	50,865	65,842	1,662,525	2,915,846	4,695,078	6,581,160	
Windsor	594,499	568,556	155,974	2,625,923	3,944,953	1,345,917	1,357,919	415,408	3,119,244	77,687	100,563	277,123	394,101	849,474	7,913,670	
Woking	459,364	423,967	165,554	466,554	1,515,439	7,577,719	7,645,298	2,338,809	17,561,826	-	-	132,502	726,254	858,756	19,936,021	
Addlestone	57,682	41,940	-	46,653	146,274	1,596,217	1,610,452	492,661	3,699,330	-	-	21,156	206,274	227,429	4,073,034	
Bracknell	-	2,519	11,176	-	13,695	29,005	29,263	8,952	67,220	-	-	-	92,167	92,167	173,082	
Camberley	344,303	312,570	88,672	198,803	944,349	170,487	172,008	52,620	395,115	-	-	-	-	-	1,339,464	
Kingston	7,222,528	4,665,411	2,391,690	1,534,295	15,813,923	2,903,387	2,929,280	896,110	6,728,777	6,120,472	7,922,677	11,991,925	8,069,931	34,105,005	56,647,704	
Weybridge	11,022	78,759	8,843	159,988	258,611	1,015,823	1,024,883	313,527	2,354,233	-	-	41,883	407,794	449,677	3,062,521	
C. London	201,053	1,604,293	407,744	700,465	2,913,555	879,982	887,829	271,600	2,039,411	378,065	489,388	203,763	299,290	1,370,507	6,323,473	
Guildford	-	99,936	-	281,659	381,595	756,442	763,188	233,470	1,753,100	26,822	34,720	94,045	92,167	247,754	2,382,449	
Currys, Hanworth	180,403	232,538	8,843	66,434	488,217	64,890	65,469	20,028	150,388	767,595	993,618	1,165,322	118,010	3,044,545	3,683,150	
Great Mills, Ashford	623,991	71,312	472,889	-	1,168,191	27,584	27,830	8,514	63,929	166,180	215,112	192,200	-	573,492	1,805,612	
Homebase, Hampton	61,285	-	-	-	61,285	19,703	19,879	6,081	45,663	485,649	628,651	501,956	44,321	1,660,577	1,767,526	
Homebase, Hounslow	77,999	56,750	116,218	-	250,967	-	-	-	-	187,408	242,591	32,119	9,569	471,688	722,655	
Homebase, Staines	566,309	825,677	620,020	994,341	3,006,348	667,707	673,662	206,083	1,547,453	313,494	405,803	433,393	117,349	1,270,039	5,823,839	
Homebase, Walton	49,658	-	22,598	-	72,256	106,397	107,346	32,839	246,582	12,230	15,831	397,934	539,654	965,649	1,284,486	
Wickes, Hampton	38,999	-	-	-	38,999	-	-	-	-	110,068	142,479	169,589	-	422,136	461,135	
M&S, Brooklands	115,424	99,936	-	-	215,360	42,447	42,825	13,101	98,373	-	-	11,563	17,753	29,316	343,049	
Sainsbury, Hampton	18,652	-	-	-	18,652	-	-	-	-	6,254	8,095	-	-	14,349	33,001	
Sainsbury, Staines	-	21,316	-	196,017	217,333	61,690	62,240	19,040	142,970	17,372	22,487	32,119	-	71,978	432,281	
Tesco, Ashford	78,635	-	294,264	-	372,898	6,241	6,297	1,926	14,464	32,451	42,006	-	-	74,457	461,819	
Tesco, Sunbury	87,991	31,974	30,090	-	150,055	-	-	-	-	5,281	6,836	505,961	62,373	580,451	730,505	
Tesco, Brooklands	-	-	-	-	-	21,764	21,958	6,717	50,438	-	-	-	-	50,438	50,438	
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	22,195	21,134	105,482	148,811	148,811	
Total	62,251,410	62,225,507	38,292,461	53,693,210	216,462,588	41,508,317	41,878,491	12,811,249	96,198,057	35,214,588	45,605,897	37,961,095	31,724,882	150,506,462	463,167,107	
Notes																
1. Exclude SFT at 12.5%, constant in all goods sectors																

TABLE 41 - TOTAL EXPENDITURE MARKET SHARE (%) (2011)															
Zone	Primary				Secondary West				Secondary East						
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	total			
Centre					sub total				sub total				sub total		
Staines	42.9	57.3	49.5	45.6	48.7	30.1	30.1	30.1	30.1	23.2	23.2	23.3	31.2	24.9	36.6
Ashford	8.5	1.4	4.2	0.3	3.8	0.2	0.2	0.2	0.2	1.3	1.3	0.4	0.2	0.8	2.0
Shepperton	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.1	2.6	0.6	0.3	
Stanwell	0.0	0.1	0.0	0.1	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.3	0.2	0.1
Sunbury	0.3	0.2	0.0	0.0	0.1	0.1	0.1	0.1	0.1	1.0	1.0	2.2	0.4	1.2	0.5

TABLE 42 - ESTIMATED TURNOVER OF COMPARISON FLOOR SPACE (£) (ALL GOODS) (2016)																
Zone	Primary					Secondary West				Secondary East				Total		
	TW15	TW18	TW19	TW20	Sub total	KT15	KT16	GU25	Sub total	TW13	TW14	TW16	TW17			
Centre																
Staines	47,817,631	58,072,814	32,323,910	41,147,943	179,362,299	22,686,126	22,615,960	6,793,522	52,095,608	14,870,235	19,136,002	18,244,711	17,747,909	69,998,857	301,456,764	
Ashford	9,524,929	1,383,915	2,763,169	286,435	13,958,447	148,294	147,835	44,408	340,537	839,908	1,080,850	275,705	88,760	2,285,223	16,584,207	
Shepperton	12,994	93,632	93,138	26,645	226,410	30,581	30,486	9,158	70,225	80,106	103,086	111,255	1,478,601	1,773,047	2,069,682	
Stanwell	-	126,457	22,583	49,236	198,276	138,931	138,502	41,604	319,037	41,650	53,598	174,279	186,514	456,041	973,354	
Sunbury	343,960	167,830	-	-	511,790	82,992	82,735	24,853	190,580	645,431	830,583	1,742,383	229,419	3,447,816	4,150,186	
Chertsey	161,645	-	-	269,492	431,138	641,964	639,979	192,241	1,474,183	-	-	-	-	-	1,905,321	
Egham	253,749	182,325	-	7,167,745	7,603,819	2,210,601	2,203,763	661,980	5,076,344	133,226	171,444	-	-	304,671	12,984,834	
Feltham	134,728	66,625	-	244,151	445,504	91,555	91,271	27,417	210,243	4,159,282	5,352,439	185,298	-	9,697,018	10,352,765	
Hounslow	1,299,409	241,085	564,294	220,981	2,325,768	116,255	115,895	34,813	266,963	10,154,070	13,066,929	2,285,307	25,950	25,532,256	28,124,987	
Richmond	155,933	152,425	93,997	59,372	461,727	20,183	20,121	6,044	46,348	227,872	293,241	461,408	263,331	1,245,853	1,753,928	
Slough	577,717	1,770,697	3,946,809	4,345,793	10,641,017	1,724,458	1,719,125	516,401	3,959,984	437,512	563,020	265,877	479,683	1,746,092	16,347,093	
Walton U T	390,547	67,567	188,580	217,505	864,200	584,801	582,993	175,123	1,342,917	60,733	78,155	1,966,767	3,414,455	5,520,110	7,727,226	
Windsor	700,915	667,485	186,233	3,056,574	4,611,207	1,582,798	1,577,902	473,980	3,634,690	92,759	119,368	327,837	461,493	1,001,456	9,247,343	
Woking	541,590	497,737	197,671	543,068	1,780,067	8,911,398	8,883,836	2,668,582	20,463,815	-	-	156,750	850,444	1,007,193	23,251,076	
Addlestone	68,007	49,237	-	54,304	171,548	1,877,151	1,871,345	562,126	4,310,622	-	-	25,027	241,546	266,574	4,748,744	
Bracknell	-	2,957	13,344	-	16,302	34,109	34,004	10,214	78,328	-	-	-	107,927	107,927	202,557	
Camberley	405,934	366,957	105,874	231,407	1,110,173	200,493	199,873	60,039	460,405	-	-	-	-	-	1,570,578	
Kingston	8,515,360	5,477,192	2,855,678	1,785,919	18,634,149	3,414,383	3,403,823	1,022,461	7,840,668	7,307,844	9,404,217	14,186,447	9,449,889	40,348,397	66,823,214	
Weybridge	12,994	92,462	10,558	186,226	302,241	1,194,608	1,190,914	357,734	2,743,256	-	-	49,548	477,527	527,075	3,572,572	
C. London	237,042	1,883,440	486,847	815,341	3,422,669	1,034,858	1,031,658	309,896	2,376,412	451,410	580,904	241,052	350,469	1,623,834	7,422,915	
Guildford	-	117,325	-	327,851	445,176	889,575	886,824	266,390	2,042,789	32,026	41,213	111,255	107,927	292,421	2,780,386	
Currys, Hanworth	212,695	273,000	10,558	77,329	573,582	76,311	76,075	22,852	175,238	916,509	1,179,424	1,378,576	138,190	3,612,699	4,361,518	
Great Mills, Ashford	735,686	83,720	564,629	-	1,384,034	32,439	32,339	9,714	74,492	198,419	255,338	227,373	-	681,130	2,139,657	
Homebase, Hampton	72,255	-	-	-	72,255	23,171	23,099	6,939	53,209	579,865	746,209	593,814	51,899	1,971,788	2,097,252	
Homebase, Hounslow	91,961	66,625	138,764	-	297,350	-	-	-	-	223,765	287,956	37,997	11,206	560,924	858,273	
Homebase, Staines	667,679	969,345	740,304	1,157,413	3,534,741	785,224	782,795	235,141	1,803,160	374,311	481,689	512,704	137,416	1,506,119	6,844,020	
Homebase, Walton	58,546	-	26,982	-	85,528	125,123	124,736	37,469	287,328	14,602	18,791	470,755	631,935	1,136,084	1,508,941	
Wickes, Hampton	45,980	-	-	-	45,980	-	-	-	-	131,422	169,122	200,623	-	501,167	547,148	
M&S, Brooklands	136,085	117,325	-	-	253,410	49,917	49,763	14,948	114,629	-	-	13,679	20,789	34,468	402,507	
Sainsbury, Hampton	21,991	-	-	-	21,991	-	-	-	-	7,467	9,609	-	-	17,076	39,067	
Sainsbury, Staines	-	25,025	-	228,163	253,188	72,547	72,323	21,725	166,595	20,742	26,692	37,997	-	85,431	505,215	
Tesco, Ashford	92,710	-	351,351	-	444,061	7,339	7,317	2,198	16,854	38,746	49,861	-	-	88,607	549,522	
Tesco, Sunbury	103,741	37,537	35,927	-	177,206	-	-	-	-	6,306	8,114	598,551	73,039	686,010	863,216	
Tesco, Brooklands	-	-	-	-	-	25,594	25,515	7,664	58,773	-	-	-	-	58,773	114,547	
Tesco, Faggs Road	-	-	-	-	-	-	-	-	-	-	26,345	25,002	123,519	174,866	174,866	
Total	73,394,413	73,052,746	45,721,198	62,498,896	254,667,253	48,813,781	48,662,806	14,617,635	112,094,223	42,046,218	54,134,199	44,907,975	37,149,837	178,238,230	544,999,705	
Notes																
1. Exclude SFT at 15%, constant in all goods sectors																

TABLE 43 - TOTAL EXPENDITURE MARKET SHARE (%) (2016)															
Zone	Primary				Secondary West				Secondary East						
	TW15	TW18	TW19	TW20	KT15	KT16	GU25	TW13	TW14	TW16	TW17	total			
Centre					sub total				sub total				sub total		
Staines	40.1	53.5	46.3	42.6	45.5	28.1	28.1	28.1	28.1	21.7	21.7	21.8	29.1	23.2	34.2
Ashford	8.0	1.3	4.0	0.3	3.5	0.2	0.2	0.2	0.2	1.2	1.2	0.3	0.1	0.8	1.9
Shepperton	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	2.4	0.6	0.2
Stanwell	0.0	0.1	0.0	0.1	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.3	0.2	0.1
Sunbury	0.3	0.2	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.9	0.9	2.1	0.4	1.1	0.5

SPELTHORNE: RETAIL CAPACITY UPDATE - APPENDIX 2

(Revised appendix 3 - see March 2004 assessment for original version)
Comparison goods capacity table - Staines town centre only

Capacity for additional floor space up to 2026

Year	Catchment expenditure (£m)	Staines market share (%)	Staines market share (£m)	Change in expenditure (£m)(A)	Allowance for efficiency (£m)(B)	A - B	Commitments (sq.m.net)	Commitments (£m)	Expenditure surplus / deficit (£m)	Capacity (sq.m.net), including commitments	(sq.m.gross)
2004	544.57	38.2	208.03	0	0	0	0	0	0	0	0
2006	582.20	38.2	222.40	14.37	6.29	8.09	6000	29.05	-20.96	-4032	-5760
2011	699.56	34.2	239.25	16.85	17.12	-0.28	1750	9.10	-1.29	1502	2146

Notes

At 2011 we have assumed an impact on Staines market share of 5% (from schemes in Feltham, Hounslow and Walton on Thames), but then an uplift of 1% in Staines from the Elmsleigh Centre Phase III, assuming this is a scheme of 2,500sq.m. gross providing a new 'anchor' store to the South of the Elmsleigh Centre;

2016	881.19	34.2	301.37	62.12	18.42	43.70	0	0.00	42.41	7573	10818
2016	881.19	37.5	330.45	91.20	18.42	72.77	0	0.00	71.49	12765	18236

Notes

The first row assumes any new development in Staines would not increase market share, and the second row assumes a better scheme. Retailer identity would need to be 'significant', with large stores for new retailers to Staines. We have assumed a new scheme in Bracknell opens in 2012;

2021	1115.16	37.5	418.19	87.74	25.44	62.29	0	0.00	62.29	10382	14832
2021	1115.16	37.5	418.19	87.74	25.44	62.29	0	0.00	62.29	10382	14832

Notes

Both rows assume Staines maintains market share, and the anticipated major scheme in Kingston is not realised.

2026	1411.40	37.5	529.28	111.09	32.20	78.89	0	0.00	141.18	21889	31270
2026	1411.40	40.0	564.56	146.38	32.20	114.17	0	0.00	176.47	27360	39085

Notes

In light of the developments likely to have taken place in Bracknell, Kingston and possibly other locations by then, we consider the second row (market share uplift) would require a very significant scheme in terms of retailer identity.

General notes:

- Expenditure information obtained from 2004 assessment, but adjusted as follows: growth rate 4.6%/annum (see Experian Brief 4.0), and SFT increased to 12.4% by 2016;
- Conversion of expenditure to net floor space at the following rates: 2011 = £5,200/sq.m., 2016 = £5,600/sq.m., 2021 = 6,000/sq.m. and 2026 = £6,450/sq.m.
- Capacity projections (sq.m.) are cumulative 2004-2016, and post 2016;

SPELTHORNE: RETAIL CAPACITY UPDATE (ENHANCED SCENARIO) - APPENDIX 3

(Revised appendix 3 - see March 2004 assessment for original version)
Comparison goods capacity table - Staines town centre only

Capacity for additional floor space up to 2026

Year	Catchment expenditure (£m)	Staines market share (%)	Staines market share (£m)	Change in expenditure (£m)(A)	Allowance for efficiency (£m)(B)	A - B	Commitments (sq.m.net)	Commitments (£m)	Expenditure surplus / deficit (£m)	Capacity (sq.m.net), including commitments	(sq.m.gross)
2004	544.57	38.2	208.03	0	0	0	0	0	0	0	0
2006	582.20	38.2	222.40	14.37	6.29	8.09	6000	29.05	-20.96	-4032	-5760
2011	699.56	34.2	239.25	16.85	17.12	-0.28	1750	9.10	-1.29	1502	2146

Notes

At 2011 we have assumed an impact on Staines market share of 5% (from schemes in Feltham, Hounslow and Walton on Thames), but then an uplift of 1% in Staines from the Emsleigh Centre Phase III, assuming this is a scheme of 2,500sq.m. gross providing a new 'anchor' store to the South of the Emsleigh Centre;

2016	881.19	34.2	301.37	62.12	18.42	43.70	0	0.00	42.41	7573	10818
2016	881.19	45.0	396.54	157.29	18.42	138.86	0	0.00	137.58	24567	35096

Notes

The first row assumes any new development in Staines would not increase market share, and the second row assumes a much better scheme. Retailer identity would need to be 'very significant', with large stores for new retailers to Staines including departmental. We have assumed a new scheme in Bracknell opens in 2012;

2021	1115.16	45.0	501.82	105.29	30.53	74.75	0	0.00	74.75	12459	17798
2021	1115.16	40.0	446.06	49.53	30.53	19.00	0	0.00	19.00	3166	4523

Notes

The first row assumes Staines maintains market share, and the second row that any new major scheme in Kingston has a significant impact on Staines market share.

2026	1411.40	40.0	564.56	118.50	34.35	84.15	0	0.00	103.14	15991	22845
2026	1411.40	45.0	635.13	189.07	34.35	154.72	0	0.00	173.71	26932	38475

Notes

In light of the developments likely to have taken place in Bracknell, Kingston and possibly other locations by then, we consider the second row (market share uplift) would require a very significant scheme in terms of retailer identity.

General notes:

1. Expenditure information obtained from 2004 assessment, but adjusted as follows: growth rate 4.6%/annum (see Experian Brief 4.0), and SFT increased to 12.4% by 2016;
2. Conversion of expenditure to net floor space at the following rates: 2011 = £5,200/sq.m., 2016 = £5,600/sq.m., 2021 = 6,000/sq.m. and 2026 = £6,450/sq.m.
3. Capacity projections (sq.m.) are cumulative 2004-2016, and post 2016;

SPELTHORNE: RETAIL CAPACITY UPDATE (ENHANCED SCENARIO) - APPENDIX 4

(Revised appendix 3 - see March 2004 assessment for original version)
Comparison goods capacity table - Staines town centre only

Capacity for additional floor space up to 2026

Year	Catchment expenditure (£m)	Staines market share (%)	Staines market share (£m)	Change in expenditure (£m)(A)	Allowance for efficiency (£m)(B)	A - B	Commitments (sq.m.net)	Commitments (£m)	Expenditure surplus / deficit (£m)	Capacity (sq.m.net), including commitments	(sq.m.gross)
2004	544.57	38.2	208.03	0	0	0	0	0	0	0	0
2006	582.20	38.2	222.40	14.37	6.29	8.09	6000	29.05	-20.96	-4032	-5760
2011	699.56	34.2	239.25	16.85	17.12	-0.28	1750	9.10	-1.29	1502	2146

Notes

At 2011 we have assumed an impact on Staines market share of 5% (from schemes in Feltham, Hounslow and Walton on Thames), but then an uplift of 1% in Staines from the Emsleigh Centre Phase III, assuming this is a scheme of 2,500sq.m. gross providing a new 'anchor' store to the South of the Emsleigh Centre;

2016	881.19	34.2	301.37	62.12	18.42	43.70	0	0.00	42.41	7573	10818
2016	881.19	45.0	396.54	157.29	18.42	138.86	0	0.00	137.58	24567	35096

Notes

The first row assumes any new development in Staines would not increase market share, and the second row assumes a much better scheme. Retailer identity would need to be 'very significant', with large stores for new retailers to Staines including departmental. We have assumed a new scheme in Bracknell opens in 2012;

2021	1115.16	45.0	501.82	105.29	30.53	74.75	0	0.00	74.75	12459	17798
2021	1115.16	45.0	501.82	105.29	30.53	74.75	0	0.00	74.75	12459	17798

Notes

Both rows assume Staines maintains market share, and that the anticipated major scheme in Kingston is not realised.

2026	1411.40	45.0	635.13	133.31	38.64	94.67	0	0.00	169.42	26267	37524
2026	1411.40	50.0	705.70	203.88	38.64	165.24	0	0.00	239.99	37208	53154

Notes

In light of the developments likely to have taken place in Bracknell, Kingston and possibly other locations by then, we consider the second row (market share uplift) would require a very significant scheme in terms of retailer identity.

General notes:

1. Expenditure information obtained from 2004 assessment, but adjusted as follows: growth rate 4.6%/annum (see Experian Brief 4.0), and SFT increased to 12.4% by 2016;
2. Conversion of expenditure to net floor space at the following rates: 2011 = £5,200/sq.m., 2016 = £5,600/sq.m., 2021 = 6,000/sq.m. and 2026 = £6,450/sq.m.
3. Capacity projections (sq.m.) are cumulative 2004-2016, and post 2016;

Spelthorne Retail Study Update 2007 - Appendix 5

Town Centre Scheme	Proposed Retail Floor space	Planning Permission	Estimated Opening Time	Major Retailers committed
Feltham - The Centre	Asda Superstore of 4,180 sqm net floorspace with further 8,636 sqm net comparison floorspace for 54 new retail units, with additional A3, D2, B1 and C3 uses (Total gross commercial floorspace of 23,900 sq m)	Jan-02	Opened Winter 2006	Asda, Argos, Boots, New Look, Next, Peacocks, Superdrug, Sports Direct, Dorothy Perkins
Hounslow - Blenheim Centre	7,000 sq m gross Asda superstore with 300 residential dwellings above.	Mar-04	Opened January 2007	Asda
Walton-Upon-Thames - The Heart	Additional 20,500 sq m gross comparison retail floorspace comprising 54 retail units (8 A3 units) alongside existing Sainsbury's foodstore. Total scheme comprise 65,000 sq m gross commercial floorspace including offices (B1), public library, A3, D2 uses and 379 flats.	2003	Phase One opened December 2006 (43 units). Further 6 stores and 5 restaurants opening Spring 2007.	Desire by Debenhams (1,580 sq m), Next (1,520 sq m), Body Shop, Waterstones, River Island, Baby Gap, Virgin, New Look, Clarks, LK Bennett, Monsoon, Hobbs, Shoon, Coast
Bracknell - The Bracknell Centre	Scheme comprising 67,550 sq m gross retail floorspace. This comprises a net additional comparison floorspace of 39,139 sq m with an additional 990 sq m of convenience and 8,819 sq m for A2/A3 uses. The total scheme comprises 286,920 sq m gross floorspace comprising offices, hotel, community uses and leisure.	Granted outline planning permission November 2006	Scheduled to open Winter 2012	Two Major anchor units planned, but no info on potential occupiers
Kingston-Upon-Thames	50,000 sq m gross additional floorspace centred on Eden Quarter	No application - Proposal in emerging Kingston Town Centre Area Action Plan	2016	No commitments at this stage