
APPENDIX 6

CAPACITY PROJECTIONS: COMPARISON 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
COMPARISON GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2006 prices)

GROWTH IN COMPARISON GOODS PER CAPITA RETAIL EXPENDITURE:										
		3.80		%pa 2008-2021						
ZONE	2006	2006 Minus SFT at 7%	2008	2008 Minus SFT at 9%	2011	2011 Minus SFT at 10.8%	2016	2016 Minus SFT at 12.5%	2021	2021 Minus SFT at 12.5%
1	2,922	2,717	3,148	2,865	3,521	3,141	4,243	3,712	5,113	4,474
2	2,697	2,508	2,906	2,644	3,250	2,899	3,916	3,427	4,719	4,129
3	3,455	3,213	3,723	3,388	4,163	3,714	5,017	4,390	6,045	5,290
4	3,716	3,456	4,004	3,643	4,478	3,994	5,396	4,721	6,502	5,689
5	3,453	3,211	3,720	3,386	4,161	3,711	5,014	4,387	6,042	5,286
6	3,432	3,192	3,698	3,365	4,136	3,689	4,983	4,360	6,005	5,254
7	3,216	2,991	3,465	3,153	3,875	3,457	4,670	4,086	5,627	4,924
8	3,009	2,798	3,242	2,950	3,626	3,234	4,369	3,823	5,265	4,607
9	3,166	2,944	3,411	3,104	3,815	3,403	4,597	4,022	5,540	4,847
10	3,295	3,064	3,550	3,231	3,970	3,542	4,784	4,186	5,765	5,045
11	3,388	3,151	3,650	3,322	4,083	3,642	4,919	4,305	5,928	5,187
12	3,197	2,973	3,445	3,135	3,852	3,436	4,642	4,062	5,594	4,895
13	3,071	2,856	3,309	3,011	3,701	3,301	4,459	3,902	5,373	4,702
14	3,218	2,993	3,467	3,155	3,878	3,459	4,673	4,089	5,630	4,927
15	3,268	3,039	3,521	3,204	3,938	3,513	4,745	4,152	5,718	5,003
16	3,233	3,007	3,483	3,170	3,896	3,475	4,694	4,108	5,657	4,950
17	3,194	2,970	3,441	3,132	3,849	3,433	4,638	4,058	5,588	4,890
18	3,320	3,088	3,577	3,255	4,001	3,569	4,821	4,218	5,809	5,083
19	2,944	2,738	3,172	2,887	3,548	3,164	4,275	3,740	5,151	4,507
20	3,199	2,975	3,447	3,137	3,855	3,438	4,645	4,064	5,597	4,898

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	COMPARISON GOODS			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	211,344	249,066	315,601	391,328
2	185,873	224,754	305,251	364,150
3	127,951	154,575	233,873	310,844
4	97,724	119,131	138,845	162,456
5	81,345	89,265	106,464	126,493
6	55,872	61,496	70,073	112,218
7	196,725	225,152	270,396	323,872
8	118,780	134,086	165,761	208,997
9	104,359	117,975	145,923	183,413
10	120,639	135,267	165,236	205,485
11	130,007	146,754	180,458	224,621
12	108,290	123,464	154,391	195,125
13	88,485	100,618	125,340	158,915
14	94,305	106,064	130,596	163,019
15	125,181	141,359	174,258	219,121
16	157,942	178,206	221,112	278,314
17	292,188	333,768	398,865	491,206
18	189,428	207,456	237,373	281,458
19	109,965	121,153	148,649	197,213
20	223,770	249,097	301,444	373,427
TOTAL	2,820,175	3,218,705	3,989,911	4,971,675

SOURCE: Experian Business Strategies March 2008

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

TABLE 4
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	Cambridge City Centre			
	2008 (%)	2011 (%)	2016 (%)	2021 (%)
1	63	63	63	63
2	69	69	69	69
3	63	63	63	63
4	65	65	65	65
5	70	70	70	70
6	55	55	55	55
7	32	32	32	32
8	5	5	5	5
9	14	14	14	14
10	6	6	6	6
11	7	7	7	7
12	25	25	25	25
13	35	35	35	35
14	16	16	16	16
15	46	46	46	46
16	6	6	6	6
17	11	11	11	11
18	14	14	14	14
19	3	3	3	3
20	9	9	9	9

TABLE 5
COMPARISON GOODS SPEND (£)

Catchment Zone	Cambridge City Centre			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	132,419	156,054	197,742	245,189
2	128,538	155,426	211,093	251,823
3	80,676	97,463	147,462	195,994
4	63,483	77,389	90,195	105,533
5	56,562	62,069	74,028	87,955
6	30,986	34,105	38,862	62,235
7	63,410	72,573	87,156	104,393
8	6,318	7,132	8,817	11,117
9	14,392	16,269	20,124	25,294
10	6,913	7,752	9,469	11,776
11	9,558	10,789	13,267	16,514
12	26,759	30,509	38,151	48,217
13	30,764	34,982	43,577	55,250
14	14,991	16,860	20,760	25,914
15	57,113	64,494	79,503	99,972
16	8,857	9,994	12,400	15,608
17	31,864	36,399	43,498	53,568
18	27,440	30,052	34,385	40,771
19	3,669	4,042	4,960	6,580
20	19,651	21,875	26,472	32,794
Sub-Total	814,364	946,227	1,201,922	1,496,497
Inflow	100,652	116,949	148,552	184,960
Total	915,016	1,063,177	1,350,475	1,681,457

Source: Tables 3 & 4

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

TABLE 6
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	Cambridge City Retail Warehousing				South Cambridgeshire			
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)
1	18.1	18.1	18.1	18.1	2.2	2.2	2.2	2.2
2	16.4	16.4	16.4	16.4	0.3	0.3	0.3	0.3
3	14.0	14.0	14.0	14.0	1.1	1.1	1.1	1.1
4	13.0	13.0	13.0	13.0	4.8	4.8	4.8	4.8
5	11.8	11.8	11.8	11.8	0.6	0.6	0.6	0.6
6	18.7	18.7	18.7	18.7	0.2	0.2	0.2	0.2
7	9.2	9.2	9.2	9.2	0.6	0.6	0.6	0.6
8	0.3	0.3	0.3	0.3	0.1	0.1	0.1	0.1
9	1.6	1.6	1.6	1.6	0.0	0.0	0.0	0.0
10	0.5	0.5	0.5	0.5	0.0	0.0	0.0	0.0
11	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0
12	6.0	6.0	6.0	6.0	0.4	0.4	0.4	0.4
13	5.9	5.9	5.9	5.9	0.0	0.0	0.0	0.0
14	0.7	0.7	0.7	0.7	0.4	0.4	0.4	0.4
15	8.2	8.2	8.2	8.2	1.4	1.4	1.4	1.4
16	0.4	0.4	0.4	0.4	0.0	0.0	0.0	0.0
17	1.4	1.4	1.4	1.4	0.4	0.4	0.4	0.4
18	1.4	1.4	1.4	1.4	0.0	0.0	0.0	0.0
19	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0
20	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0

TABLE 7
COMPARISON GOODS SPEND (£)

Catchment Zone	Cambridge City Retail Warehousing				South Cambridgeshire			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	38,206	45,025	57,053	70,742	4,652	5,483	6,947	8,614
2	30,442	36,809	49,993	59,639	553	669	908	1,084
3	17,913	21,640	32,741	43,517	1,359	1,642	2,484	3,302
4	12,685	15,464	18,023	21,088	4,708	5,740	6,690	7,827
5	9,624	10,561	12,596	14,966	493	541	645	766
6	10,463	11,516	13,122	21,015	125	137	156	250
7	18,023	20,627	24,772	29,671	1,169	1,338	1,606	1,924
8	310	350	433	546	84	95	118	148
9	1,700	1,922	2,378	2,988	0	0	0	0
10	619	694	848	1,054	0	0	0	0
11	350	395	485	604	0	0	0	0
12	6,456	7,361	9,205	11,634	391	446	558	705
13	5,178	5,887	7,334	9,299	0	0	0	0
14	663	745	918	1,145	408	458	564	705
15	10,315	11,648	14,359	18,055	1,745	1,971	2,429	3,055
16	631	712	883	1,112	0	0	0	0
17	4,234	4,836	5,779	7,117	1,167	1,333	1,593	1,962
18	2,723	2,982	3,412	4,046	0	0	0	0
19	623	686	842	1,116	0	0	0	0
20	622	692	838	1,038	0	0	0	0
TOTAL	171,778	200,553	256,014	320,393	16,855	19,852	24,700	30,343

Source: Tables 3 & 6

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

TABLE 8
CITY CENTRE COMPARISON GOODS FLOORSPACE

	Net Floorspace Sqm
Cambridge City Centre	92,479

Source: GVA Grimley

TABLE 9
RETAIL WAREHOUSING FLOORSPACE

	Net Floorspace Sqm	Sales Density £ per sqm	Turnover 2006 £000's
Beehive Retail Park			
Rosebys	558	1,700	948
TK Maxx	1,590	2,732	4,345
Toys R Us	1,412	1,531	2,162
Carpetright	741	1,315	974
JJB Sports	995	2,188	2,178
Allied Carpets	796	1,404	1,117
Vacant	792		
Homestore & More	1,483	2,500	3,707
Harveys	544	2,500	1,359
Conway Pine	923	2,000	1,846
Pets at Home	461	2,452	1,131
Maplin Electronics	307	3,864	1,186
Vacant	1,084		
Cambridge Retail Park, CB5 8WR			
Currys	1,862	5,755	10,715
Homebase	4,459	1,596	7,117
ScS	595	1,821	1,083
PC World	1,487	7,285	10,834
Boots	790	8,196	6,472
Argos	792	4,000	3,169
Sports World	743	3,500	2,601
Burton/Dorothy Perkins/Evans	743	4,500	3,344
Halfords	745	2,409	1,794
Furniture Village	768	3,145	2,415
Habitat	1,130	2,011	2,271
MFI	1,486	2,445	3,634
Multiyork	800	2,500	2,000
Stand-alone Units (Cambridge City)			
B&Q, Newmarket Road	3,714	2,318	8,609
Comet, Newmarket Road, CB5 8JL	1,886	7,032	13,260
Focus, Tenison Road, CB1 2RY	1,000	1,277	1,277
Sub Total Cambridge City	34,685	2,928	101,549
Stand-alone Units (South Cambridgeshire)			
Tesco Extra, Bar Hill (comparison floorspace)	4,696	5,000	23,480
Sub Total South Cambridgeshire	4,696	5,000	23,480
TOTAL	39,381	3,175	125,029

Source: GVA Grimley / Trevor Wood Database / Mintel Retail Rankings 2007

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

TABLE 10
RETAIL COMMITMENTS - COMPARISON 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						
Land at Shardelowes Farm, Fulbourn	304	1,500	456	484	534	590
175 St Neots Road, Hardwick	72	1,500	108	115	127	140
Building at North Road Farm, Royston	202	1,500	303	322	355	392
Cambridge City						
62-74 Burleigh Street, Cambridge	3,994	3,000	11982	12,715	14,039	15,500
Unit 5, Coldhams Lane, Beehive Centre	362	2,000	724	768	848	937
TOTAL	4,934		13,573	14,404	15,903	17,558

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

TABLE 11
RETAIL PIPELINE - COMPARISON 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	2,968	3,000	8,904	9,449	10,432	11,518
Northstowe	21,750	4,000	87,000	92,325	101,934	112,544
Cambridge City						
East Cambridge	7,000	3,000	21,000	22,285	24,605	27,166
Station Area	697	3,000	2,091	2,219	2,450	2,705
TOTAL	29,447		118,995	126,278	139,421	153,932

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

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 12

FUTURE SHOP GLOBAL FLOORSPACE CAPACITY CAMBRIDGE CITY WITH COMMITMENTS

GROWTH IN SALES PER SQ M	2	%pa '08-'21		
	COMPARISON GOODS			
	2008	2011	2016	2021
Total Available Expenditure (£000)	2,820,175	3,218,705	3,989,911	4,971,675
Market Share from Survey Area	35.0	35.6	36.5	36.5
Survey Area Residents Spending	986,142	1,146,781	1,457,936	1,816,890
Inflow to Cambridge (11%) from beyond survey area (£000)	100,652	116,949	148,552	184,960
Total Town Centre Comparison Turnover (£000)	1,086,794	1,263,730	1,606,488	2,001,850
Existing Shop Floorspace (sqm net)	127,164	127,164	127,164	127,164
Sales per sqm net (£)	8,546	9,069	10,013	11,056
Sales from Existing Floorspace (£000)	1,086,794	1,153,314	1,273,352	1,405,884
Sales from Committed Floorspace (£000)	0	13,484	14,887	16,437
Residual Spending to Support new shops (£000)	0	96,932	318,249	579,530
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000
Capacity for new floorspace (sqm net)	0	13,847	45,464	82,790

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

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 13

FUTURE SHOP FLOORSPACE SOUTH CAMBRIDGESHIRE WITH COMMITMENTS

GROWTH IN SALES PER SQ M		2	%pa '08-'21		
	COMPARISON GOODS				
	2008	2011	2016	2021	
Total Available Expenditure (£000)	2,820,175	3,218,705	3,989,911	4,971,675	
Market Share from Survey Area	0.6	0.6	0.6	0.6	
Survey Area Residents Spending	16,855	19,852	24,700	30,343	
Inflow from beyond survey area (£000)	0	0	0	0	
Total Comparison Turnover (£000)	16,855	19,852	24,700	30,343	
Existing Shop Floorspace (sqm net)	4,696	4,696	4,696	4,696	
Sales per sqm net (£)	3,589	3,809	4,205	4,643	
Sales from Existing Floorspace (£000)	16,855	17,886	19,748	21,803	
Sales from Committed Floorspace (£000)	0	920	1,016	1,122	
Residual Spending to Support new shops (£000)	0	1,046	3,936	7,418	
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000	
Capacity for new floorspace (sqm net)	0	149	562	1,060	

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

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 14

FUTURE SHOP GLOBAL FLOORSPACE CAPACITY CAMBRIDGE SUB REGION WITH COMMITMENTS

GROWTH IN SALES PER SQ M	2	%pa '08-'21		
	COMPARISON GOODS			
	2008	2011	2016	2021
Total Available Expenditure (£000)	2,820,175	3,218,705	3,989,911	4,971,675
Market Share from Survey Area	36	36	37	37
Survey Area Residents Spending	1,002,997	1,166,633	1,482,636	1,847,232
Inflow to Cambridge (11%) from beyond survey area (£000)	100,652	116,949	148,552	184,960
Total Town Centre Comparison Turnover (£000)	1,103,648	1,283,583	1,631,188	2,032,193
Existing Shop Floorspace (sqm net)	131,860	131,860	131,860	131,860
Sales per sqm net (£)	8,370	8,882	9,807	10,827
Sales from Existing Floorspace (£000)	1,103,648	1,171,201	1,293,100	1,427,687
Sales from Committed Floorspace (£000)	0	14,404	15,903	17,558
Residual Spending to Support new shops (£000)	0	97,978	322,185	586,947
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000
Capacity for new floorspace (sqm net)	0	13,997	46,026	83,850

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

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 15

CHANGE TO COMPETING CENTRES MARKET SHARE

FUTURE SHOP GLOBAL FLOORSPACE CAPACITY CAMBRIDGE SUB REGION WITH COMMITMENTS

GROWTH IN SALES PER SQ M	2		%pa '08-'21	
	COMPARISON GOODS			
	2008	2011	2016	2021
Total Available Expenditure (£000)	2,820,175	3,218,705	3,989,911	4,971,675
Market Share from Survey Area	36	36	35	35
Survey Area Residents Spending	1,002,997	1,142,942	1,401,624	1,747,981
Inflow to Cambridge (11%) from beyond survey area (£000)	100,652	114,021	138,540	172,693
Total Town Centre Comparison Turnover (£000)	1,103,648	1,256,963	1,540,163	1,920,675
Existing Shop Floorspace (sqm net)	131,860	131,860	131,860	131,860
Sales per sqm net (£)	8,370	8,882	9,807	10,827
Sales from Existing Floorspace (£000)	1,103,648	1,171,201	1,293,100	1,427,687
Sales from Committed Floorspace (£000)	0	14,404	15,903	17,558
Residual Spending to Support new shops (£000)	0	71,359	231,160	475,430
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000
Capacity for new floorspace (sqm net)	0	10,194	33,023	67,919

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

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 16

FUTURE SHOP GLOBAL FLOORSPACE CAPACITY CAMBRIDGE SUB REGION WITH PIPELINE

GROWTH IN SALES PER SQ M	2		%pa '08-'21	
	2008	2011	2016	2021
Total Available Expenditure (£000)	2,820,175	3,218,705	3,989,911	4,971,675
Market Share from Survey Area	35.6	36.2	37.2	37.2
Survey Area Residents Spending	1,002,997	1,166,633	1,482,636	1,847,232
Inflow to Cambridge (11%) from beyond survey area (£000)	100,652	116,949	148,552	184,960
Total Town Centre Comparison Turnover (£000)	1,103,648	1,283,583	1,631,188	2,032,193
Existing Shop Floorspace (sqm net)	131,860	131,860	131,860	131,860
Sales per sqm net (£)	8,370	8,882	9,807	10,827
Sales from Existing Floorspace (£000)	1,103,648	1,171,201	1,293,100	1,427,687
Sales from Committed/Pipeline Floorspace (£000)	0	23,852	28,785	171,490
Residual Spending to Support new shops (£000)	0	88,530	309,303	433,015
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000
Capacity for new floorspace (sqm net)	0	12,647	44,186	61,859

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

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 17

CHANGE TO COMPETING CENTRES MARKET SHARE

FUTURE SHOP GLOBAL FLOORSPACE CAPACITY CAMBRIDGE SUB REGION WITH PIPELINE

GROWTH IN SALES PER SQ M	2	%pa '08-'21		
	COMPARISON GOODS			
	2008	2011	2016	2021
Total Available Expenditure (£000)	2,820,175	3,218,705	3,989,911	4,971,675
Market Share from Survey Area	36	36	35	35
Survey Area Residents Spending	1,002,997	1,142,942	1,401,624	1,747,981
Inflow to Cambridge (11%) from beyond survey area (£000)	100,652	114,021	138,540	172,693
Total Town Centre Comparison Turnover (£000)	1,103,648	1,256,963	1,540,163	1,920,675
Existing Shop Floorspace (sqm net)	131,860	131,860	131,860	131,860
Sales per sqm net (£)	8,370	8,882	9,807	10,827
Sales from Existing Floorspace (£000)	1,103,648	1,171,201	1,293,100	1,427,687
Sales from Committed Floorspace (£000)	0	23,852	28,785	171,490
Residual Spending to Support new shops (£000)	0	61,910	218,278	321,497
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000
Capacity for new floorspace (sqm net)	0	8,844	31,183	45,928