
APPENDIX 5

CAPACITY PROJECTIONS: CONVENIENCE GOODS

Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

TABLE 1
SURVEY AREA POPULATION FORECASTS

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

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

TABLE 1A
POPULATION GROWTH RATES

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

Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

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

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

Source: Experian Business Strategies March 2008

Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

TABLE 3

SURVEY AREA RETAIL EXPENDITURE FORECASTS (2006 prices)

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

SOURCE: Table 1, Experian Business Strategies March 2008

CAMBRIDGE CITY COUNCIL: CAMBRIDGE CITY CENTRE

TABLE 4
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	SAINSBURY'S, SIDNEY STREET				MARKS AND SPENCER, SIDNEY ST				MARKS AND SPENCER, GRAFTON				CAMBRIDGE LOCAL STORES				TOTAL			
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)
1	6	6	6	6	2	2	2	2	0	0	0	0	2	2	2	2	10	10	10	10
2	4	4	4	4	2	2	2	2	2	2	2	2	5	5	5	5	13	13	13	13
3	1	1	1	1	1	1	1	1	0	0	0	0	2	2	2	2	4	4	4	4
4	0	0	0	0	1	1	1	1	0	0	0	0	2	2	2	2	3	3	3	3
5	2	3	3	3	0	0	0	0	0	0	0	0	2	2	2	2	2	2	2	2
6	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
15	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Household Survey, March 2008

TABLE 5
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2008 PRICES

Catchment Zone	SAINSBURY'S, SIDNEY STREET				MARKS AND SPENCER, SIDNEY ST				MARKS AND SPENCER, GRAFTON				CAMBRIDGE LOCAL STORES				TOTAL			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	7,302	7,961	8,775	9,350	1,981	2,159	2,380	2,536	955	987	426	454	2,513	2,739	3,020	3,218	12,150	13,246	14,602	15,556
2	4,525	5,062	5,981	6,131	2,148	2,402	2,638	2,910	1,969	2,202	2,602	2,667	4,632	5,405	6,385	6,547	13,474	15,072	17,608	18,255
3	796	789	1,039	1,186	706	789	1,039	1,186	0	0	0	0	1,110	1,240	1,632	1,864	2,522	2,819	3,710	4,232
4	0	0	0	0	674	760	770	775	0	0	0	0	836	943	956	961	1,510	1,702	1,726	1,736
5	1,171	1,189	1,234	1,259	0	0	0	0	0	0	0	0	1,009	1,024	1,062	1,085	2,180	2,213	2,298	2,344
6	545	555	550	727	0	0	0	0	97	99	98	126	0	0	0	0	642	653	648	921
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	160	169	183	199	160	169	183	199
14	0	0	0	0	0	0	0	0	0	0	0	0	313	326	349	375	313	326	349	375
15	0	0	0	0	0	0	0	0	0	0	0	0	400	418	446	484	400	418	446	484
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	826	837	853	849	0	0	0	0	0	0	0	0	300	304	303	309	1,126	1,141	1,136	1,151
19	0	0	0	0	0	0	0	0	0	0	0	0	185	188	201	222	185	188	201	222
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	15,076	16,392	18,411	19,633	5,508	6,111	7,028	7,407	2,420	2,688	3,126	3,256	11,658	12,756	14,540	15,270	34,662	37,947	43,106	45,467

SOURCE: Tables 3 & 4

CAMBRIDGE CITY COUNCIL: OUT-OF-CENTRE

TABLE 8
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

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

SOURCE: Household Survey, March 2008

TABLE 9
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2008 PRICES

Catchment Zone	TESCO, CHEDDARS LANE				ASDA, BEEHIVE CENTRE				SAINSBURY'S, COLDHAM LANE				WAITROSE, TRUMPINGTON				TOTAL			
	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021	2008	2011	2016	2021
1	10,938	11,525	13,145	14,007	2,572	2,804	3,091	3,283	10,584	11,538	12,719	13,552	3,981	4,351	4,796	5,111	28,085	30,618	33,751	35,963
2	6,596	7,379	8,718	8,997	4,040	4,519	5,239	5,473	21,502	24,052	28,418	29,132	14,599	16,330	19,295	19,796	46,737	52,279	61,770	63,322
3	3,027	3,382	4,452	5,085	766	789	1,039	1,186	4,943	5,026	7,272	8,302	302	225	297	338	8,878	9,922	13,059	14,916
4	374	422	428	430	749	844	856	861	898	1,013	1,027	1,030	4,117	4,643	4,708	4,733	6,138	6,922	7,019	7,057
5	813	826	857	875	398	363	377	385	1,985	2,015	2,050	2,134	10,237	10,392	10,782	11,009	13,393	13,595	14,108	14,402
6	1,015	1,023	1,024	1,409	224	228	226	313	1,879	1,907	1,980	2,601	224	228	226	311	3,326	3,366	3,366	4,623
7	292	309	323	332	0	0	0	0	0	0	0	0	0	0	0	0	292	309	323	332
8	498	520	560	606	0	0	0	0	0	0	0	0	0	0	0	0	498	520	560	606
9	427	448	480	518	427	448	480	518	0	0	0	0	0	0	0	0	853	896	960	1,037
10	0	0	0	0	0	0	0	0	0	0	0	0	499	518	550	588	499	518	550	588
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	887	938	1,018	1,109	887	938	1,018	1,109	0	0	0	0	887	938	1,018	1,109	2,692	2,808	3,055	3,318
13	370	389	422	460	1,679	1,766	1,914	2,085	370	389	422	460	370	389	422	460	2,789	2,934	3,180	3,464
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	4,948	5,169	5,543	5,989	4,948	5,169	5,543	5,989
16	0	0	0	0	631	658	711	759	0	0	0	0	0	0	0	0	631	658	711	759
17	475	502	522	552	0	0	0	0	0	0	0	0	1,862	1,767	1,826	1,833	2,137	2,258	2,348	2,485
18	0	0	0	0	1,577	1,598	1,590	1,620	0	0	0	0	0	0	0	0	1,577	1,598	1,590	1,620
19	0	0	0	0	461	470	502	572	0	0	0	0	461	470	502	572	461	470	502	572
20	1,359	1,400	1,474	1,569	0	0	0	0	0	0	0	0	0	0	0	0	1,359	1,400	1,474	1,569
TOTALS	27,073	29,470	33,423	35,887	14,310	15,421	17,142	18,180	42,155	46,438	53,839	57,218	42,198	45,408	49,865	51,930	125,736	136,737	154,369	163,216

SOURCE: Tables 3 & 6

SOUTH CAMBRIDGESHIRE: MAJOR RURAL CENTRE STORES

TABLE 10
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	MORRISONS, CAMBOURNE				BUDGENS, SAWSTON				SPAR, SAWSTON				TESCO EXPRESS, HISTON				CO-OP, GREAT SHELFORD				CO-OP, FULBOURN				TOTAL			
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)
1	1	1	1	1	0	0	0	0	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2
2	0	0	0	0	1	1	1	1	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	2	2	2	2
3	3	3	3	3	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	4	4	4	4
4	18	18	18	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	18	18	18
5	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	3	3	3	3	0	0	0	0	10	10	10	10
6	1	1	1	1	0	0	0	0	0	0	0	0	2	2	2	2	0	0	0	0	6	6	6	6	9	9	9	9
7	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	1	0	1	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	1	2	1	2
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0
17	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0
18	2	1	0	1	1	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	4	2	1	1
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	1	1	1	1

SOURCE: Household Survey, March 2008

TABLE 11
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2008 PRICES

Catchment Zone	MORRISONS, CAMBOURNE				BUDGENS, SAWSTON				SPAR, SAWSTON				TESCO EXPRESS, HISTON				CO-OP, GREAT SHELFORD				CO-OP, FULBOURN				TOTAL			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	887	867	1,066	1,136	0	0	0	0	0	0	0	0	1,881	2,159	2,360	2,536	0	0	0	0	0	0	0	0	2,868	3,126	3,446	3,673
2	0	0	0	0	1,074	1,201	1,419	1,455	0	0	0	0	895	1,001	1,163	1,212	0	0	0	0	0	0	0	0	1,969	2,202	2,602	2,687
3	2,068	2,311	3,042	3,475	0	0	0	0	0	0	0	0	504	564	742	841	0	0	0	0	0	0	0	0	2,572	2,876	3,784	4,325
4	9,021	10,172	10,314	10,370	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9,021	10,172	10,314	10,370
5	130	132	137	140	2,722	2,763	2,867	2,927	0	0	0	0	358	363	377	385	1,160	1,178	1,222	1,248	0	0	0	0	4,270	4,436	4,603	4,700
6	321	327	324	446	0	0	0	0	0	0	0	0	448	456	452	452	0	0	0	0	1,849	1,876	1,860	2,560	2,811	2,859	2,636	3,623
7	795	843	881	907	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	795	843	881	907
8	199	208	224	243	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	199	208	224	243
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	529	552	591	632	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	282	295	315	337	811	847	906	968
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	160	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	160	0	0	0
14	0	0	0	0	0	543	0	468	0	0	0	0	392	407	436	468	0	0	0	0	0	0	0	0	392	951	436	938
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16	1,262	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	273	285	308	333	0	0	0	0	1,335	285	308	333
17	5,343	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,343	0	0	0
18	2,403	1,116	0	849	826	0	0	0	601	609	606	617	0	0	0	0	0	0	0	0	0	0	0	0	3,830	1,724	606	1,466
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,359	1,400	1,474	1,568	0	0	0	0	1,359	1,400	1,474	1,568
TOTALS	23,119	16,629	16,579	18,196	4,622	4,508	4,286	4,850	601	609	606	617	4,877	4,951	5,570	6,071	2,793	2,863	3,004	3,150	2,125	2,171	2,175	2,897	37,837	31,730	32,220	35,782

SOURCE: Tables 3 & 10

SOUTH CAMBRIDGESHIRE: OUT-OF-CENTRE

TABLE 12
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

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

SOURCE: Household Survey, March 2008

TABLE 13
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2008 PRICES

Catchment Zone	TESCO, BAR HILL				TESCO, MILTON				TESCO, YARROW ROAD				TOTAL			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	14,841	16,179	17,835	19,004	33,968	37,031	40,822	43,486	148	161	178	189	48,957	53,371	58,834	62,689
2	1,534	1,716	2,027	2,078	1,841	2,059	2,433	2,494	14,088	15,758	18,619	19,687	17,463	19,533	23,079	23,659
3	9,029	10,281	13,082	15,170	11,190	12,515	15,473	18,814	3,430	3,833	5,046	5,763	23,858	26,438	34,801	39,167
4	22,533	25,410	25,764	25,984	888	1,013	1,027	1,033	0	0	0	0	23,431	26,423	26,791	26,937
5	0	0	0	0	358	363	377	385	6,614	6,714	6,965	7,113	6,972	7,077	7,343	7,497
6	0	0	0	0	254	228	226	211	8,399	8,552	8,477	11,666	8,523	8,780	8,703	11,977
7	795	843	881	907	795	843	881	907	0	0	0	0	1,593	1,686	1,762	1,810
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	1,234	1,289	1,379	1,475	1,234	1,289	1,379	1,475
12	0	0	0	0	192	203	221	240	624	658	716	778	816	861	907	1,017
13	160	169	183	199	370	389	422	460	370	389	422	460	901	948	1,027	1,119
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	1,000	1,044	1,120	1,210	200	209	224	242	0	0	0	0	1,199	1,253	1,344	1,452
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	1,187	1,255	1,304	1,380	0	0	0	0	0	0	0	0	1,187	1,255	1,304	1,380
18	4,055	4,108	4,089	4,167	0	0	0	0	0	0	0	0	4,055	4,108	4,089	4,167
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	55,135	60,814	66,485	70,019	50,046	54,854	63,105	68,381	34,908	37,355	41,803	46,531	140,089	153,023	171,293	184,931

SOURCE: Tables 3 & 12

Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

**TABLE 14
CAMBRIDGE CITY**

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

Source: Cambridge City Council/IGD

**TABLE 15
SOUTH CAMBRIDGESHIRE**

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

Source: South Cambridgeshire District Council/IGD

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

Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

TABLE 16
RETAIL CONVENIENCE COMMITMENTS

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

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

**Cambridge City Council and South Cambridgeshire District Council
Cambridge Sub Region Retail Study 2008**

**TABLE 17
RETAIL PIPELINE - CONVENIENCE GOODS**

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

Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 18
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR CAMBRIDGE CITY COUNCIL

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

Cambridge City Council and South Cambridgeshire District Council
Cambridge Sub Region Retail Study 2008
CAPACITY PROJECTIONS: CONVENIENCE GOODS

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

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

**Cambridge City Council and South Cambridgeshire District Council
Cambridge Sub Region Retail Study 2008**

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 20

FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR CAMBRIDGE SUB REGION

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

**Cambridge City Council and South Cambridgeshire District Council
Cambridge Sub Region Retail Study 2008**

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 21

FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR CAMBRIDGE SUB REGION WITH PIPELINE

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