
PLAN 1

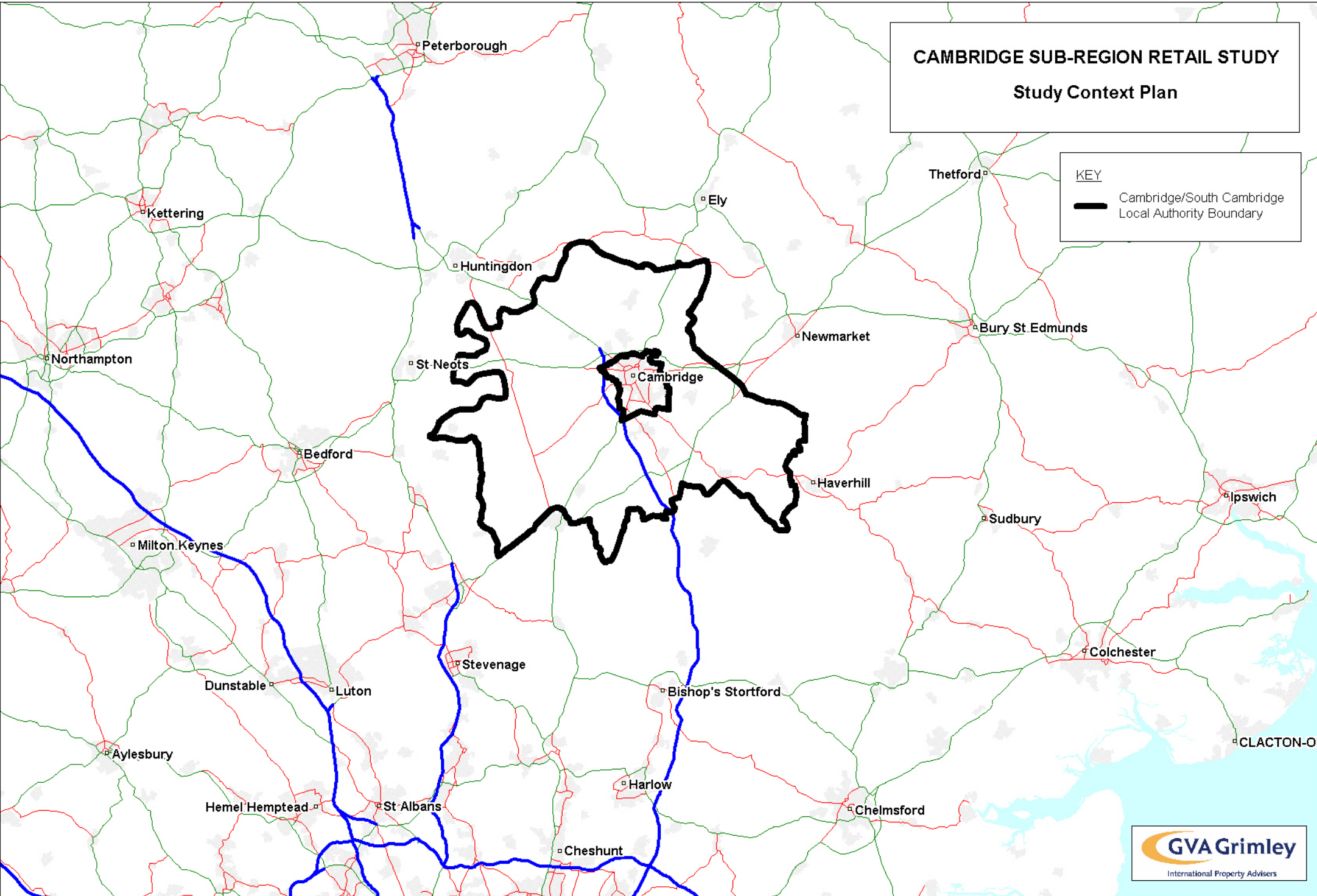
CAMBRIDGE SUB-REGION: STUDY CONTEXT AREA

CAMBRIDGE SUB-REGION RETAIL STUDY

Study Context Plan

KEY

- Cambridge/South Cambridge Local Authority Boundary

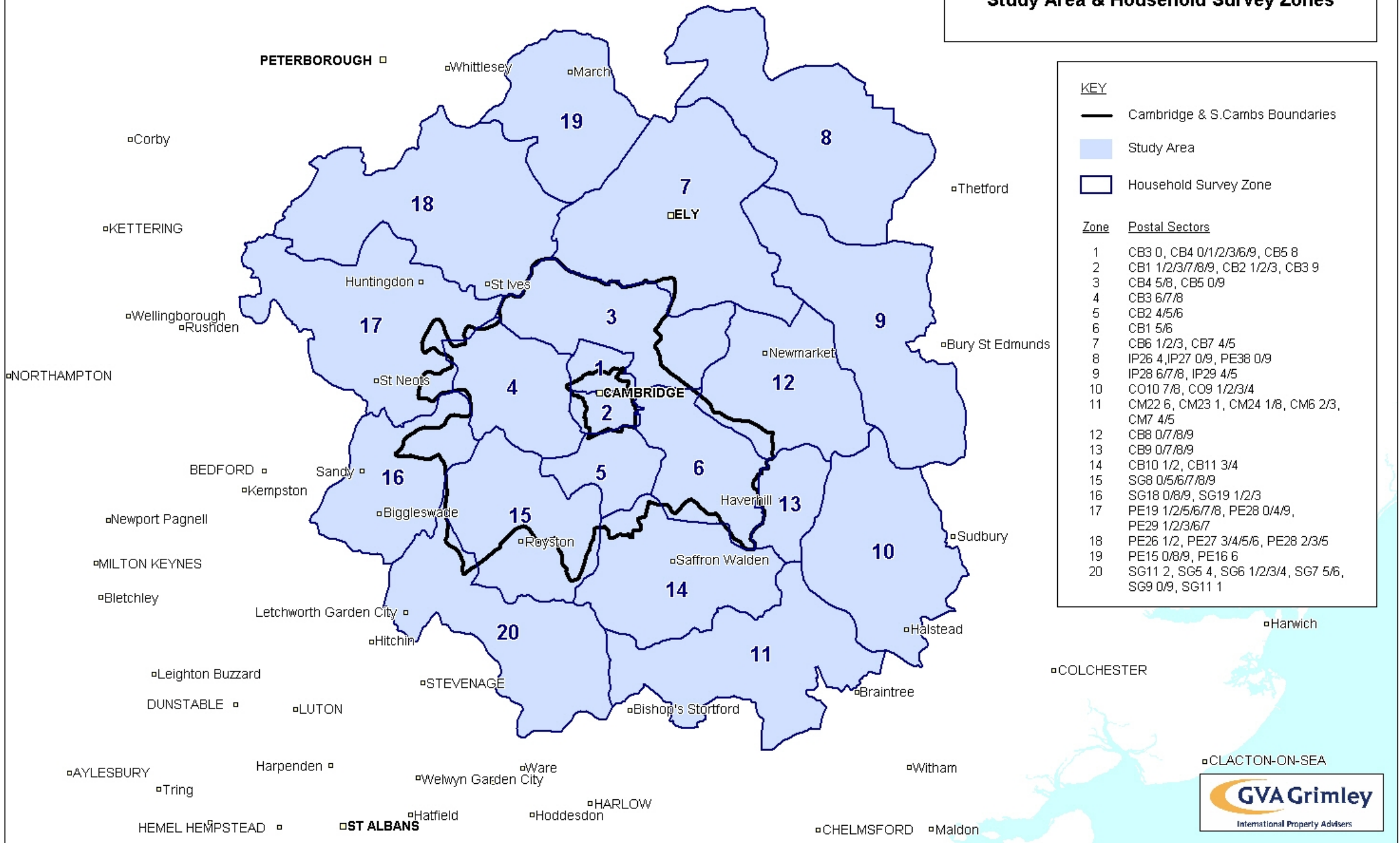


PLAN 2

STUDY AREA AND HOUSEHOLD TELEPHONE SURVEY ZONES

CAMBRIDGE SUB-REGION RETAIL STUDY

Study Area & Household Survey Zones



PLAN 3

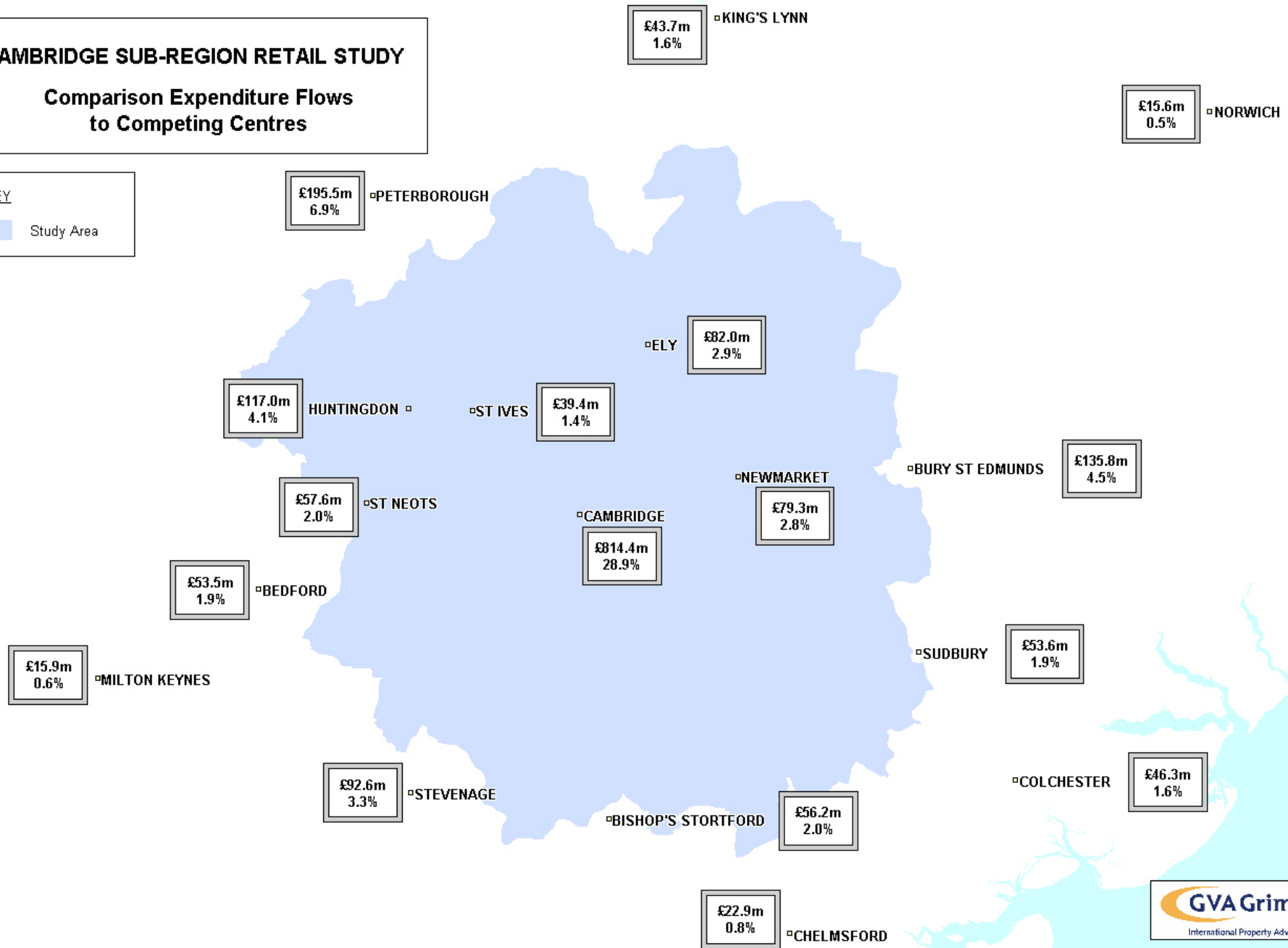
COMPARISON GOODS EXPENDITURE FLOW TO COMPETING CENTRES

CAMBRIDGE SUB-REGION RETAIL STUDY

Comparison Expenditure Flows to Competing Centres

KEY

Study Area

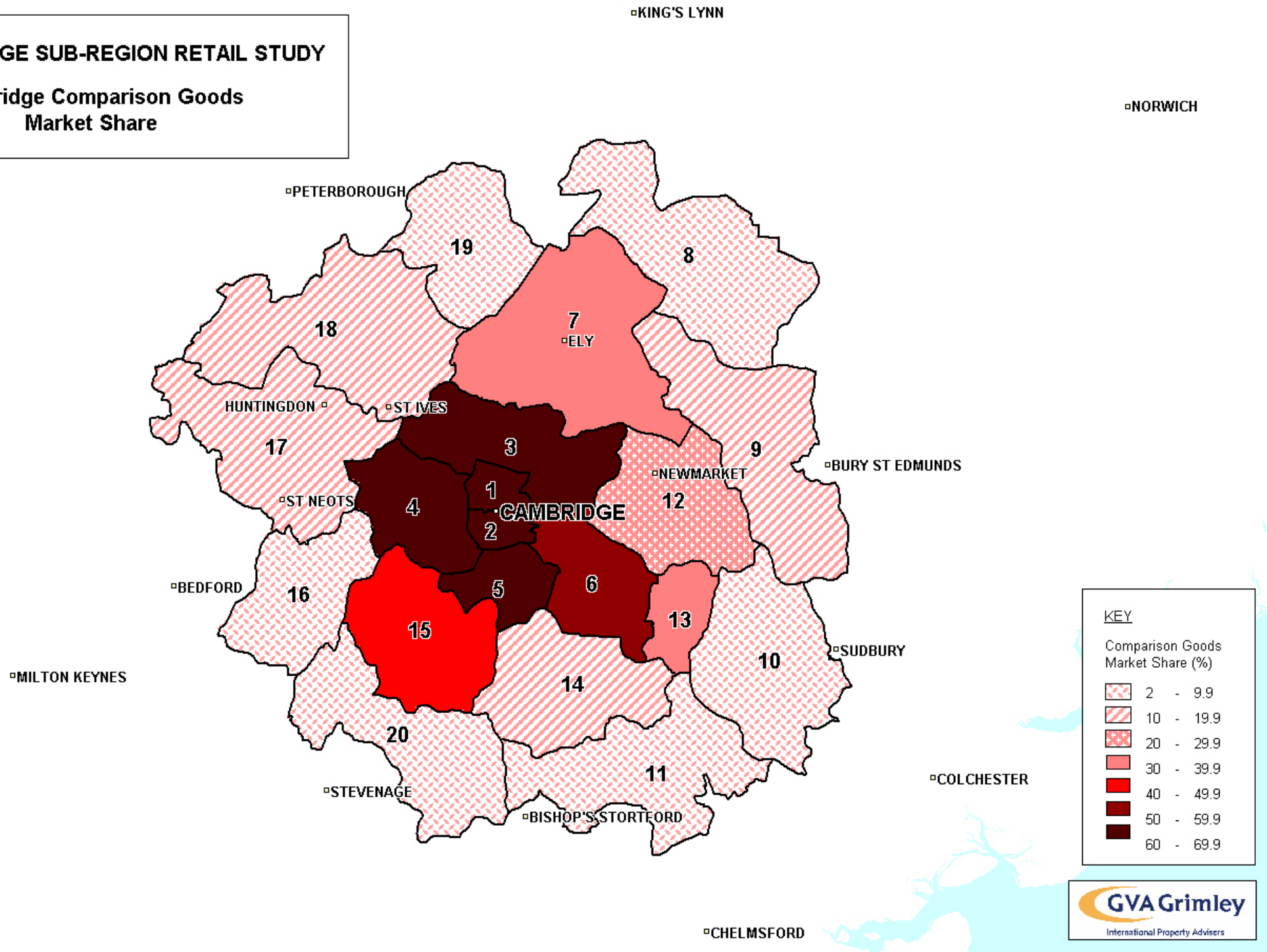


PLAN 4

CAMBRIDGE COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Cambridge Comparison Goods Market Share

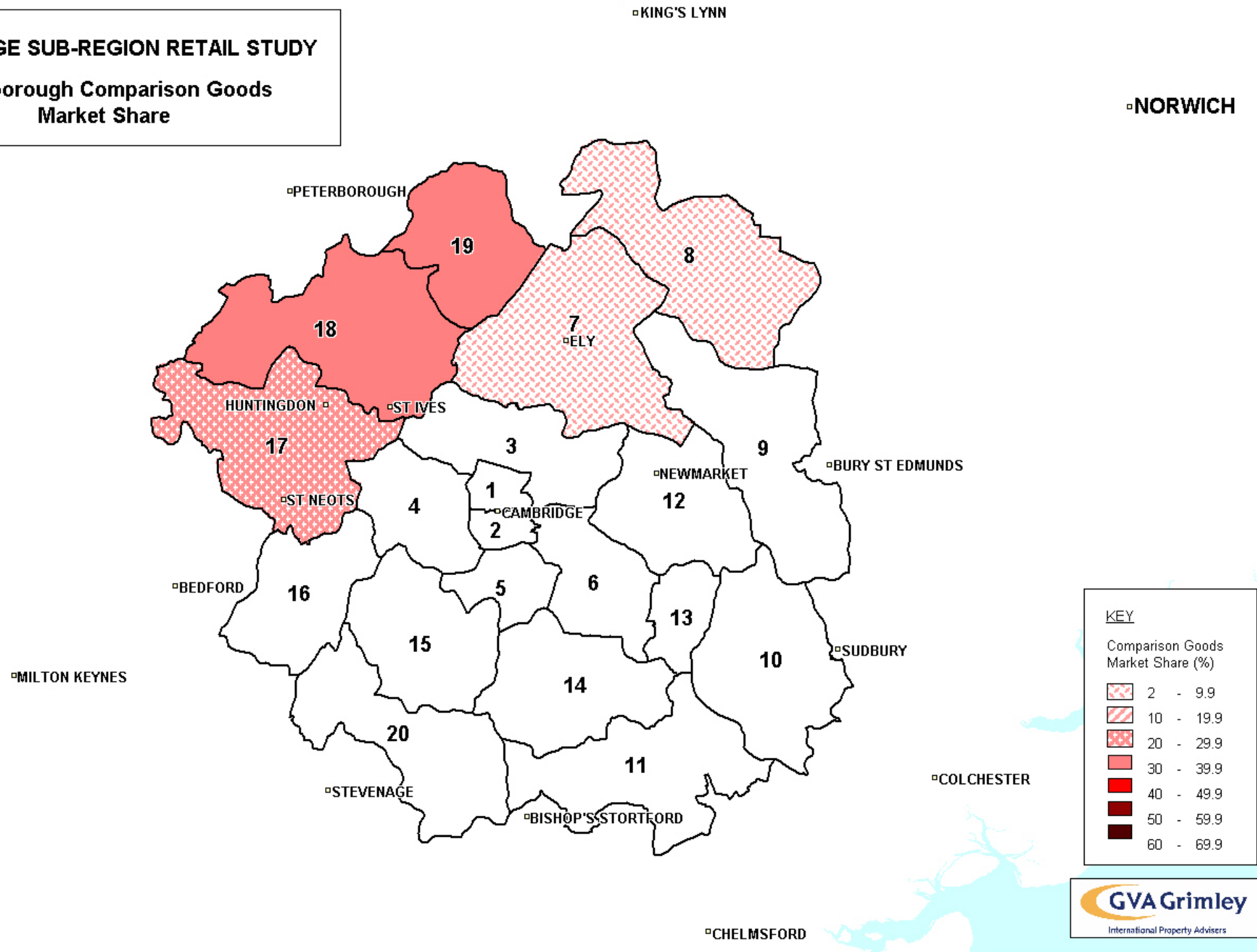


PLAN 5

PETERBOROUGH COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Peterborough Comparison Goods Market Share

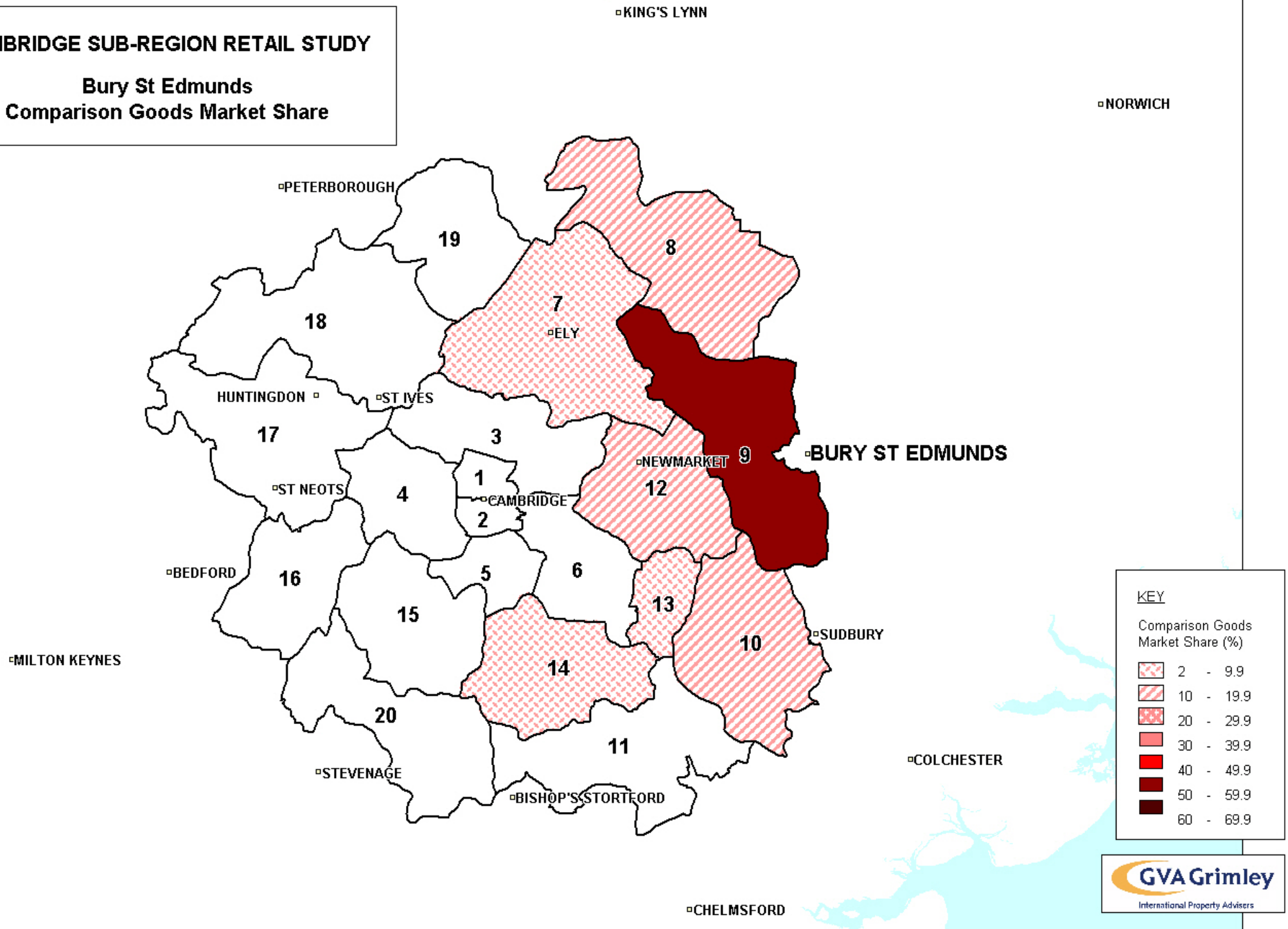


PLAN 6

BURY ST EDMUNDS COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Bury St Edmunds Comparison Goods Market Share

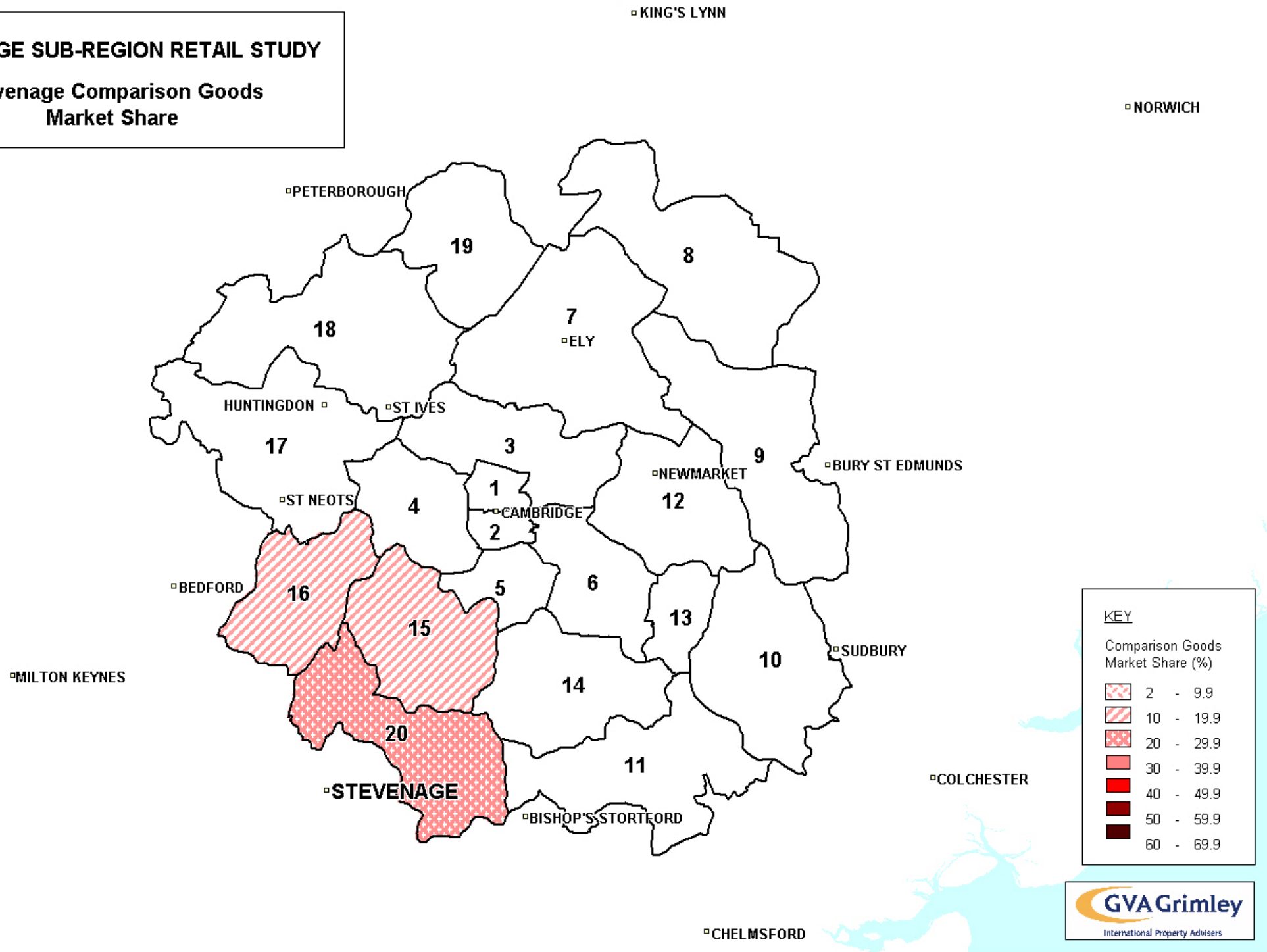


PLAN 7

STEVENAGE COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Stevenage Comparison Goods Market Share



KEY

Comparison Goods Market Share (%)

- 2 - 9.9
- 10 - 19.9
- 20 - 29.9
- 30 - 39.9
- 40 - 49.9
- 50 - 59.9
- 60 - 69.9



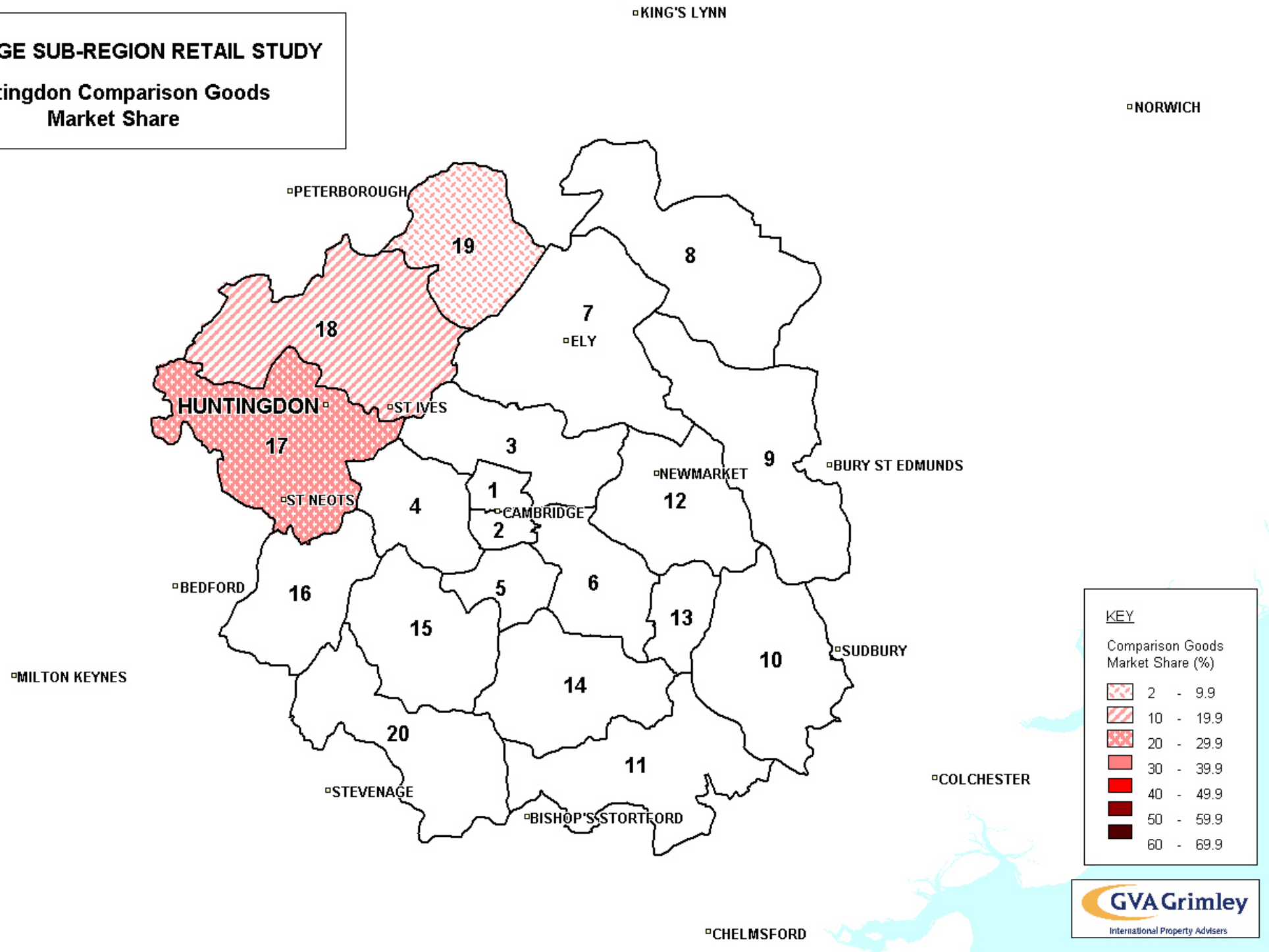
Map reproduced from GBPro 200 GB (2005 edition). © Collins Bartholomew Ltd (2005).

PLAN 8

HUNTINGDON COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Huntingdon Comparison Goods Market Share

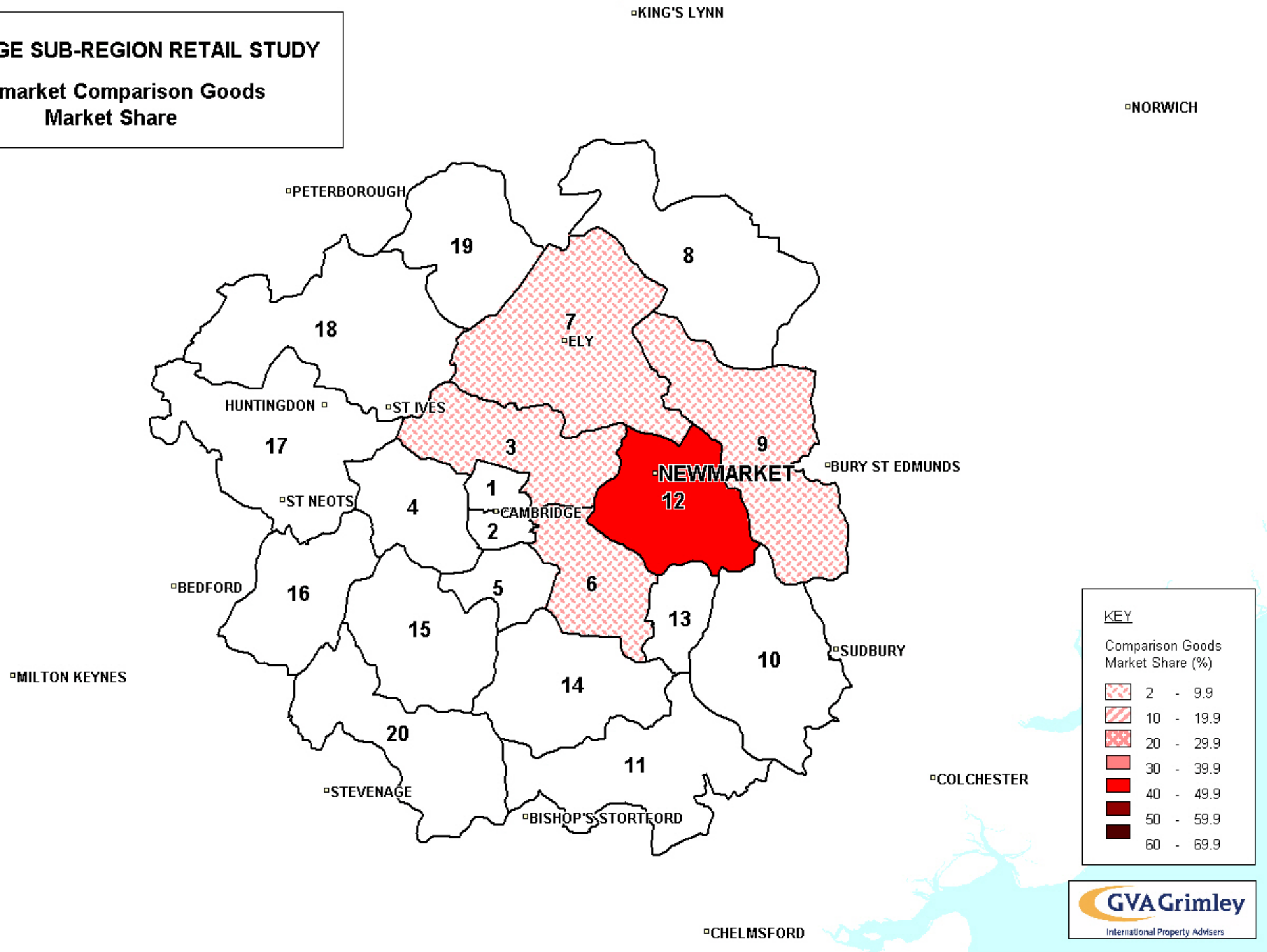


PLAN 9

NEWMARKET COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

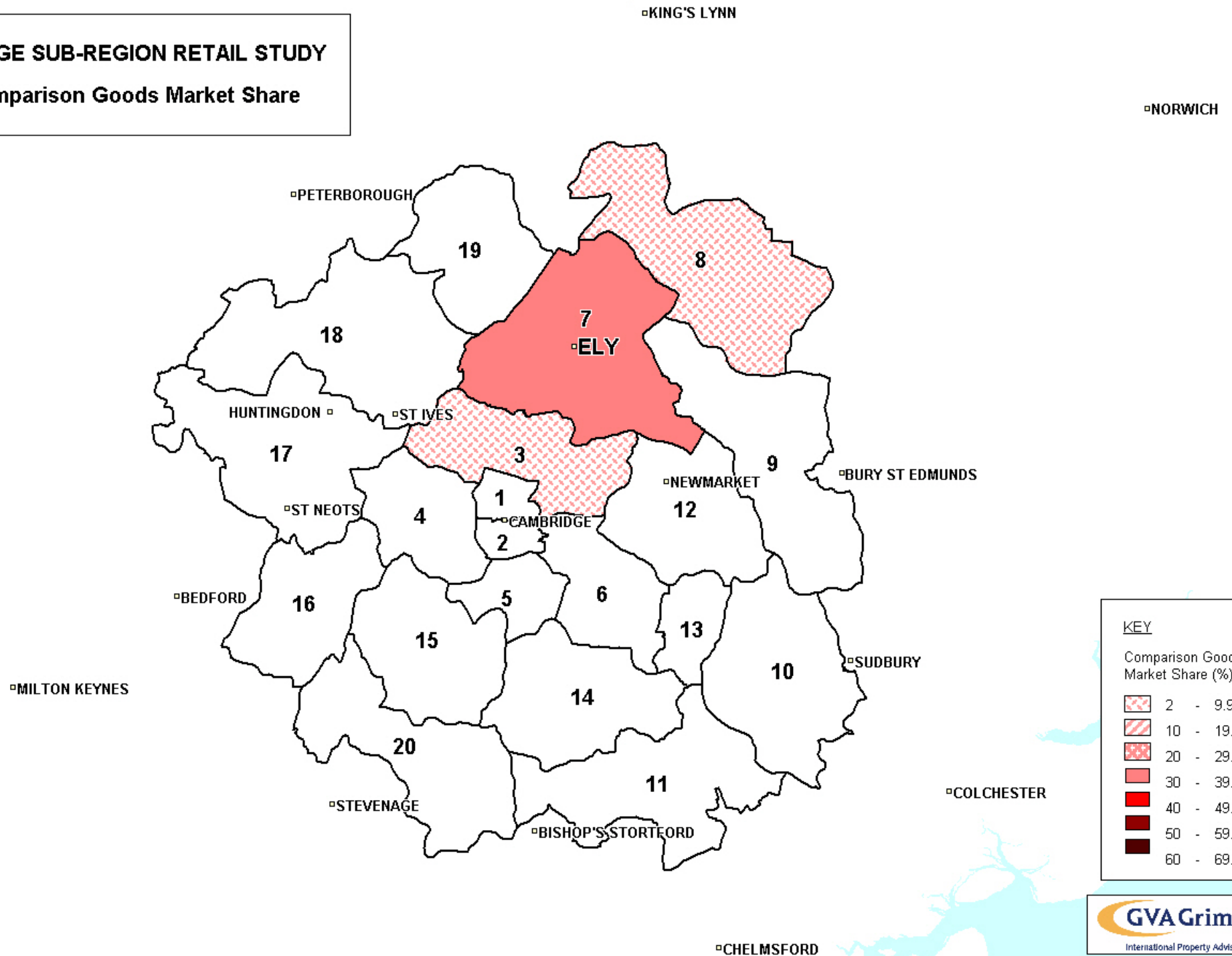
Newmarket Comparison Goods Market Share



PLAN 10

ELY COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY
Ely Comparison Goods Market Share



KEY
 Comparison Goods Market Share (%)

- 2 - 9.9
- 10 - 19.9
- 20 - 29.9
- 30 - 39.9
- 40 - 49.9
- 50 - 59.9
- 60 - 69.9

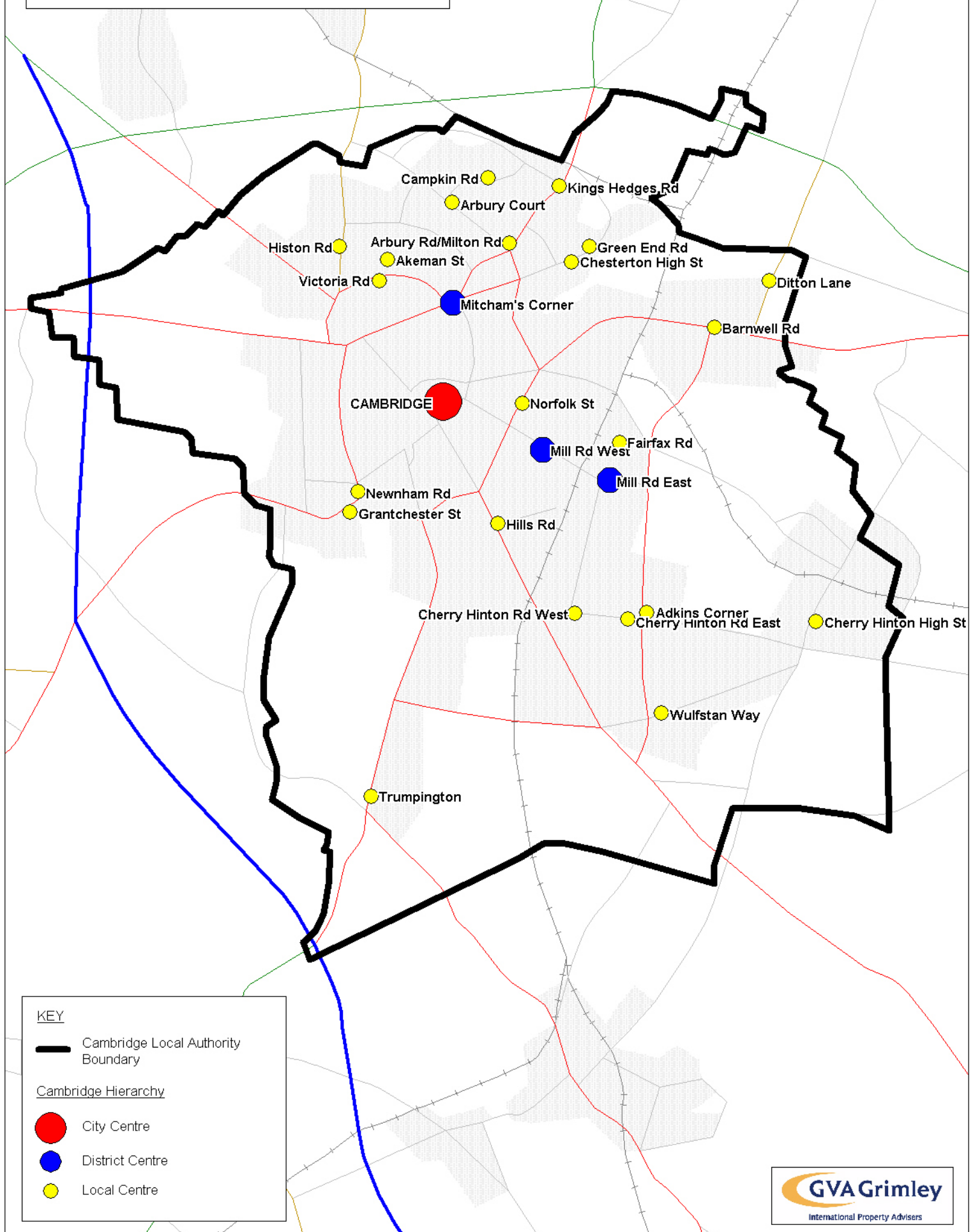


PLAN 11

RETAIL HIERARCHY: CAMBRIDGE CITY

CAMBRIDGE SUB-REGION RETAIL STUDY

Cambridge Retail Hierarchy



KEY

— Cambridge Local Authority Boundary

Cambridge Hierarchy

- City Centre
- District Centre
- Local Centre

PLAN 12

RETAIL HIERARCHY: SOUTH CAMBRIDGESHIRE DISTRICT

CAMBRIDGE SUB-REGION RETAIL STUDY

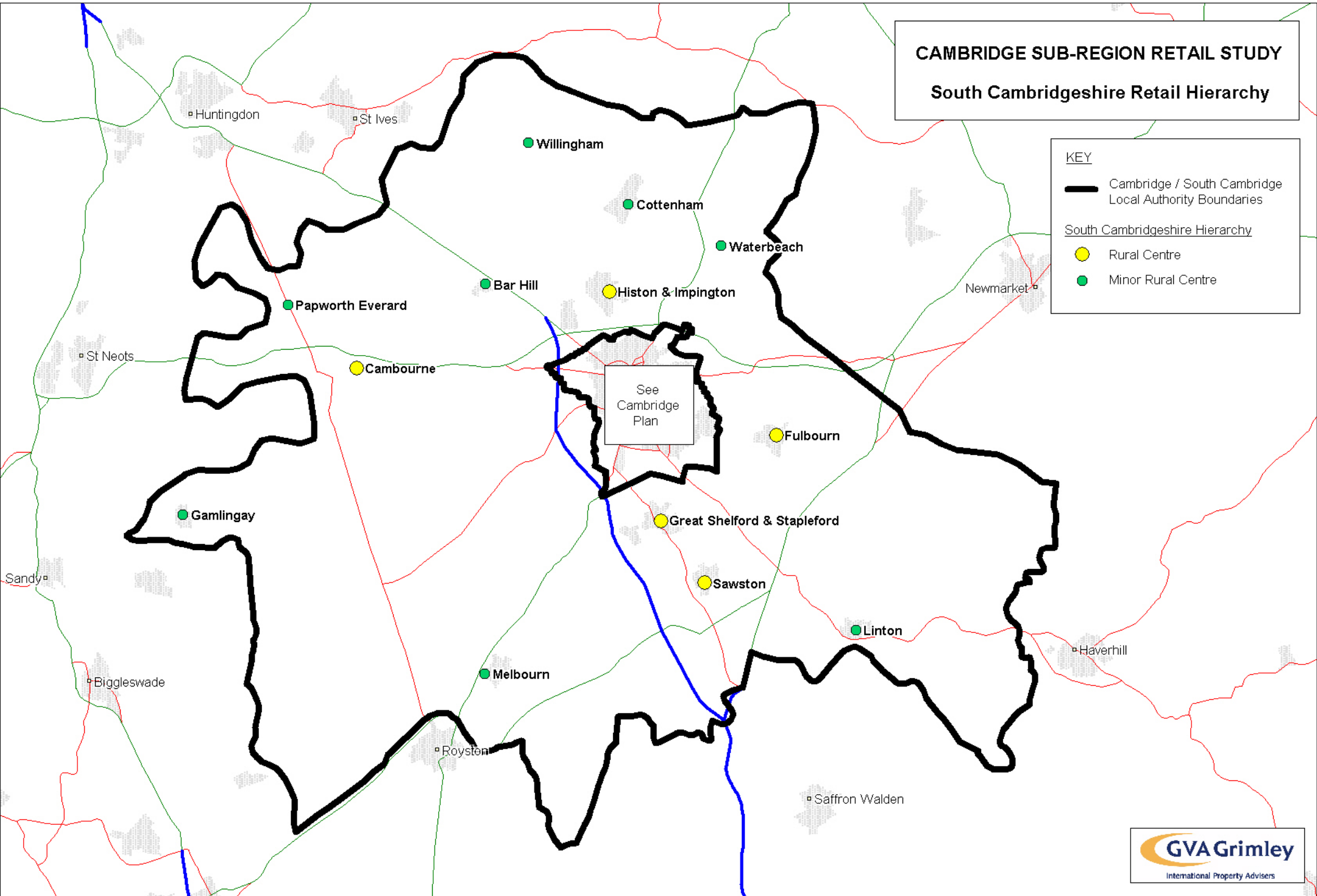
South Cambridgeshire Retail Hierarchy

KEY

-  Cambridge / South Cambridgeshire Local Authority Boundaries

South Cambridgeshire Hierarchy

-  Rural Centre
-  Minor Rural Centre

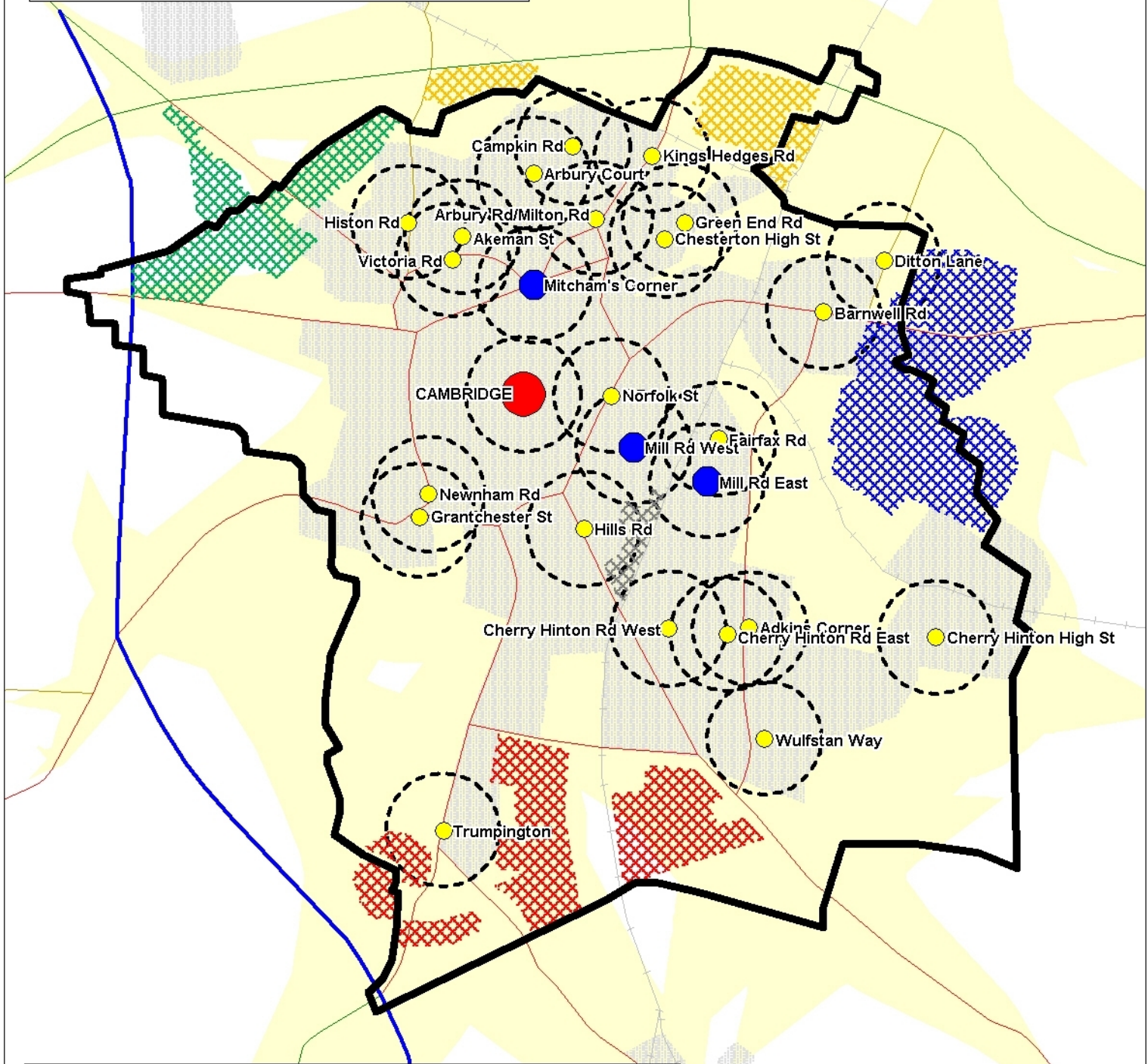


PLAN 13

RETAIL HIERARCHY WITH WALK-IN CATCHMENTS: CAMBRIDGE CITY

CAMBRIDGE SUB-REGION RETAIL STUDY

Cambridge Retail Hierarchy with 500m & 5 Min Drive-Time Catchments



KEY

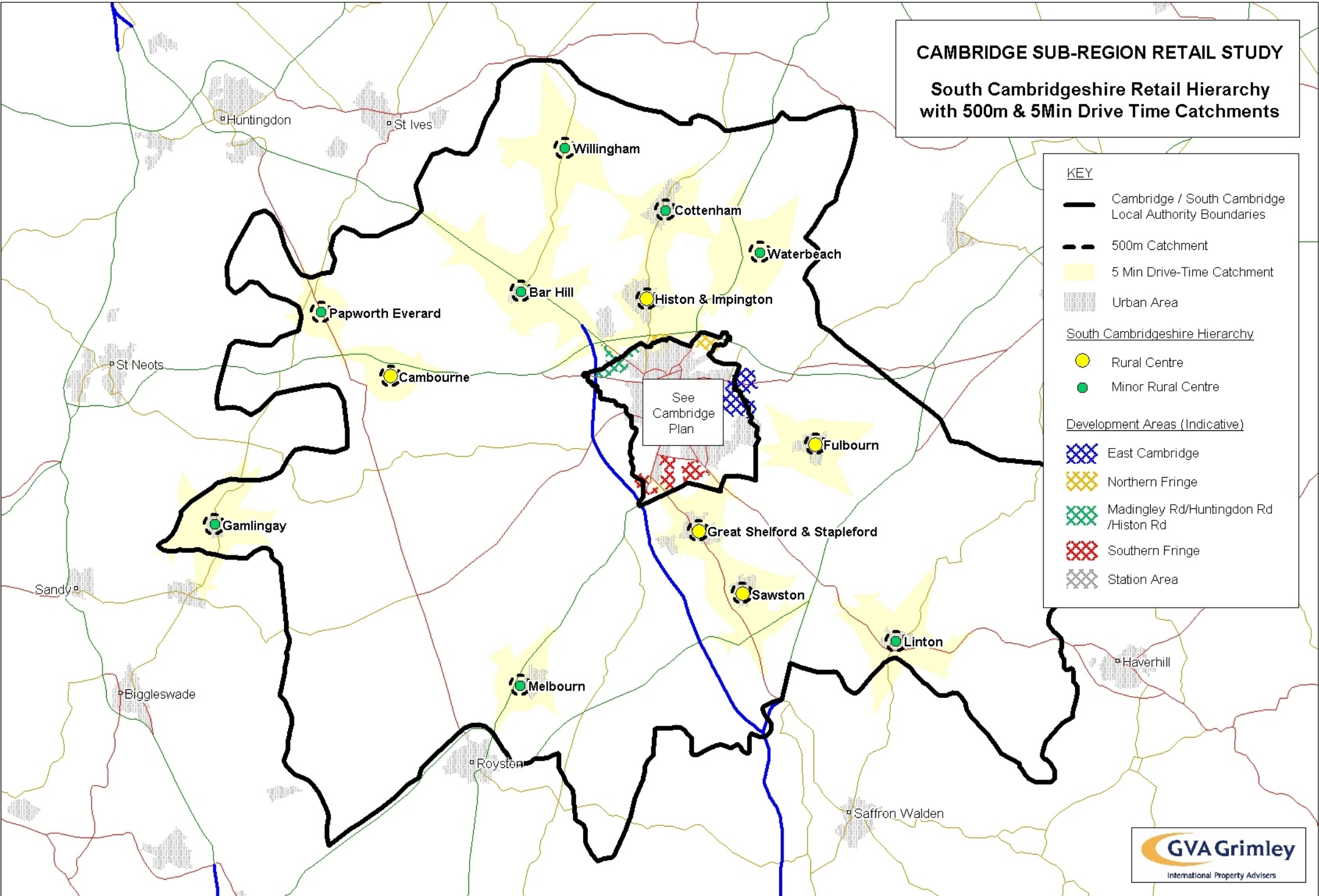
| | |
|------------------------------------|---------------------------------------|
| Cambridge Local Authority Boundary | Urban Area |
| 500m Catchment | <u>Development Areas (Indicative)</u> |
| 5 Min Drive-Time Catchment | East Cambridge |
| <u>Cambridge Hierarchy</u> | Northern Fringe |
| City Centre | Madingley Rd/Huntingdon Rd/Histon Rd |
| District Centre | Southern Fringe |
| Local Centre | Station Area |



PLAN 14

RETAIL HIERARCHY WITH WALK-IN CATCHMENTS: SOUTH CAMBRIDGESHIRE

CAMBRIDGE SUB-REGION RETAIL STUDY
South Cambridgeshire Retail Hierarchy
with 500m & 5Min Drive Time Catchments



KEY

- Cambridge / South Cambridge Local Authority Boundaries
- 500m Catchment
- 5 Min Drive-Time Catchment
- Urban Area

South Cambridgeshire Hierarchy

- Rural Centre
- Minor Rural Centre

Development Areas (Indicative)

- East Cambridge
- Northern Fringe
- Madingley Rd/Huntingdon Rd /Histon Rd
- Southern Fringe
- Station Area




PLAN 15

EXISTING FOODSTORE PROVISION: CAMBRIDGE CITY

CAMBRIDGE SUB-REGION RETAIL STUDY

Existing Foodstores (Cambridge)

KEY





 Cambridge Local Authority Boundary

Foodstores

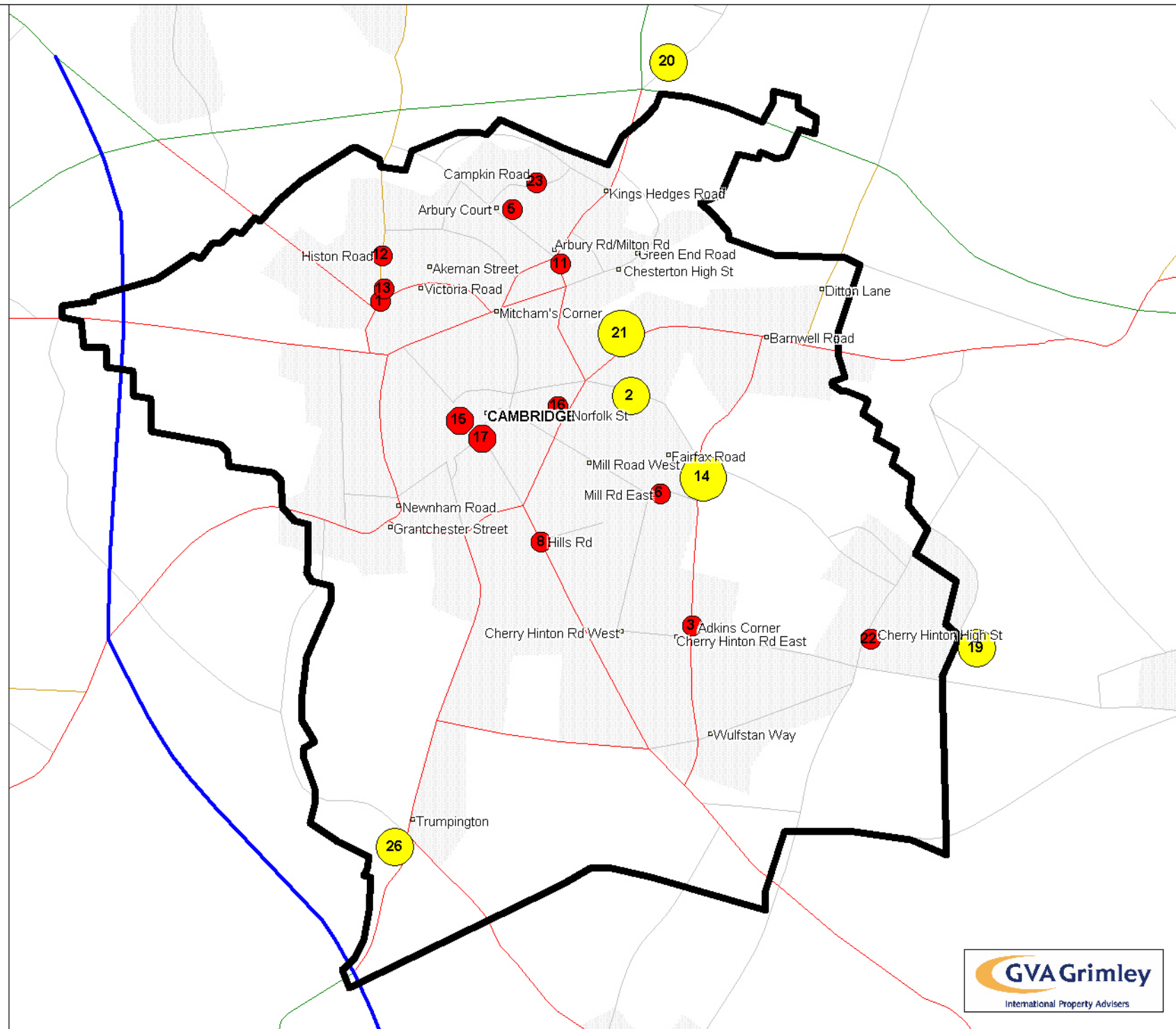
Location:-

 Town Centre  Out-of-Centre

Size (net floorspace):-

 > 4,000 sqm
 2,000 - 4,000 sqm
 1,000 - 2,000 sqm
 <1,000 sqm

- 1 Aldi, Histon Rd
- 2 Asda, Beehive Centre
- 3 Budgens, Adkins Corner
- 4 Budgens, High St, Sawston
- 5 Budgens, Arbury Rd/Arbury Court
- 6 Co-Op, Mill Rd
- 7 Co-Op, High St, Fulbourn
- 8 Co-Op, Hills Rd
- 9 Co-Op, High St, Sawston
- 10 Co-Op, High St, Gt Shelford
- 11 Co-Op, Milton Rd
- 12 Co-Op, Histon Rd
- 13 Iceland, Histon Rd
- 14 Sainsbury, Coldham Lane
- 15 Sainsbury, Sidney St
- 16 M&S, Grafton Centre
- 17 M&S, Sidney St
- 18 Morrisons, Cambourne
- 19 Tesco, Yarrow Rd, Cherry Hinton
- 20 Tesco, Cambridge Rd Ind Est, Milton
- 21 Tesco, Cheddars Lane
- 22 Tesco Express, High St, Cherry Hinton
- 23 Tesco Express, Campkin Rd
- 24 Tesco Express, High St, Histon
- 25 Tesco Extra, Viking Way, Bar Hill
- 26 Waitrose, Hauxton Rd, Trumpington



PLAN 16

EXISTING FOODSTORE PROVISION: SOUTH CAMBRIDGESHIRE

CAMBRIDGE SUB-REGION RETAIL STUDY

Existing Foodstores

KEY





 Cambridge / South Cambridge
Local Authority Boundaries

Foodstores

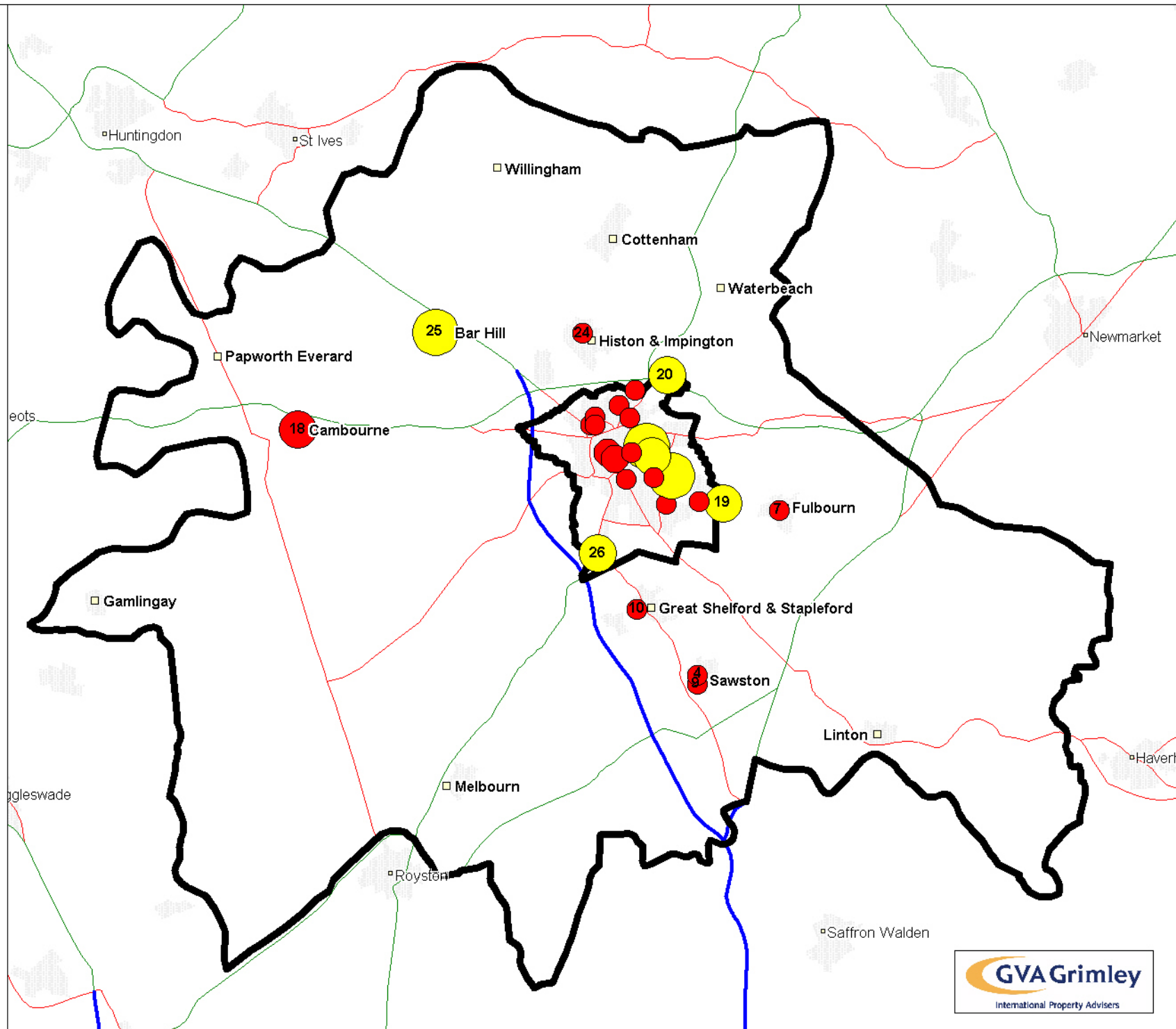
Location:-

 Town Centre  Out-of-Centre

Size (net floorspace):-

 > 4,000 sqm
 2,000 - 4,000 sqm
 1,000 - 2,000 sqm
 <1,000 sqm

- 1 Aldi, Histon Rd
- 2 Asda, Beehive Centre
- 3 Budgens, Adkins Corner
- 4 Budgens, High St, Sawston
- 5 Budgens, Arbury Rd/Arbury Court
- 6 Co-Op, Mill Rd
- 7 Co-Op, High St, Fulbourn
- 8 Co-Op, Hills Rd
- 9 Co-Op, High St, Sawston
- 10 Co-Op, High St, Gt Shelford
- 11 Co-Op, Milton Rd
- 12 Co-Op, Histon Rd
- 13 Iceland, Histon Rd
- 14 Sainsbury, Coldham Lane
- 15 Sainsbury, Sidney St
- 16 M&S, Grafton Centre
- 17 M&S, Sidney St
- 18 Morrisons, Cambourne
- 19 Tesco, Yarrow Rd, Cherry Hinton
- 20 Tesco, Cambridge Rd Ind Est, Milton
- 21 Tesco, Cheddars Lane
- 22 Tesco Express, High St, Cherry Hinton
- 23 Tesco Express, Campkin Rd
- 24 Tesco Express, High St, Histon
- 25 Tesco Extra, Viking Way, Bar Hill
- 26 Waitrose, Hauxton Rd, Trumpington




PLAN 17

FOODSTORE FASCIAS: CAMBRIDGE CITY AND SOUTH CAMBRIDGESHIRE

CAMBRIDGE SUB-REGION RETAIL STUDY

Existing Foodstores by Fascia

KEY





 Cambridge / South Cambridge
Local Authority Boundaries

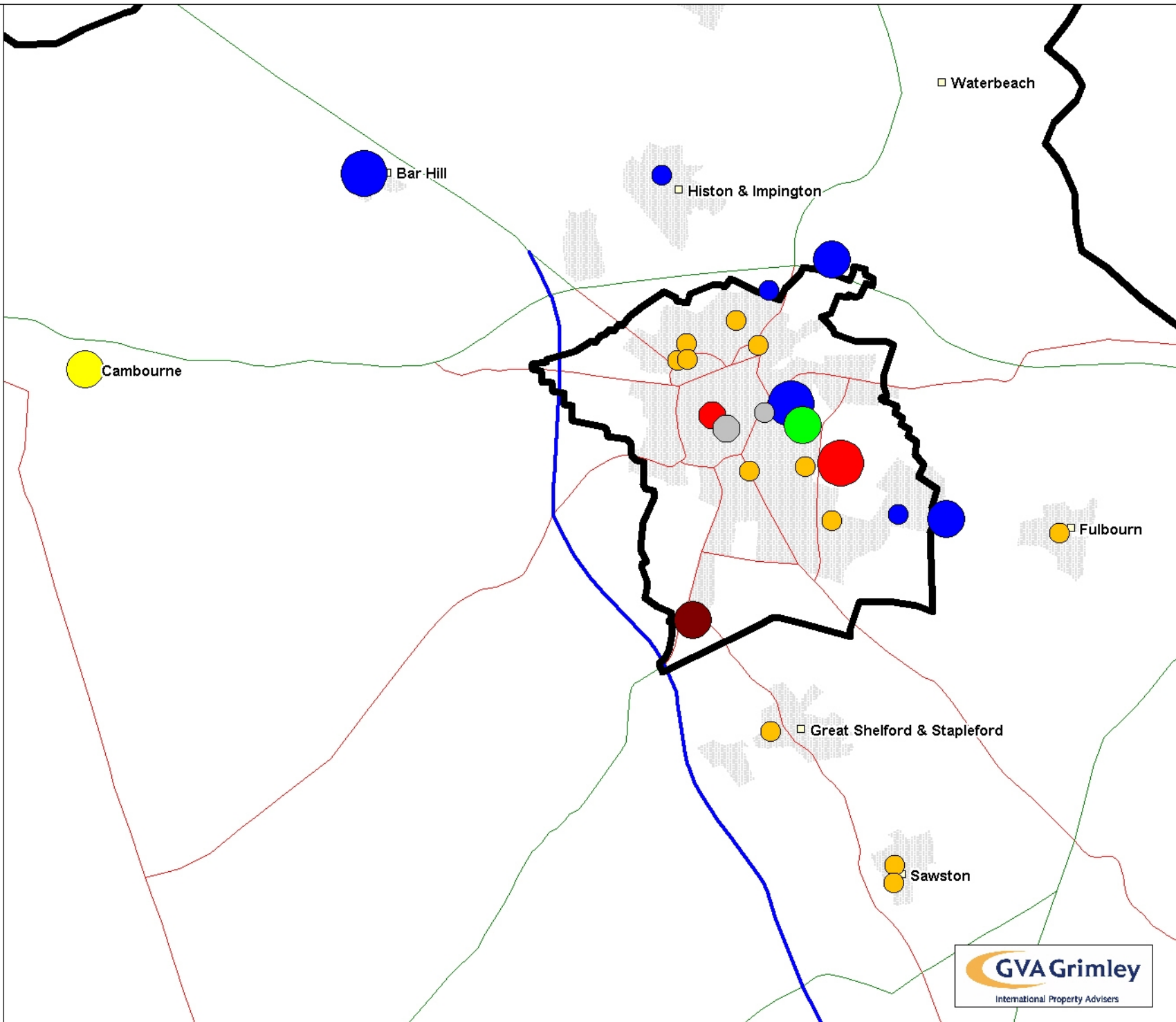
Foodstores

Fascia/Operator

-  Asda
-  Marks & Spencer
-  Morrisons
-  Sainsburys
-  Tesco
-  Waitrose
-  Other

Size (net floorspace):-

-  > 4,000 sqm
-  2,000 - 4,000 sqm
-  1,000 - 2,000 sqm
-  <1,000 sqm



PLAN 18

EXISTING FOODSTORES WITH TEN MINUTE DRIVE-TIME CATCHMENTS FROM LARGE STORES

CAMBRIDGE SUB-REGION RETAIL STUDY

Existing Foodstores with 10 Min Drive-Time Catchments from Large Stores (>2,000sqm)

KEY

 Cambridge / South Cambridge
Local Authority Boundaries

 10 Min Drive-Time Catchment
Area from Foodstore


 Urban Area


Foodstores


Location:-


 Town Centre  Out-of-Centre

Size (net floorspace):-

 > 4,000 sqm

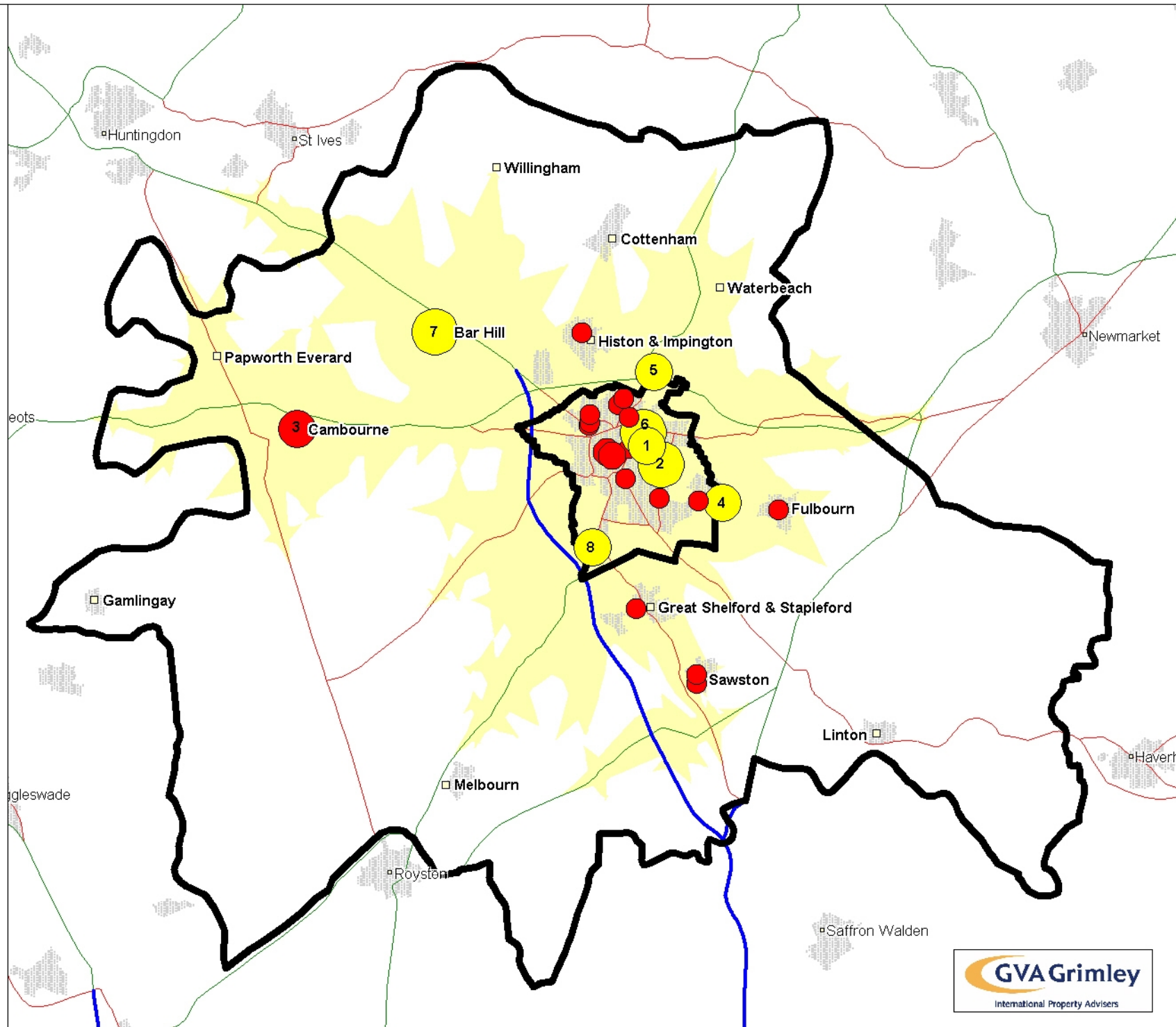
 2,000 - 4,000 sqm

 1,000 - 2,000 sqm

 <1,000 sqm

Large Stores (>2,000 sqm)

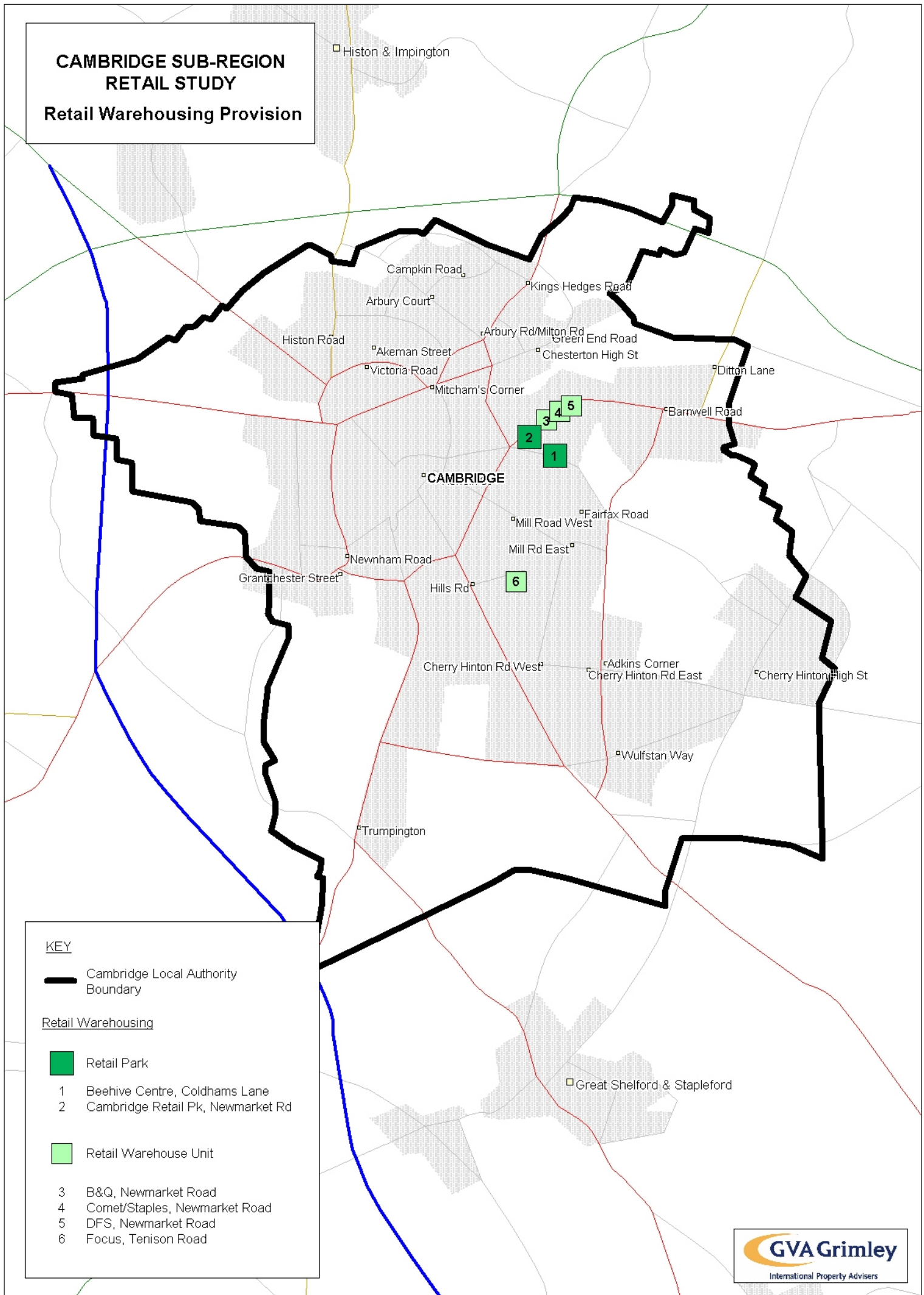
- 1 Asda, Beehive Centre
- 2 Sainsbury, Coldham Lane
- 3 Morrisons, Cambourne
- 4 Tesco, Yarrow Rd, Cherry Hinton
- 5 Tesco, Cambridge Rd Ind Est, Milton
- 6 Tesco, Cheddars Lane
- 7 Tesco Extra, Viking Way, Bar Hill
- 8 Waitrose, Hauxton Rd, Trumpington



PLAN 19

EXISTING RETAIL WAREHOUSE PROVISION

**CAMBRIDGE SUB-REGION
RETAIL STUDY**
Retail Warehousing Provision




KEY

 Cambridge Local Authority Boundary

Retail Warehousing

 Retail Park

- 1 Beehive Centre, Coldhams Lane
- 2 Cambridge Retail Pk, Newmarket Rd

 Retail Warehouse Unit

- 3 B&Q, Newmarket Road
- 4 Comet/Staples, Newmarket Road
- 5 DFS, Newmarket Road
- 6 Focus, Tenison Road



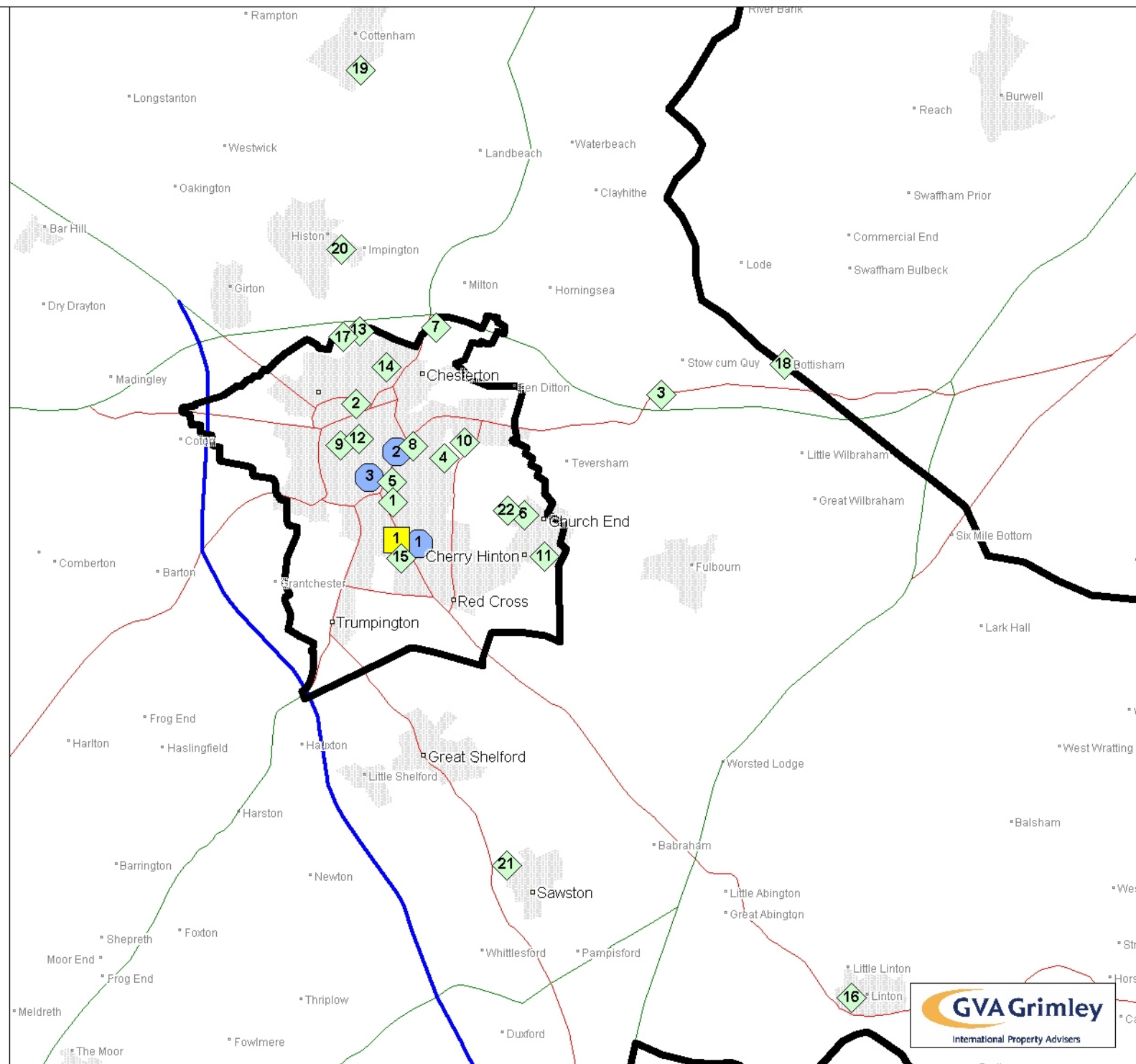
PLAN 20

EXISTING LEISURE PROVISION

CAMBRIDGE SUB-REGION RETAIL STUDY EXISTING LEISURE FACILITIES

KEY

-  Cambridge / South Cambridge Local Authority Boundaries
-  Cinema
 - 1 Cineworld, Cambridge Leisure Pk, Cambridge
 - 2 Vue Cinema, The Grafton Centre, Cambridge
 - 3 Arts Picturehouse, St Andrews St, Cambridge
-  Bowling
 - 1 Tenpin, Cambridge Leisure Pk, Cambridge
-  Health & Fitness
 - 1 Cambridge Parkside Pools
 - 2 Chesterton Sports Centre
 - 3 Fitness Express
 - 4 Greens
 - 5 Kelsey Kerridge Sports Centre
 - 6 Cambridge Lakes
 - 7 Q.Ton Revolution
 - 8 The Atrium Club
 - 9 Glassworks Gym
 - 10 Abbey Pools and Leisure Complex
 - 11 Cherry Hinton Village Centre
 - 12 Jesus Green Outdoor Swimming Pool
 - 13 King Hedges Learner Pool
 - 14 Manor Sports Centre
 - 15 Hills Road Sports and Tennis Centre
 - 16 Linton Community Sports Centre
 - 17 The Meadows Community Centre
 - 18 Bottisham Sports Centre & Swimming Pool
 - 19 Cottenham & District Sports Centre
 - 20 Impington Sports Centre
 - 21 Sawston Sports Centre
 - 22 Next Generation Club





PLAN 21

CAMBRIDGE CITY CENTRE IN-CENTRE SURVEY: HOME LOCATION OF SHOPPERS

CAMBRIDGE RETAIL STUDY

Cambridge In-Centre Survey Results: Home Location of Shoppers

KEY

-  Survey Zone
-  Home Location of Cambridge Shopper

Approx proportion of Cambridge shoppers coming from within the Survey Area = 89%

