

Appendix 1: Convenience Goods Need

Greater Cambridge Retail and Commercial Leisure Study 2020 Convenience Goods Need Forecasts

Table 2: Survey Area Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
2020	56,355	33,933	48,933	36,432	28,560	41,230	33,360	23,156	19,090	16,435	16,823
2023	56,322	33,823	49,148	36,415	28,984	42,094	34,157	23,653	19,456	16,694	17,185
2025	56,660	33,904	49,374	36,537	29,249	42,552	34,590	23,927	19,661	16,844	17,383
2030	57,726	34,243	50,245	37,057	29,740	43,570	35,342	24,428	20,090	17,147	17,865
2035	58,278	34,232	50,835	37,320	29,998	44,323	36,013	24,790	20,366	17,360	18,266
2040	58,600	34,114	51,205	37,462	30,148	45,146	36,681	25,087	20,611	17,563	18,644
Total	343,941	204,249	299,740	221,223	176,679	258,915	210,143	145,041	119,274	102,043	106,166
Change 2020-2025	305	-29	441	105	689	1,322	1,230	771	571	409	560
Change 2020-2030	1,371	310	1,312	625	1,180	2,340	1,982	1,272	1,000	712	1,042
Change 2020-2040	2,245	181	2,272	1,030	1,588	3,916	3,321	1,931	1,521	1,128	1,821

Source: Experian

Greater Cambridge Retail and Commercial Leisure Study 2020 Convenience Goods Need Forecasts

Table 3: Survey Area per Capita Expenditure Forecasts

	Expenditure per Capita (£)	SFT (%)	SFT (£)	Expenditure per capita less SFT
2020	2,199	6.3%	139	2,060
2023	2,067	5.7%	118	1,949
2025	2,067	6.2%	128	1,939
2030	2,073	6.8%	141	1,932
2035	2,083	7.1%	148	1,935
2040	2,094	7.4%	155	1,939

Expenditure growth rates: 2020: 8.4%; 2021: -6.2%; 2022: 0.2%; 2023-2027: 0.0%; 2028-2040: 0.1%

Source: Experian E-Marketer. Expenditure growth rates and allowance for SFT are sourced from Experian Retail Planner 18 (October 2020).

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 4 - Survey Area Convenience Goods Expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Total
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
2020	116.1	69.9	100.8	75.1	58.8	85.0	68.7	47.7	39.3	33.9	34.7	730.0
2023	109.8	65.9	95.8	71.0	56.5	82.0	66.6	46.1	37.9	32.5	33.5	697.6
2025	109.8	65.7	95.7	70.8	56.7	82.5	67.1	46.4	38.1	32.7	33.7	699.2
2030	111.5	66.2	97.1	71.6	57.5	84.2	68.3	47.2	38.8	33.1	34.5	709.9
2035	112.8	66.3	98.4	72.2	58.1	85.8	69.7	48.0	39.4	33.6	35.4	719.6
2040	113.6	66.1	99.3	72.6	58.5	87.5	71.1	48.6	40.0	34.1	36.1	727.6
Change 2020-40 (£m)	-2.5	-3.8	-1.5	-2.4	-0.4	2.6	2.4	0.9	0.6	0.2	1.5	-2.5
Change 2020-2040 (%)	-2.2	-5.4	-1.5	-3.2	-0.7	3.0	3.5	1.9	1.6	0.6	4.3	-0.3

Source: Tables 2 and 3

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 5 - Convenience Goods Allocation - % Market Share (2020)

Survey Location Zone	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %	
Destinations for Convenience Goods in Cambridge City Council Area												
City Centre												
2	Sainsbury's Superstore, Sidney Street, Cambridge	0.0%	2.1%	0.8%	1.4%	2.0%	0.0%	0.8%	0.0%	2.2%	0.1%	0.0%
2	Marks & Spencer (Foodhall), Market Hill / Square, Cambridge	0.7%	2.4%	0.9%	0.2%	0.2%	0.0%	0.0%	0.0%	0.4%	0.1%	0.0%
2	Sainsbury's Local, St Andrews Street, Cambridge	0.8%	0.0%	0.3%	0.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
2	Cambridge City Centre (historic core)	1.0%	1.7%	0.9%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
1	Waitrose (Little), Fitzroy Street, The Grafton Centre	7.7%	0.3%	0.0%	1.4%	1.8%	0.1%	0.0%	0.1%	0.5%	0.3%	0.0%
1	Tesco Express, East Road, The Grafton Centre	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-Total	13.8%	6.5%	2.9%	3.8%	4.0%	0.1%	1.3%	0.1%	2.7%	0.8%	0.3%
District Centres												
1	Co-op, Mill Road East	3.9%	0.1%	0.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Tesco Express, Mill Road East	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Sainsbury's Local, Mill Road West	1.9%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.4%	0.0%	0.4%	0.0%
1	Tesco Express, Cherry Hinton High Street	1.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
1	Cherry Hinton High Street 'Other'	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Budgens, Arbury Court	0.0%	0.1%	3.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Aldi, Histon Road, Cambridge	2.7%	5.9%	13.4%	8.4%	0.9%	0.0%	1.0%	7.2%	1.3%	1.1%	0.0%
3	Co-op, Histon Road	0.0%	0.0%	1.4%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Iceland, Histon Road	0.0%	0.0%	0.8%	0.8%	0.0%	0.6%	0.0%	0.4%	0.7%	0.3%	0.0%
4	Co-op, Mitcham's Corner	0.7%	0.0%	2.2%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Co-op, Mitcham's Corner, Milton Road, Cambridge	0.2%	0.0%	0.1%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-Total	12.9%	6.0%	21.6%	17.8%	1.0%	0.6%	1.0%	9.0%	2.0%	2.0%	0.0%
Local Centres												
1	Marks & Spencer (Simply Food), Railway Station, CB1	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
1	Sainsbury's Local, Railway Station, CB1	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Sainsbury's Local, Hills Road/Cherry Hinton Road	0.9%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Tesco Express, Hills Road/Cherry Hinton Road	0.4%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
2	Co-op, Hills Road/Cherry Hinton Road	1.8%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
2	Tesco Express, Hills Road	0.9%	0.5%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
2	Co-op, Hills Road	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
2	Co-op, Newnham Road	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Derby Store, Newnham Road	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Sainsbury's Superstore, Eddington	0.2%	0.4%	1.7%	0.0%	1.5%	0.2%	8.8%	0.6%	0.2%	0.0%	0.0%
4	Co-op, Arbury Road/Milton Road	0.0%	0.0%	0.3%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Spar, Barnwell Road	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-Total	4.6%	12.2%	2.3%	8.7%	1.5%	0.2%	9.2%	3.0%	0.6%	0.0%	0.0%
Out-of-Centre												
1	Asda, Beehive Centre	11.4%	5.3%	5.5%	7.1%	3.8%	0.0%	0.4%	1.1%	6.6%	1.7%	0.0%
1	M&S (Simply Food), Beehive Centre	1.7%	0.3%	2.6%	1.5%	0.0%	0.0%	0.2%	0.3%	0.3%	0.0%	0.0%
1	B&M, Beehive Centre	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Sainsbury's Superstore, Coldhams Lane	24.0%	6.8%	1.6%	11.8%	3.9%	0.2%	0.2%	0.9%	3.9%	3.0%	0.0%
1	Co-op, Brookgate, Cambridge (off Hills Road)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Co-op, Perne Road, Cambridge	3.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Sainsbury's Local, Trumpington	0.0%	1.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Waitrose, Hauxton Road, Trumpington	1.3%	39.8%	1.9%	0.5%	19.9%	1.7%	3.3%	0.5%	0.2%	2.5%	0.0%
4	Tesco Superstore, Cheddars Lane	5.5%	0.8%	5.1%	22.7%	0.2%	0.0%	0.0%	0.0%	5.8%	3.8%	0.0%
	Sub-Total	47.8%	54.6%	16.6%	43.8%	28.1%	2.0%	3.8%	2.8%	16.7%	11.4%	0.0%
	Total Cambridge City Council	79.0%	79.4%	43.4%	74.0%	34.6%	3.0%	15.2%	14.8%	22.0%	14.2%	0.3%
Destinations for Convenience Goods in South Cambridgeshire												
Village Settlements												
1	Tesco Superstore, Yarrow Road, Fulbourn	14.1%	6.4%	2.2%	0.7%	7.6%	0.0%	1.9%	0.0%	11.0%	19.0%	0.0%
3	Co-op, Girton Road, Girton	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
3	Co-op, Station Road, Histon & Impington	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%
3	Tesco Express, High Street, Histon & Impington	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
4	Tesco Superstore, Milton	0.1%	0.0%	24.6%	17.5%	0.2%	0.0%	3.2%	16.6%	0.3%	0.0%	0.0%
5	Co-op, High Street, Great Shelford	0.1%	1.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Tesco Express, Woollards Lane, Great Shelford	0.0%	0.6%	0.0%	0.0%	6.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Local Shops, Great Shelford	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Co-op, High Street, Sawston	0.0%	0.1%	0.0%	0.0%	5.4%	0.0%	0.8%	0.0%	0.1%	0.0%	0.0%
5	Local Shops, Sawston	0.0%	0.1%	0.0%	0.0%	1.6%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
6	Co-op, High Street, Melbourn	0.0%	0.0%	0.0%	0.0%	0.6%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%
6	One Stop, High Street, Meldreth	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.2%	0.0%	0.0%	0.0%	0.0%
7	Morrisons, Broad Street, Cambourne Central	0.6%	2.5%	1.3%	0.4%	0.4%	0.9%	34.0%	2.9%	0.0%	1.1%	8.1%
7	Co-op, Mosquito Road, Upper Cambourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.7%
7	Co-op, School Lane, Lower Cambourne	0.0%	0.0%	0.7%	0.0%	0.0%	1.1%	1.4%	0.0%	0.0%	0.0%	0.3%
7	Nisa, Cambridge Road, Hardwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
7	Tesco Extra, Bar Hill, Cambridge	1.9%	1.9%	5.6%	0.2%	5.1%	0.0%	19.2%	36.0%	2.1%	0.0%	0.0%
8	Co-op, High Street, Cottenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%
8	Co-op, High Street, Longstanton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%
8	Co-op, High Street, Willingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%
9	One Stop, Green Side, Waterbeach	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
10	Co-op, High Street, Fulbourn	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	8.3%	0.0%	0.0%
10	Local Stores, Fulbourn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
10	Co-op, High Street, Linton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	11.2%	0.0%	0.0%
10	Local Stores, Linton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
10	Nisa, High Street, Great Abington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
10	Abington Stores & PO, Great Abington	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
11	Co-op, Church Street, Gamlingay	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%
	Sub-Total	17.0%	12.7%	44.8%	19.7%	35.6%	9.3%	65.0%	62.8%	31.4%	43.4%	17.4%
Out-of-Centre												
4	Marks & Spencer (BP Garage), Newmarket Road, Teversham	0.0%	0.0%	0.0%	0.2%	2.4%	0.0%	0.0%	0.1%	1.1%	0.4%	0.0%
	Sub-Total	0.0%	0.0%	0.0%	0.2%	2.4%	0.0%	0.0%	0.1%	1.1%	0.4%	0.0%
	Total South Cambridgeshire District Council	17.0%	12.7%	44.8%	19.9%	38.0%	9.3%	65.0%	63.0%	32.5%	43.8%	17.4%
	TOTAL CAMBRIDGE CITY AND SOUTH CAMBRIDGESHIRE	96.0%	92.1%	88.1%	93.8%	72.6%	12.3%	80.1%	77.8%	54.5%	58.0%	17.7%

Table 5 Cont... - Convenience Goods Allocation - % Market Share (2020)

Survey Location Zone		Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %
Destinations for Convenience Goods outside Cambridge City and South Cambridgeshire District Council												
6	Aldi, Durham Way, Royston	0.0%	0.1%	0.0%	0.0%	3.5%	11.0%	0.3%	0.0%	0.0%	0.0%	0.0%
6	Morrisons, Baldock Street, Royston	0.0%	1.8%	0.0%	0.0%	1.3%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Tesco Express, Market Hill, Priory Lane, Royston	0.0%	0.0%	0.0%	0.0%	0.4%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Tesco Extra, Old North Road, Royston	0.0%	0.0%	0.0%	0.0%	10.2%	50.1%	0.4%	0.0%	0.0%	0.8%	1.4%
9	Co-op, North Street, Burwell, Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%
9	Bottisham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%
-	Aldi, Howard Road, St Neots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.6%	0.0%	0.0%	6.7%
-	Aldi, Lordscroft Lane, Haverhill	0.0%	0.5%	0.0%	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%
-	Lidl, Great North Road, Eaton Socon, St Neots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	5.3%
-	Lidl, Haverhill Retail Park, Haverhill	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
-	Lidl, Stukeley Road, Huntingdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.8%	0.1%	0.0%	0.0%
-	Morrisons, Parsons Green, St Ives	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	3.9%	0.0%	0.0%	1.3%
-	Sainsbury's Superstore, Haycocks Road, Haverhill	0.0%	0.3%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	17.4%	0.0%
-	Tesco Extra, Barford Road, St Neots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	26.4%
-	Tesco Extra, Fordham Road, Newmarket	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%	0.0%	8.9%	1.1%	0.0%
-	Waitrose, Fred Archer Way, Newmarket	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	11.4%	0.5%	0.0%
-	Waitrose, Priory Lane, St Neots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	8.9%
-	Tesco Superstore, Station Road, Sandy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%
	<i>Sub-Total</i>	<i>0.0%</i>	<i>2.8%</i>	<i>0.1%</i>	<i>0.5%</i>	<i>18.0%</i>	<i>77.0%</i>	<i>11.3%</i>	<i>8.3%</i>	<i>35.0%</i>	<i>28.8%</i>	<i>55.4%</i>
	Total Outside Cambridge City and South Cambridgeshire District Council	0.0%	2.8%	0.1%	0.5%	18.0%	77.0%	11.3%	8.3%	35.0%	28.8%	55.4%
	ALL DESTINATIONS	96.0%	94.9%	88.3%	94.3%	90.6%	89.2%	91.5%	86.1%	89.6%	86.8%	73.1%
	OTHER DESTINATIONS	4.0%	5.1%	11.7%	5.7%	9.4%	10.8%	8.5%	13.9%	10.4%	13.2%	26.9%

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 6 - Convenience Goods Allocation - Spend (£) 2020

Survey Location Zone	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Total £m	Total %
Total Available Convenience Goods Spend - 2020 (£m)	116.1	69.9	100.8	75.1	58.8	85.0	68.7	47.7	39.3	33.9	34.7	730.0	100.0
Destinations for Convenience Goods in Cambridge City Council Area													
City Centre													
2	Sainsbury's Superstore, Sidney Street, Cambridge	0.0	1.5	0.8	1.0	1.2	0.0	0.5	0.0	0.9	0.0	5.9	0.8
2	Marks & Spencer (Foodhall), Market Hill / Square, Cambridge	0.8	1.7	0.9	0.1	0.1	0.0	0.0	0.0	0.1	0.0	3.9	0.5
2	Sainsbury's Local, St Andrews Street, Cambridge	1.0	0.0	0.3	0.5	0.0	0.0	0.2	0.0	0.0	0.0	1.9	0.3
2	Cambridge City Centre (historic core)	1.2	1.2	0.9	0.1	0.0	0.0	0.1	0.0	0.0	0.0	3.6	0.5
1	Waitrose (Little), Fitzroy Street, The Grafton Centre	9.0	0.2	0.0	1.1	1.0	0.1	0.0	0.1	0.2	0.1	11.8	1.6
1	Tesco Express, East Road, The Grafton Centre	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.6
	Sub-Total	16.0	4.5	3.0	2.8	2.3	0.1	0.9	0.1	1.1	0.3	31.1	4.3
District Centres													
1	Co-op, Mill Road East	4.5	0.1	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.8
1	Tesco Express, Mill Road East	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.3
1	Sainsbury's Local, Mill Road West	2.2	0.0	0.0	0.9	0.0	0.0	0.0	0.7	0.0	0.1	3.9	0.5
1	Tesco Express, Cherry Hinton High Street	1.2	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	1.5	0.2
1	Cherry Hinton High Street 'Other'	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1
3	Budgens, Arbury Court	0.0	0.1	3.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.4
3	Aldi, Histon Road	3.1	4.1	13.5	6.3	0.5	0.0	0.7	3.4	0.5	0.4	32.5	4.4
3	Co-op, Histon Road	0.0	0.0	1.4	1.6	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.4
3	Iceland, Histon Road	0.0	0.0	0.8	0.6	0.0	0.5	0.0	0.2	0.3	0.1	2.5	0.3
4	Co-op, Mitcham's Corner	0.8	0.0	2.2	1.5	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.6
4	Co-op, Mitcham's Corner, Milton Road	0.2	0.0	0.1	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.3
	Sub-Total	14.9	4.2	21.7	13.3	0.6	0.5	0.7	4.3	0.8	0.7	61.8	8.5
Local Centres													
1	Marks & Spencer (Simply Food), Railway Station, CB1	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.0
1	Sainsbury's Local, Railway Station, CB1	0.5	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1
1	Sainsbury's Local, Hills Road/Cherry Hinton Road	1.0	0.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.3
1	Tesco Express, Hills Road/Cherry Hinton Road	0.4	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.1	0.0	1.6	0.2
2	Co-op, Hills Road/Cherry Hinton Road	2.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.6
2	Tesco Express, Hills Road	1.0	0.3	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	2.3	0.3
2	Co-op, Hills Road	0.0	1.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	1.1	0.2
2	Co-op, Newnham Road	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.4
2	Derby Store, Newnham Road	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.3
3	Sainsbury's Superstore, Eddington	0.3	0.3	1.7	0.0	0.9	0.2	6.1	0.3	0.1	0.0	9.7	1.3
4	Co-op, Arbury Road/Milton Road	0.0	0.0	0.3	3.8	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.6
4	Spar, Barnwell Road	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1
	Sub-Total	5.3	8.6	2.3	6.5	0.9	0.2	6.3	1.4	0.2	0.0	31.7	4.3
Out-of-Centre													
1	Asda, Beehive Centre	13.2	3.7	5.5	5.4	2.2	0.0	0.3	0.5	2.6	0.6	34.0	4.7
1	M&S (Simply Food), Beehive Centre	2.0	0.2	2.6	1.1	0.0	0.0	0.0	0.1	0.1	0.0	6.2	0.9
1	B&M, Beehive Centre	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
1	Sainsbury's Superstore, Coldhams Lane	27.9	4.8	1.6	8.8	2.3	0.2	0.1	0.4	1.5	1.0	48.6	6.7
1	Co-op, Brookgate, Cambridge (off Hills Road)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1	Co-op, Perne Road, Cambridge	4.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.5	0.6
2	Sainsbury's Local, Trumpington	0.0	1.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.3	0.2
2	Waitrose, Hauxton Road, Trumpington	1.5	27.8	1.9	0.4	11.7	1.5	2.2	0.3	0.1	0.9	48.2	6.6
4	Tesco Superstore, Cheddars Lane	6.4	0.6	5.1	17.0	0.1	0.0	0.0	2.3	1.3	0.0	32.7	4.5
	Sub-Total	55.5	38.2	16.7	32.9	16.5	1.7	2.6	1.3	6.6	3.9	175.9	24.1
	Total Cambridge City Council	91.8	55.5	43.7	55.5	20.3	2.6	10.4	7.1	8.7	4.8	300.5	41.2
Destinations for Convenience Goods in South Cambridgeshire													
Village Settlements													
1	Tesco Superstore, Yarrow Road, Fulbourn	16.4	4.4	2.2	0.6	4.5	0.0	1.3	0.0	4.3	6.4	40.2	5.5
3	Co-op, Girton Road, Girton	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.1
3	Co-op, Station Road, Histon & Impington	0.0	0.0	3.8	0.0	0.0	0.0	0.1	0.0	0.0	0.0	3.9	0.5
3	Tesco Express, High Street, Histon & Impington	0.0	0.0	5.8	0.0	0.0	0.0	0.0	0.5	0.0	0.0	6.3	0.9
4	Tesco Superstore, Milton	0.1	0.0	24.8	13.1	0.1	0.0	0.0	1.5	6.5	0.1	46.3	6.3
5	Co-op, High Street, Great Shelford	0.0	0.7	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.0	5.3	0.7
5	Tesco Express, Woollards Lane, Great Shelford	0.0	0.4	0.0	0.0	3.5	0.1	0.0	0.0	0.0	0.0	4.0	0.5
5	Local Shops, Great Shelford	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
5	Co-op, High Street, Sawston	0.0	0.1	0.0	0.0	3.2	0.0	0.6	0.0	0.0	0.0	3.8	0.5
5	Local Shops, Sawston	0.0	0.1	0.0	0.0	0.9	0.0	0.1	0.0	0.0	0.0	1.2	0.2
6	Co-op, High Street, Melbourn	0.0	0.0	0.0	0.0	0.3	5.6	0.0	0.0	0.0	0.0	5.9	0.8
6	One Stop, High Street, Meldreth	0.0	0.0	0.0	0.0	0.3	0.5	0.2	0.0	0.0	0.0	1.0	0.1
7	Morrisons, Broad Street, Cambourne Central	0.7	1.7	1.3	0.3	0.3	0.8	23.4	1.4	0.0	0.0	32.7	4.5
7	Co-op, Mosquito Road, Upper Cambourne	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.2	3.8	0.5
7	Co-op, School Lane, Lower Cambourne	0.0	0.0	0.7	0.0	0.0	0.9	0.9	0.0	0.0	0.1	2.6	0.4
7	Nisa, Cambridge Road, Hardwick	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	1.2	0.2
7	Tesco Extra, Bar Hill, Cambridge	2.2	1.3	5.7	0.1	3.0	0.0	13.2	17.2	0.8	0.0	43.5	6.0
8	Co-op, High Street, Cottenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	3.9	0.5
8	Co-op, High Street, Longstanton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	3.1	0.4
8	Co-op, High Street, Willingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	2.4	0.3
9	One Stop, Green Side, Waterbeach	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7	0.1
10	Co-op, High Street, Fulbourn	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.8	3.2	0.4
10	Local Stores, Fulbourn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
10	Co-op, High Street, Linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.8	3.8	0.5
10	Local Stores, Linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0
10	Nisa, High Street, Great Abington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0
10	Abington Stores & PO, Great Abington	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.9	0.1
11	Co-op, Church Street, Gamlingay	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	2.9	3.6	0.5
	Sub-Total	19.7	8.9	45.1	14.8	20.9	7.9	44.7	30.0	12.3	14.7	225.1	30.8
Out-of-Centre													
4	Marks & Spencer (BP Garage), Newmarket Road, Teversham	0.0	0.0	0.0	0.1	1.4	0.0	0.0	0.1	0.4	0.1	2.2	0.3
	Sub-Total	0.0	0.0	0.0	0.1	1.4	0.0	0.0	0.1	0.4	0.1	2.2	0.3
	Total South Cambridgeshire District Council	19.7	8.9	45.1	14.9	22.4	7.9	44.7	30.0	12.8	14.8	227.3	31.1
	TOTAL CAMBRIDGE CITY AND SOUTH CAMBRIDGESHIRE	111.5	64.4	88.9	70.4	42.7	10.4	55.1	37.1	21.5	19.6	527.7	72.3

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 6 Cont... - Convenience Goods Allocation - Spend (£) 2020

Survey Location Zone	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Total £m	Total %	
Destinations for Convenience Goods outside Cambridge City and South Cambridgeshire District Council														
6 Aldi, Durham Way, Royston	0.0	0.1	0.0	0.0	2.0	9.3	0.2	0.0	0.0	0.0	0.0	11.7	1.6	
6 Morrisons, Baldock Street, Royston	0.0	1.3	0.0	0.0	0.8	9.1	0.0	0.0	0.0	0.0	0.0	11.1	1.5	
6 Tesco Express, Market Hill, Priory Lane, Royston	0.0	0.0	0.0	0.0	0.3	4.4	0.0	0.0	0.0	0.0	0.0	4.7	0.6	
6 Tesco Extra, Old North Road, Royston	0.0	0.0	0.0	0.0	6.0	42.5	0.3	0.0	0.0	0.3	0.5	49.6	6.8	
9 Co-op, North Street, Burwell, Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	2.7	0.4	
9 Bottisham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	3.0	0.4	
- Aldi, Howard Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	2.3	6.5	0.9	
- Aldi, Lordscroft Lane, Haverhill	0.0	0.4	0.0	0.1	0.4	0.0	0.0	0.0	0.0	2.3	0.0	3.1	0.4	
- Lidl, Great North Road, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	1.8	2.9	0.4	
- Lidl, Haverhill Retail Park, Haverhill	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.9	0.1	
- Lidl, Stukeley Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.8	0.1	0.0	0.0	3.1	0.4	
- Morrisons, Parsons Green, St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.8	0.0	0.0	0.5	2.4	0.3	
- Sainsbury's Superstore, Haycocks Road, Haverhill	0.0	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	5.9	0.0	6.8	0.9	
- Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	9.2	9.9	1.4	
- Tesco Extra, Fordham Road, Newmarket	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	3.5	0.4	0.0	4.3	0.6	
- Waitrose, Fred Archer Way, Newmarket	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	4.5	0.2	0.0	4.9	0.7	
- Waitrose, Priory Lane, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.1	3.4	0.5	
- Tesco Superstore, Station Road, Sandy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8	0.3	
<i>Sub-Total</i>	<i>0.0</i>	<i>1.9</i>	<i>0.1</i>	<i>0.3</i>	<i>10.6</i>	<i>65.4</i>	<i>7.8</i>	<i>3.9</i>	<i>13.8</i>	<i>9.7</i>	<i>19.2</i>	<i>132.8</i>	<i>18.2</i>	
Total Outside Cambridge City and South Cambridgeshire District Council	0.0	1.9	0.1	0.3	10.6	65.4	7.8	3.9	13.8	9.7	19.2	132.8	18.2	
ALL DESTINATIONS	111.5	66.3	89.0	70.8	53.3	75.8	62.9	41.1	35.2	29.4	25.3	660.6	90.5	
OTHER DESTINATIONS	4.6	3.6	11.8	4.3	5.6	9.1	5.9	6.7	4.1	4.5	9.3	69.5	9.5	

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 7 Cont... - Convenience Goods Allocation - Spend (£) 2023

Survey Location Zone	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Total £m	Total %	
Destinations for Convenience Goods outside Cambridge City and South Cambridgeshire District Council														
6 Aldi, Durham Way, Royston	0.0	0.1	0.0	0.0	2.0	9.0	0.2	0.0	0.0	0.0	0.0	11.2	1.6	
6 Morrisons, Baldock Street, Royston	0.0	1.2	0.0	0.0	0.7	8.7	0.0	0.0	0.0	0.0	0.0	10.7	1.5	
6 Tesco Express, Market Hill, Priory Lane, Royston	0.0	0.0	0.0	0.0	0.2	4.3	0.0	0.0	0.0	0.0	0.0	4.5	0.7	
6 Tesco Extra, Old North Road, Royston	0.0	0.0	0.0	0.0	5.8	41.1	0.3	0.0	0.0	0.3	0.5	47.8	6.9	
9 Co-op, North Street, Burwell, Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	2.6	0.4	
9 Bottisham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	2.9	0.4	
- Aldi, Howard Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.3	0.0	0.0	2.3	6.3	0.9	
- Aldi, Lordscroft Lane, Haverhill	0.0	0.3	0.0	0.1	0.4	0.0	0.0	0.0	0.0	2.2	0.0	3.0	0.4	
- Lidl, Great North Road, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	1.8	2.8	0.4	
- Lidl, Haverhill Retail Park, Haverhill	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.8	0.1	
- Lidl, Stukeley Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.7	0.1	0.0	0.0	3.0	0.4	
- Morrisons, Parsons Green, St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.8	0.0	0.0	0.4	2.3	0.3	
- Sainsbury's Superstore, Haycocks Road, Haverhill	0.0	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	5.7	0.0	6.6	0.9	
- Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	8.9	9.5	1.4	
- Tesco Extra, Fordham Road, Newmarket	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	3.4	0.3	0.0	4.1	0.6	
- Waitrose, Fred Archer Way, Newmarket	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	4.3	0.2	0.0	4.7	0.7	
- Waitrose, Priory Lane, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.0	3.3	0.5	
- Tesco Superstore, Station Road, Sandy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8	0.3	
<i>Sub-Total</i>	<i>0.0</i>	<i>1.8</i>	<i>0.1</i>	<i>0.3</i>	<i>10.2</i>	<i>63.1</i>	<i>7.5</i>	<i>3.8</i>	<i>13.3</i>	<i>9.4</i>	<i>18.5</i>	<i>128.1</i>	<i>18.4</i>	
Total Outside Cambridge City and South Cambridgeshire District Council	0.0	1.8	0.1	0.3	10.2	63.1	7.5	3.8	13.3	9.4	18.5	128.1	18.4	
ALL DESTINATIONS	105.4	62.5	84.5	66.9	51.2	73.2	60.9	39.7	34.0	28.2	24.5	631.0	90.5	
OTHER DESTINATIONS	4.4	3.4	11.3	4.0	5.3	8.8	5.7	6.4	4.0	4.3	9.0	66.6	9.5	

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 8 Cont... - Convenience Goods Allocation - Spend (£) 2025

Survey Location Zone	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Total £m	Total %	
Destinations for Convenience Goods outside Cambridge City and South Cambridgeshire District Council														
6 Aldi, Durham Way, Royston	0.0	0.1	0.0	0.0	2.0	9.1	0.2	0.0	0.0	0.0	0.0	11.3	1.6	
6 Morrisons, Baldock Street, Royston	0.0	1.2	0.0	0.0	0.7	8.8	0.0	0.0	0.0	0.0	0.0	10.7	1.5	
6 Tesco Express, Market Hill, Priory Lane, Royston	0.0	0.0	0.0	0.0	0.2	4.3	0.0	0.0	0.0	0.0	0.0	4.6	0.7	
6 Tesco Extra, Old North Road, Royston	0.0	0.0	0.0	0.0	5.8	41.3	0.3	0.0	0.0	0.3	0.5	48.1	6.9	
9 Co-op, North Street, Burwell, Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	2.7	0.4	
9 Bottisham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	2.9	0.4	
- Aldi, Howard Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.3	0.0	0.0	2.3	6.3	0.9	
- Aldi, Lordscroft Lane, Haverhill	0.0	0.3	0.0	0.1	0.4	0.0	0.0	0.0	0.0	2.2	0.0	3.0	0.4	
- Lidl, Great North Road, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	1.8	2.8	0.4	
- Lidl, Haverhill Retail Park, Haverhill	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.8	0.1	
- Lidl, Stukeley Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.8	0.1	0.0	0.0	3.0	0.4	
- Morrisons, Parsons Green, St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.8	0.0	0.0	0.4	2.3	0.3	
- Sainsbury's Superstore, Haycocks Road, Haverhill	0.0	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	5.7	0.0	6.6	0.9	
- Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	8.9	9.6	1.4	
- Tesco Extra, Fordham Road, Newmarket	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	3.4	0.3	0.0	4.2	0.6	
- Waitrose, Fred Archer Way, Newmarket	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	4.3	0.2	0.0	4.7	0.7	
- Waitrose, Priory Lane, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.0	3.3	0.5	
- Tesco Superstore, Station Road, Sandy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8	0.3	
<i>Sub-Total</i>	<i>0.0</i>	<i>1.8</i>	<i>0.1</i>	<i>0.3</i>	<i>10.2</i>	<i>63.5</i>	<i>7.6</i>	<i>3.8</i>	<i>13.4</i>	<i>9.4</i>	<i>18.7</i>	<i>128.8</i>	<i>18.4</i>	
Total Outside Cambridge City and South Cambridgeshire District Council	0.0	1.8	0.1	0.3	10.2	63.5	7.6	3.8	13.4	9.4	18.7	128.8	18.4	
ALL DESTINATIONS	105.5	62.4	84.5	66.8	51.4	73.6	61.3	39.9	34.1	28.3	24.6	632.4	90.4	
OTHER DESTINATIONS	4.4	3.4	11.2	4.0	5.3	8.9	5.7	6.5	4.0	4.3	9.1	66.8	9.6	

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 9 Cont... - Convenience Goods Allocation - Spend (£) 2030

Survey Location Zone	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Total £m	Total %	
Destinations for Convenience Goods outside Cambridge City and South Cambridgeshire District Council														
6 Aldi, Durham Way, Royston	0.0	0.1	0.0	0.0	2.0	9.3	0.2	0.0	0.0	0.0	0.0	11.5	1.6	
6 Morrisons, Baldock Street, Royston	0.0	1.2	0.0	0.0	0.7	9.0	0.0	0.0	0.0	0.0	0.0	10.9	1.5	
6 Tesco Express, Market Hill, Priory Lane, Royston	0.0	0.0	0.0	0.0	0.2	4.4	0.0	0.0	0.0	0.0	0.0	4.7	0.7	
6 Tesco Extra, Old North Road, Royston	0.0	0.0	0.0	0.0	5.9	42.1	0.3	0.0	0.0	0.3	0.5	49.0	6.9	
9 Co-op, North Street, Burwell, Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	2.7	0.4	
9 Bottisham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	3.0	0.4	
- Aldi, Howard Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	2.3	6.5	0.9	
- Aldi, Lordscroft Lane, Haverhill	0.0	0.3	0.0	0.1	0.4	0.0	0.0	0.0	0.0	2.2	0.0	3.0	0.4	
- Lidl, Great North Road, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	1.8	2.9	0.4	
- Lidl, Haverhill Retail Park, Haverhill	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.8	0.1	
- Lidl, Stukeley Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.8	0.1	0.0	0.0	3.1	0.4	
- Morrisons, Parsons Green, St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.8	0.0	0.0	0.5	2.4	0.3	
- Sainsbury's Superstore, Haycocks Road, Haverhill	0.0	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	5.8	0.0	6.7	0.9	
- Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	9.1	9.8	1.4	
- Tesco Extra, Fordham Road, Newmarket	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	3.5	0.4	0.0	4.2	0.6	
- Waitrose, Fred Archer Way, Newmarket	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	4.4	0.2	0.0	4.8	0.7	
- Waitrose, Priory Lane, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.1	3.4	0.5	
- Tesco Superstore, Station Road, Sandy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8	0.3	
<i>Sub-Total</i>	<i>0.0</i>	<i>1.8</i>	<i>0.1</i>	<i>0.3</i>	<i>10.4</i>	<i>64.8</i>	<i>7.7</i>	<i>3.9</i>	<i>13.6</i>	<i>9.5</i>	<i>19.1</i>	<i>131.3</i>	<i>18.5</i>	
Total Outside Cambridge City and South Cambridgeshire District Council	0.0	1.8	0.1	0.3	10.4	64.8	7.7	3.9	13.6	9.5	19.1	131.3	18.5	
ALL DESTINATIONS	107.1	62.8	85.7	67.5	52.0	75.1	62.5	40.6	34.8	28.7	25.2	642.0	90.4	
OTHER DESTINATIONS	4.5	3.4	11.4	4.1	5.4	9.1	5.8	6.6	4.0	4.4	9.3	67.9	9.6	

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 10 Cont... - Convenience Goods Allocation - Spend (£) 2035

Survey Location Zone	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Total £m	Total %
Destinations for Convenience Goods outside Cambridge City and South Cambridgeshire District Council													
6 Aldi, Durham Way, Royston	0.0	0.1	0.0	0.0	2.0	9.4	0.2	0.0	0.0	0.0	0.0	11.7	1.6
6 Morrisons, Baldock Street, Royston	0.0	1.2	0.0	0.0	0.8	9.1	0.0	0.0	0.0	0.0	0.0	11.1	1.5
6 Tesco Express, Market Hill, Priory Lane, Royston	0.0	0.0	0.0	0.0	0.3	4.5	0.0	0.0	0.0	0.0	0.0	4.7	0.7
6 Tesco Extra, Old North Road, Royston	0.0	0.0	0.0	0.0	5.9	42.9	0.3	0.0	0.0	0.3	0.5	49.9	6.9
9 Co-op, North Street, Burwell, Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	2.7	0.4
9 Bottisham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	3.0	0.4
- Aldi, Howard Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	2.4	6.6	0.9
- Aldi, Lordscroft Lane, Haverhill	0.0	0.3	0.0	0.1	0.4	0.0	0.0	0.0	0.0	2.3	0.0	3.1	0.4
- Lidl, Great North Road, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	1.9	2.9	0.4
- Lidl, Haverhill Retail Park, Haverhill	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.8	0.1
- Lidl, Stukeley Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.8	0.1	0.0	0.0	3.1	0.4
- Morrisons, Parsons Green, St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.9	0.0	0.0	0.5	2.4	0.3
- Sainsbury's Superstore, Haycocks Road, Haverhill	0.0	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	5.9	0.0	6.8	0.9
- Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	9.3	10.1	1.4
- Tesco Extra, Fordham Road, Newmarket	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	3.5	0.4	0.0	4.3	0.6
- Waitrose, Fred Archer Way, Newmarket	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	4.5	0.2	0.0	4.9	0.7
- Waitrose, Priory Lane, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.2	3.5	0.5
- Tesco Superstore, Station Road, Sandy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.9	0.3
<i>Sub-Total</i>	<i>0.0</i>	<i>1.8</i>	<i>0.1</i>	<i>0.3</i>	<i>10.5</i>	<i>66.0</i>	<i>7.9</i>	<i>4.0</i>	<i>13.8</i>	<i>9.7</i>	<i>19.6</i>	<i>133.7</i>	<i>18.6</i>
Total Outside Cambridge City and South Cambridgeshire District Council	0.0	1.8	0.1	0.3	10.5	66.0	7.9	4.0	13.8	9.7	19.6	133.7	18.6
ALL DESTINATIONS	108.3	62.9	86.8	68.1	52.6	76.6	63.8	41.3	35.3	29.2	25.8	650.6	90.4
OTHER DESTINATIONS	4.5	3.4	11.6	4.1	5.5	9.2	5.9	6.7	4.1	4.4	9.5	69.0	9.6

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 11 Cont... - Convenience Goods Allocation - Spend (£) 2040

Survey Location Zone	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Total £m	Total %	
Destinations for Convenience Goods outside Cambridge City and South Cambridgeshire District Council														
6 Aldi, Durham Way, Royston	0.0	0.1	0.0	0.0	2.0	9.6	0.2	0.0	0.0	0.0	0.0	11.9	1.6	
6 Morrisons, Baldock Street, Royston	0.0	1.2	0.0	0.0	0.8	9.3	0.0	0.0	0.0	0.0	0.0	11.3	1.6	
6 Tesco Express, Market Hill, Priory Lane, Royston	0.0	0.0	0.0	0.0	0.3	4.6	0.0	0.0	0.0	0.0	0.0	4.8	0.7	
6 Tesco Extra, Old North Road, Royston	0.0	0.0	0.0	0.0	6.0	43.8	0.3	0.0	0.0	0.3	0.5	50.9	7.0	
9 Co-op, North Street, Burwell, Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	2.8	0.4	
9 Bottisham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	3.1	0.4	
- Aldi, Howard Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.3	0.0	0.0	2.4	6.7	0.9	
- Aldi, Lordscroft Lane, Haverhill	0.0	0.3	0.0	0.1	0.4	0.0	0.0	0.0	0.0	2.3	0.0	3.1	0.4	
- Lidl, Great North Road, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	1.9	3.0	0.4	
- Lidl, Haverhill Retail Park, Haverhill	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.9	0.1	
- Lidl, Stukeley Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.8	0.1	0.0	0.0	3.2	0.4	
- Morrisons, Parsons Green, St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.9	0.0	0.0	0.5	2.5	0.3	
- Sainsbury's Superstore, Haycocks Road, Haverhill	0.0	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	5.9	0.0	6.9	0.9	
- Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	9.6	10.3	1.4	
- Tesco Extra, Fordham Road, Newmarket	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	3.6	0.4	0.0	4.3	0.6	
- Waitrose, Fred Archer Way, Newmarket	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	4.5	0.2	0.0	5.0	0.7	
- Waitrose, Priory Lane, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.2	3.6	0.5	
- Tesco Superstore, Station Road, Sandy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.9	0.3	
<i>Sub-Total</i>	<i>0.0</i>	<i>1.8</i>	<i>0.1</i>	<i>0.3</i>	<i>10.5</i>	<i>67.4</i>	<i>8.1</i>	<i>4.0</i>	<i>14.0</i>	<i>9.8</i>	<i>20.0</i>	<i>136.1</i>	<i>18.7</i>	
Total Outside Cambridge City and South Cambridgeshire District Council	0.0	1.8	0.1	0.3	10.5	67.4	8.1	4.0	14.0	9.8	20.0	136.1	18.7	
ALL DESTINATIONS	109.1	62.7	87.6	68.5	52.9	78.1	65.1	41.9	35.8	29.5	26.4	657.7	90.4	
OTHER DESTINATIONS	4.5	3.4	11.7	4.1	5.5	9.4	6.1	6.8	4.2	4.5	9.7	69.9	9.6	

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 12 - Convenience Goods Floorspace Performance 2020

	Total net floorspace (sq.m)*	Net Conv Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sqm net)	Average Turnover 2020 (£m)	Est. Actual Turnover 2020 (£m) (Table 6)	Inflow (%)	Inflow (£m)	Actual /over including inflow (£m)	Difference from Avg Turnover 2019 (£m)
Cambridge City Council										
City Centre										
Sainsbury's Superstore, Sidney Street, Cambridge	1,326	90%	1,193	12,191	14.5	5.9	0%	0.0	5.9	-8.6
Marks & Spencer (Foodhall), Market Hill / Square, Cambridge	1,171	95%	1,112	10,965	12.2	3.9	0%	0.0	3.9	-8.3
Sainsbury's Local, St Andrews Street, Cambridge	182	90%	164	12,191	2.0	1.9	0%	0.0	1.9	-0.1
Cambridge City Centre (historic core)	1,736	100%	1,736	2,500	4.3	3.6	0%	0.0	3.6	-0.8
Waitrose (Little), Fitzroy Street, The Grafton Centre	279	95%	265	13,431	3.6	11.8	0%	0.0	11.8	8.2
Tesco Express, East Road, The Grafton Centre	308	90%	277	12,911	3.6	4.0	0%	0.0	4.0	0.4
<i>Sub-Total - City Centre</i>	<i>5,002</i>	<i>-</i>	<i>4,748</i>	<i>-</i>	<i>40.2</i>	<i>31.1</i>	<i>-</i>	<i>0.0</i>	<i>31.1</i>	<i>-9.1</i>
District Centres										
Co-op, Mill Road East*	200	90%	160	8,269	1.3	6.0	0%	0.0	6.0	4.6
Tesco Express, Mill Road East*	200	90%	160	12,911	2.1	2.5	0%	0.0	2.5	0.4
Sainsbury's Local, Mill Road West*	200	90%	160	12,191	2.0	3.9	0%	0.0	3.9	1.9
Tesco Express, Cherry Hinton High Street*	200	90%	160	12,911	2.1	1.5	0%	0.0	1.5	-0.6
Cherry Hinton High Street 'Other'	-	-	-	-	-	-	-	-	-	-
Budgens, Arbury Court	789	90%	710	4,000	2.8	3.3	0%	0.0	3.3	0.4
Aldi, Histon Road, Cambridge	1,212	85%	1,030	9,930	10.2	32.5	0%	0.0	32.5	22.3
Co-op, Histon Road*	200	90%	160	8,269	1.3	3.0	0%	0.0	3.0	1.6
Iceland, Histon Road*	300	90%	270	6,200	1.7	2.5	0%	0.0	2.5	0.8
Co-op, Mitcham's Corner*	200	90%	160	8,269	1.3	4.5	0%	0.0	4.5	3.2
Co-op, Mitcham's Corner (2nd store)*	200	90%	160	8,269	1.3	1.9	0%	0.0	1.9	0.5
<i>Sub-Total - District Centres</i>	<i>3,701</i>	<i>-</i>	<i>3,130</i>	<i>-</i>	<i>26.1</i>	<i>61.3</i>	<i>-</i>	<i>0.0</i>	<i>61.3</i>	<i>35.2</i>
Local Centres										
Marks & Spencer (Simply Food), Railway Station, CB1	175	90%	158	10,965	1.7	0.3	0%	0.0	0.3	-1.4
Sainsbury's Local, Railway Station, CB1	382	90%	344	12,191	4.2	0.7	0%	0.0	0.7	-3.4
Sainsbury's Local, Hills Road/Cherry Hinton Road*	200	90%	160	12,191	2.0	2.2	0%	0.0	2.2	0.2
Tesco Express, Hills Road/Cherry Hinton Road*	200	90%	160	12,911	2.1	1.6	0%	0.0	1.6	-0.4
Co-op, Hills Road/Cherry Hinton Road*	200	90%	160	8,269	1.3	4.2	0%	0.0	4.2	2.9
Tesco Express, Hills Road*	200	90%	160	12,911	2.1	2.3	0%	0.0	2.3	0.3
Co-op, Hills Road*	200	90%	160	8,269	1.3	1.1	0%	0.0	1.1	-0.2
Co-op, Newnham Road*	200	90%	160	8,269	1.3	2.7	0%	0.0	2.7	1.4
Derby Store, Newnham Road*	200	90%	160	3,500	0.6	1.8	0%	0.0	1.8	1.3
Sainsbury's Superstore, Eddington	2,000	80%	1,600	12,191	19.5	9.7	0%	0.0	9.7	-9.8
Co-op, Arbury Road/Milton Road*	200	90%	160	8,269	1.3	4.1	0%	0.0	4.1	2.8
Spar, Barnwell Road*	100	90%	90	3,500	0.3	0.8	0%	0.0	0.8	0.5
<i>Sub-Total</i>	<i>4,257</i>	<i>-</i>	<i>3,471</i>	<i>-</i>	<i>37.7</i>	<i>31.7</i>	<i>-</i>	<i>0.0</i>	<i>31.7</i>	<i>-6.0</i>
Out-of-Centre										
Asda, Beehive Centre	3,790	60%	2,274	17,285	39.3	34.0	0%	0.0	34.0	-5.3
M&S (Simply Food), Beehive Centre	1,081	90%	973	10,965	10.7	6.2	0%	0.0	6.2	-4.4
B&M, Beehive Centre	2,368	20%	474	4,000	1.9	0.3	0%	0.0	0.3	-1.6
Sainsbury's Superstore, Coldhams Lane	4,165	60%	2,499	12,191	30.5	48.6	0%	0.0	48.6	18.1
Co-op, Brookgate, Cambridge (off Hills Road)	200	90%	180	8,269	1.5	0.0	0%	0.0	0.0	-1.5
Co-op, Perne Road, Cambridge	200	90%	180	8,269	1.5	4.5	0%	0.0	4.5	3.1
Sainsbury's Local, Trumpington	200	90%	180	12,191	2.2	1.3	0%	0.0	1.3	-0.9
Waitrose, Hauxton Road, Trumpington	2,976	90%	2,678	13,431	36.0	48.2	0%	0.0	48.2	12.2
Tesco Superstore, Cheddars Lane	4,081	60%	2,449	12,911	31.6	32.7	0%	0.0	32.7	1.1
<i>Sub-Total</i>	<i>19,061</i>	<i>-</i>	<i>11,887</i>	<i>-</i>	<i>155.1</i>	<i>175.9</i>	<i>-</i>	<i>0.0</i>	<i>175.9</i>	<i>20.8</i>
Total Cambridge City Council	32,021	-	23,236	-	259.1	300.0	-	0	300.0	40.9

Greater Cambridge Retail and Commercial Leisure Study 2020
Convenience Goods Need Forecasts

Table 12 Cont. - Convenience Goods Floorspace Performance 2020

	Total net floorspace (sq.m)*	Net Conv Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sqm net)	Average Turnover 2020 (£m)	Est. Actual Turnover 2020 (£m) (Table 6)	Inflow (%)	Inflow (£m)	Actual /over including inflow (£m)	Difference from Avg Turnover 2019 (£m)
Destinations for Convenience Goods in South Cambridgeshire										
Village Settlements										
Tesco Superstore, Yarrow Road, Fulbourn	3,511	70%	2,458	12,911	31.7	40.2	0%	0.0	40.2	8.5
Co-op, Girton Road, Girton	200	90%	160	9,269	1.5	0.9	0%	0.0	0.9	-0.6
Co-op, Station Road, Histon & Impington	200	90%	160	8,269	1.3	3.9	0%	0.0	3.9	2.6
Tesco Express, High Street, Histon & Impington	200	90%	160	12,911	2.1	6.3	0%	0.0	6.3	4.2
Tesco Superstore, Milton	3,206	70%	2,244	12,911	29.0	46.3	0%	0.0	46.3	17.3
Co-op, High Street, Great Shelford	200	90%	160	8,269	1.3	5.3	0%	0.0	5.3	4.0
Tesco Express, Woollards Lane, Great Shelford	200	90%	160	12,911	2.1	4.0	0%	0.0	4.0	1.9
Local Shops, Great Shelford	-	-	-	-	-	-	-	-	-	-
Co-op, High Street, Sawston	200	90%	160	8,269	1.3	3.8	0%	0.0	3.8	2.5
Local Shops, Sawston	-	-	-	-	-	-	-	-	-	-
Co-op, High Street, Melbourn	200	90%	160	8,269	1.3	5.9	0%	0.0	5.9	4.6
One Stop, High Street, Meldreth	150	90%	135	3,500	0.5	1.0	0%	0.0	1.0	0.6
Morrisons, Broad Street, Cambourne Central	2,992	90%	2,693	11,300	30.4	32.7	0%	0.0	32.7	2.2
Co-op, Mosquito Road, Upper Cambourne	200	90%	160	8,269	1.3	3.8	0%	0.0	3.8	2.4
Co-op, School Lane, Lower Cambourne	200	90%	160	8,269	1.3	2.6	0%	0.0	2.6	1.3
Nisa, Cambridge Road, Hardwick	200	90%	160	3,500	0.6	1.2	0%	0.0	1.2	0.6
Tesco Extra, Bar Hill, Cambridge	6,718	60%	4,031	12,911	52.0	43.5	0%	0.0	43.5	-8.5
Co-op, High Street, Cottenham	200	90%	160	8,269	1.3	3.9	0%	0.0	3.9	2.6
Co-op, High Street, Longstanton	200	90%	160	8,269	1.3	3.1	0%	0.0	3.1	1.7
Co-op, High Street, Willingham	200	90%	160	8,269	1.3	2.4	0%	0.0	2.4	1.1
One Stop, Green Side, Waterbeach	200	90%	160	3,500	0.6	0.7	0%	0.0	0.7	0.1
Co-op, High Street, Fulbourn	200	90%	160	8,269	1.3	3.2	0%	0.0	3.2	1.8
Local Stores, Fulbourn	-	-	-	-	-	-	-	-	-	-
Co-op, High Street, Linton	200	90%	160	8,269	1.3	3.8	0%	0.0	3.8	2.5
Local Stores, Linton	-	-	-	-	-	-	-	-	-	-
Nisa, High Street, Great Abington	200	90%	160	3,500	0.6	0.4	0%	0.0	0.4	-0.2
Abington Stores & PO, Great Abington	200	90%	160	3,500	0.6	0.9	0%	0.0	0.9	0.3
Co-op, Church Street, Gamlingay	200	90%	160	8,269	1.3	3.6	0%	0.0	3.6	2.3
Sub-Total	20,377		14,601	11,464	167.4	223.3		0.0	223.3	55.9

Greater Cambridge Retail and Commercial Leisure Study 2020

Convenience Goods Need Forecasts

Table 13 - Borough-wide convenience goods floorspace capacity

	2020	2023	2025	2030	2035	2040
Residents Spending in Greater Cambridge (£m)	527.7	502.9	503.6	510.7	516.9	521.6
Existing convenience shop floorspace within Greater Cambridge (sq.m net)	37,837	37,837	37,837	37,837	37,837	37,837
Sales per sq.m net £	13,948	11,424	11,492	11,666	11,842	12,020
Sales from existing floorspace (£m)	527.7	432.2	434.8	441.4	448.0	454.8
Sales from committed floorspace (£m)	0.0	38.9	39.2	39.7	40.3	41.0
Residual spending to support new convenience goods floorspace (£m)	0.0	31.7	29.6	29.6	28.5	25.8
Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,162	12,235	12,419	12,607	12,797
Capacity for new floorspace (sq.m net)	0	2,608	2,422	2,381	2,260	2,018

Sales density of -2.0% 2019; 5.4% 2020; -4.8% 2021; 0.7% 2022; 0.3% 2023-40 (source: Experian Retail Planner 18, October 2020, Figure 3a)

Commitments:

1. Waterbeach District Centre, 1 x Foodstore / 2. Northstowe District Centre 1 x Foodstore

Appendix 2: Comparison Goods Need

Greater Cambridge Retail and Commercial Leisure Study 2020 Comparison Goods Need Forecasts

Table 1: Survey Area Postcode Composition

Zone	Postcode Sectors
Zone 1	CB1 1/2/3/7/8/9
Zone 2	CB2 0/1/3/7/8/9; CB3 9
Zone 3	CB3 0/1; CB4 2/3; CB24 9
Zone 4	CB4 0/1; CB5 8; CB24 6
Zone 5	CB22 3/4/5/6/7; CB23 1
Zone 6	SG8 0/5/6/7/8/9
Zone 7	CB23 2/3/4/5/6/7/8
Zone 8	CB24 1/3/4/5/8
Zone 9	CB25 0/9
Zone 10	CB21 4/5/6
Zone 11	PE19 6; SG19 3

Greater Cambridge Retail and Commercial Leisure Study 2021 Comparison Goods Need Forecasts

Table 2: Survey Area Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
2020	56,355	33,933	48,933	36,432	28,560	41,230	33,360	23,156	19,090	16,435	16,823
2023	56,322	33,823	49,148	36,415	28,984	42,094	34,157	23,653	19,456	16,694	17,185
2025	56,660	33,904	49,374	36,537	29,249	42,552	34,590	23,927	19,661	16,844	17,383
2030	57,726	34,243	50,245	37,057	29,740	43,570	35,342	24,428	20,090	17,147	17,865
2035	58,278	34,232	50,835	37,320	29,998	44,323	36,013	24,790	20,366	17,360	18,266
2040	58,600	34,114	51,205	37,462	30,148	45,146	36,681	25,087	20,611	17,563	18,644
Total	343,941	204,249	299,740	221,223	176,679	258,915	210,143	145,041	119,274	102,043	106,166
Change 2020-2025	305	-29	441	105	689	1,322	1,230	771	571	409	560
Change 2020-2030	1,371	310	1,312	625	1,180	2,340	1,982	1,272	1,000	712	1,042
Change 2020-2040	2,245	181	2,272	1,030	1,588	3,916	3,321	1,931	1,521	1,128	1,821

Source: Experian

Greater Cambridge Retail and Commercial Leisure Study 2021 Comparison Goods Need Forecasts

Table 3: Survey Area per Capita Expenditure Forecasts

	Expenditure per Capita (£)	SFT (%)	SFT (£)	Expenditure per capita less SFT
2020	3,536	22.9%	810	2,726
2023	4,057	23.2%	941	3,116
2025	4,304	24.6%	1,059	3,246
2030	4,975	26.9%	1,338	3,637
2035	5,740	28.1%	1,613	4,127
2040	6,622	28.7%	1,901	4,721

Expenditure growth rates: 2020: -8.5%; 2021: 6.5%; 2022: 3.8%; 2023-2027: 3.0%; 2028-2040: 2.9%

Source: Experian E-Marketer. Expenditure growth rates and allowance for SFT are sourced from Experian Retail Planner 18 (October 2020).

Greater Cambridge Retail and Commercial Leisure Study 2021
Comparison Goods Need Forecasts

Table 4 - Survey Area Comparison Goods Expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Total
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
2020	153.63	92.51	133.40	99.32	77.86	112.40	90.94	63.13	52.04	44.80	45.86	965.89
2023	175.50	105.39	153.15	113.47	90.31	131.17	106.43	73.70	60.63	52.02	53.55	1,115.32
2025	183.89	110.04	160.24	118.58	94.93	138.10	112.26	77.66	63.81	54.67	56.42	1,170.60
2030	209.95	124.54	182.74	134.78	108.17	158.47	128.54	88.85	73.07	62.36	64.98	1,336.45
2035	240.52	141.28	209.80	154.02	123.80	182.92	148.63	102.31	84.05	71.65	75.38	1,534.36
2040	276.68	161.07	241.76	176.87	142.34	213.16	173.19	118.45	97.31	82.92	88.03	1,771.78
Change 2020-40 (£m)	123.04	68.56	108.36	77.56	64.48	100.76	82.25	55.32	45.27	38.12	42.17	805.89
Change 2020-2040 (%)	80.09	74.11	81.23	78.09	82.82	89.64	90.44	87.63	86.99	85.08	91.94	83.43

Source: Tables 2 and 3

Greater Cambridge Retail and Commercial Leisure Study 2021 Comparison Goods Need Forecasts

Table 5 - Comparison Goods Allocation - % Market Share (2020)

Survey Location Zone	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %	
Destinations for Comparison Goods in Cambridge City Council Area												
City Centre												
2	Cambridge City Centre (historic core)	56.6%	66.9%	60.7%	42.8%	41.9%	45.5%	53.7%	43.9%	41.3%	46.5%	21.1%
1	Grafton Shopping Centre, Cambridge	7.4%	2.3%	2.9%	6.5%	6.0%	0.2%	2.0%	2.4%	3.7%	0.2%	0.3%
	<i>Sub-Total</i>	<i>64.1%</i>	<i>69.2%</i>	<i>63.6%</i>	<i>49.3%</i>	<i>47.9%</i>	<i>45.6%</i>	<i>55.7%</i>	<i>46.3%</i>	<i>44.9%</i>	<i>46.6%</i>	<i>21.4%</i>
District Centres												
1	Cherry Hinton Road, Cambridge	1.8%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%
1	Mill Road, Cambridge	0.8%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
3	Histon Road, Cambridge	0.1%	0.0%	3.0%	2.4%	0.8%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
3	Arbury Court, Cambridge	0.0%	0.0%	1.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<i>Sub-Total</i>	<i>2.8%</i>	<i>2.1%</i>	<i>4.1%</i>	<i>2.8%</i>	<i>0.8%</i>	<i>0.0%</i>	<i>0.1%</i>	<i>0.5%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.5%</i>
Local Centres												
2	Newnham Road Local Centre	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Trumpington Local Centre	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
2	Hills Road/Cherry Hinton Road Local Centre	0.0%	0.8%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Arbury Road/Milton Road Local Centre	0.0%	0.0%	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<i>Sub-Total</i>	<i>0.0%</i>	<i>5.7%</i>	<i>0.1%</i>	<i>0.9%</i>	<i>0.2%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.1%</i>	<i>0.0%</i>
Out-of-Centre												
4	Cambridge Retail Park, Newmarket Road	12.5%	8.4%	11.5%	14.7%	15.2%	1.4%	10.6%	13.2%	19.9%	7.1%	2.9%
4	B&Q/Retail Warehousing, Newmarket Road	1.7%	2.0%	2.1%	2.7%	2.1%	0.4%	1.3%	2.0%	1.9%	0.9%	0.0%
1	Beehive Centre, Coldhams Lane	4.0%	2.2%	3.5%	4.1%	1.5%	1.0%	1.5%	4.3%	1.8%	5.7%	0.0%
1	Asda, Beehive Centre, Coldhams Lane	2.2%	1.4%	1.4%	0.8%	0.5%	0.2%	0.1%	0.0%	0.4%	0.1%	0.0%
4	Tesco Superstore, Cheddars Lane, Newmarket Road	0.1%	0.0%	1.0%	4.6%	0.1%	0.0%	0.0%	0.0%	2.2%	0.5%	0.0%
1	Sainsbury's Superstore, Coldhams Lane	2.7%	0.0%	0.2%	2.1%	0.7%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
2	Waitrose, Hauxton Road, Trumpington	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
	<i>Sub-Total</i>	<i>23.3%</i>	<i>14.2%</i>	<i>19.8%</i>	<i>28.9%</i>	<i>20.0%</i>	<i>3.0%</i>	<i>13.8%</i>	<i>19.5%</i>	<i>26.3%</i>	<i>14.8%</i>	<i>2.9%</i>
	Total Cambridge City Council	90.1%	91.1%	87.6%	82.0%	69.1%	48.6%	69.6%	66.3%	71.3%	61.6%	24.8%
Destinations for Comparison Goods in South Cambridgeshire District Council												
Rural Centres												
5	Great Shelford	0.5%	0.9%	0.0%	0.0%	7.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
5	Sawston	0.0%	0.7%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
8	Cottenham	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	1.7%	0.5%	0.0%	0.0%
7	Cambourne	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	2.2%
	<i>Sub-Total</i>	<i>0.5%</i>	<i>1.6%</i>	<i>0.6%</i>	<i>1.9%</i>	<i>10.2%</i>	<i>0.0%</i>	<i>3.5%</i>	<i>1.7%</i>	<i>0.5%</i>	<i>0.7%</i>	<i>2.2%</i>
Minor Rural Centres												
1	Tesco Superstore, Yarrow Road, Fulbourn	3.2%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.6%	2.9%	0.0%
4	Tesco Superstore, Milton	0.1%	0.0%	3.6%	6.8%	0.0%	0.0%	0.0%	0.2%	2.5%	0.0%	0.0%
6	Melbourn	0.2%	0.2%	0.0%	0.0%	0.5%	1.5%	0.0%	0.0%	0.0%	0.2%	0.2%
7	Bar Hill (Inc.Tesco Extra)	0.6%	0.9%	1.8%	0.0%	0.5%	0.1%	8.4%	11.6%	1.0%	0.0%	0.1%
7	Papworth Everard	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
8	Willingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%
9	Waterbeach	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.8%	0.0%	0.0%
10	Fulbourn	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%
10	Linton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
11	Gamlingay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
	<i>Sub-Total</i>	<i>4.2%</i>	<i>1.3%</i>	<i>5.4%</i>	<i>7.0%</i>	<i>2.0%</i>	<i>1.7%</i>	<i>8.4%</i>	<i>14.5%</i>	<i>4.9%</i>	<i>9.7%</i>	<i>2.0%</i>
	Total South Cambridge District Council	4.7%	2.9%	6.0%	8.9%	12.2%	1.7%	11.9%	16.3%	5.5%	10.4%	4.2%
Destinations for Comparison Goods outside Cambridge City and South Cambridgeshire District Council												
6	Aldi, Durham Way, Royston	0.0%	0.0%	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Morrisons, Baldock Street, Royston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
6	Tesco Extra, Old North Road, Royston	0.0%	0.0%	0.0%	0.0%	4.4%	12.0%	0.0%	0.2%	0.0%	0.0%	0.5%
6	Royston Town Centre	0.0%	0.0%	0.0%	0.0%	0.4%	14.4%	0.0%	0.0%	0.1%	0.0%	0.0%
9	Bottisham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%
9	Burwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
11	Little Paxton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
-	Tesco Extra, Barford Road, St Neots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	8.4%
-	Bedford Town Centre	0.1%	0.0%	0.0%	0.7%	0.0%	0.2%	0.4%	0.2%	0.0%	0.0%	3.0%
-	Ely City Centre	0.0%	0.0%	0.2%	1.2%	0.0%	0.0%	0.0%	4.0%	2.1%	0.0%	0.0%
-	Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%
-	Huntingdon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	2.4%	0.0%	0.0%	1.9%
-	Letchworth Town Centre	0.0%	0.7%	0.1%	0.0%	0.6%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%
-	Newmarket Town Centre	0.1%	0.2%	0.5%	1.1%	0.5%	0.0%	0.2%	0.1%	11.4%	3.9%	0.0%
-	Saffron Walden Town Centre	0.0%	0.1%	0.6%	0.1%	1.2%	1.5%	0.0%	0.0%	0.0%	5.7%	0.0%
-	St Neots Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	25.7%
-	Stevenage Town Centre	0.0%	0.0%	0.0%	0.0%	0.2%	4.8%	0.0%	0.0%	0.0%	0.0%	0.9%
-	Biggleswade Retail Park, London Road, Biggleswade	0.0%	0.7%	0.0%	0.0%	0.2%	4.0%	0.2%	0.0%	0.0%	0.0%	5.3%
	Total Outside Cambridge City and South Cambridge District Council	0.4%	1.6%	1.4%	3.1%	8.6%	41.7%	10.8%	6.9%	15.8%	15.2%	46.6%
	Total All Destinations	95.2%	95.7%	95.0%	94.0%	89.8%	92.0%	92.4%	89.5%	92.5%	87.2%	75.6%
	Other Destinations	4.8%	4.3%	5.0%	6.0%	10.2%	8.0%	7.6%	10.5%	7.5%	12.8%	24.4%

Greater Cambridge Retail and Commercial Leisure Study 2021

Comparison Goods Need Forecasts

Table 10 - Comparison Goods Allocation - Spend (£) 2035

Survey Location Zone	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Total £m	Total %
	240.5	141.3	209.8	154.0	123.8	182.9	148.6	102.3	84.1	71.6	75.4	1,534.4	100.0
Destinations for Comparison Goods in Cambridge City Council Area													
City Centre													
2													
	136.2	94.4	127.3	65.9	51.9	83.2	79.8	44.9	34.7	33.3	15.9	767.5	50.0
1	17.9	3.3	6.1	10.1	7.5	0.3	3.0	2.4	3.1	0.1	0.2	54.0	3.5
	154.1	97.8	133.4	76.0	59.4	83.4	82.8	47.3	37.8	33.4	16.2	821.6	53.5
District Centres													
1	4.4	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	4.8	0.3
1	2.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	5.1	0.3
3	0.2	0.0	6.4	3.8	1.0	0.0	0.0	0.4	0.0	0.0	0.0	11.8	0.8
3	0.0	0.0	2.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.2
	6.6	3.0	8.6	4.4	1.0	0.0	0.1	0.5	0.0	0.0	0.4	24.6	1.6
Local Centres													
2	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.2
2	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	0.2
2	0.0	1.1	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.1
4	0.0	0.0	0.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1
	0.0	8.0	0.2	1.4	0.3	0.0	0.0	0.0	0.0	0.1	0.0	10.1	0.7
Out-of-Centre													
4	30.1	11.9	24.2	22.6	18.8	2.5	15.7	13.5	16.8	5.1	2.2	163.4	10.6
4	4.0	2.9	4.3	4.1	2.6	0.7	1.9	2.0	1.6	0.7	0.0	24.9	1.6
1	9.6	3.1	7.4	6.3	1.8	1.8	2.3	4.4	1.5	4.1	7.0	42.3	2.8
1	5.3	2.0	2.9	1.2	0.6	0.4	0.2	0.0	0.3	0.1	0.0	13.0	0.8
4	0.2	0.0	2.2	7.1	0.2	0.0	0.0	0.0	1.8	0.4	0.0	11.8	0.8
1	6.4	0.0	0.5	3.2	0.9	0.0	0.0	0.0	0.2	0.3	0.0	11.5	0.7
2	0.2	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.8	0.1
	56.0	20.0	41.5	44.5	24.8	5.4	20.5	20.0	22.1	10.6	2.2	267.6	17.4
	216.7	128.7	183.7	126.3	85.5	88.9	103.5	67.8	59.9	44.1	18.7	1,123.9	73.2
Destinations for Comparison Goods in South Cambridgeshire District Council													
Rural Centres													
5	1.2	1.3	0.0	0.1	9.0	0.0	0.3	0.0	0.0	0.0	0.0	11.8	0.8
5	0.0	1.0	0.0	0.0	3.5	0.0	0.1	0.0	0.0	0.5	0.0	5.2	0.3
8	0.0	0.0	1.2	0.0	0.0	0.0	0.0	1.8	0.4	0.0	0.0	3.5	0.2
7	0.1	0.0	0.0	2.9	0.1	0.0	4.9	0.0	0.0	0.0	1.6	9.6	0.6
	1.3	2.3	1.2	2.9	12.6	0.0	5.2	1.8	0.4	0.5	1.6	30.0	2.0
Minor Rural Centres													
1	7.6	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.5	2.1	0.0	11.3	0.7
4	0.3	0.0	7.5	10.5	0.0	0.0	0.0	0.2	2.1	0.0	0.0	20.7	1.3
6	0.4	0.3	0.0	0.0	0.7	2.8	0.1	0.0	0.0	0.0	0.1	4.4	0.3
7	1.4	1.3	3.9	0.0	0.6	0.3	12.4	11.8	0.8	0.0	0.1	32.6	2.1
7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.0
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	2.7	0.2
9	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.9	0.1
10	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.2	0.0	3.6	0.2
10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	1.6	0.1
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.1
	10.0	1.8	11.3	10.7	2.4	3.1	12.5	14.9	4.1	6.9	1.5	79.3	5.2
	11.3	4.1	12.6	13.6	15.1	3.1	17.7	16.6	4.6	7.5	3.2	109.3	7.1
Destinations for Comparison Goods outside Cambridge City and South Cambridgeshire District Council													
6	0.0	0.0	0.0	0.0	1.0	0.5	0.0	0.0	0.0	0.0	0.0	1.5	0.1
6	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0
6	0.0	0.0	0.0	0.0	5.5	22.0	0.0	0.2	0.0	0.0	0.4	28.0	1.8
6	0.0	0.0	0.0	0.0	0.5	26.4	0.0	0.0	0.0	0.0	0.0	27.0	1.8
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	1.4	0.1
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.0
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.0
-	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	6.3	6.7	0.4
-	0.2	0.0	0.0	1.0	0.0	0.3	0.5	0.2	0.0	0.0	2.3	4.7	0.3
-	0.0	0.0	0.4	1.9	0.0	0.0	0.0	4.1	1.8	0.0	0.0	8.2	0.5
-	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.0	0.0	4.2	0.3
-	0.0	0.0	0.0	0.0	0.0	0.0	13.0	2.5	0.0	0.0	1.4	16.9	1.1
-	0.0	0.9	0.2	0.0	0.8	8.4	0.0	0.0	0.0	0.0	0.0	10.3	0.7
-	0.2	0.3	1.2	1.7	0.7	0.0	0.3	0.1	9.6	2.8	0.0	16.7	1.1
-	0.0	0.1	1.3	0.2	1.5	2.7	0.1	0.0	0.0	4.1	0.0	9.8	0.6
-	0.5	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	19.4	21.3	1.4
-	0.0	0.0	0.0	0.0	0.3	8.7	0.0	0.0	0.0	0.0	0.7	9.7	0.6
-	0.0	0.9	0.0	0.0	0.2	7.4	0.3	0.0	0.0	0.0	4.0	12.8	0.8
	1.0	2.3	3.0	4.8	10.6	76.3	16.1	7.1	13.3	10.9	35.1	180.5	11.8
Total All Destinations	228.9	135.2	199.3	144.7	111.1	168.2	137.3	91.6	77.8	62.5	57.0	1,413.7	92.1
Other Destinations	11.6	6.1	10.5	9.3	12.7	14.7	11.3	10.7	6.3	9.1	18.4	120.7	7.9

Greater Cambridge Retail and Commercial Leisure Study 2021

Comparison Goods Need Forecasts

Table 11 - Comparison Goods Allocation - Spend (£) 2040

Survey Location Zone	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Total £m	Total %	
Total Available Comparison Goods Spend - 2040													1,771.8	100.0
Destinations for Comparison Goods in Cambridge City Council Area														
City Centre														
2	Cambridge City Centre (historic core)	156.7	107.7	146.7	75.7	59.7	96.9	93.0	52.0	40.2	38.5	18.6	885.6	50.0
1	Grafton Shopping Centre, Cambridge	20.6	3.8	7.0	11.6	8.6	0.3	3.5	2.8	3.6	0.1	0.2	62.2	3.5
	Sub-Total	177.3	111.5	153.7	87.2	68.2	97.2	96.5	54.8	43.7	38.7	18.9	947.8	53.5
District Centres														
1	Cherry Hinton Road, Cambridge	5.1	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	5.6	0.3
1	Mill Road, Cambridge	2.3	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	5.9	0.3
3	Histon Road, Cambridge	0.3	0.0	7.3	4.3	1.2	0.0	0.0	0.5	0.0	0.0	0.0	13.6	0.8
3	Arbury Court, Cambridge	0.0	0.0	2.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.2
	Sub-Total	7.6	3.4	9.9	5.0	1.2	0.0	0.2	0.6	0.0	0.0	0.4	28.3	1.6
Local Centres														
2	Newnham Road Local Centre	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.2
2	Trumpington Local Centre	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.7	0.2
2	Hills Road/Cherry Hinton Road Local Centre	0.0	1.3	0.0	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.1
4	Arbury Road/Milton Road Local Centre	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.1
	Sub-Total	0.0	9.1	0.2	1.7	0.4	0.0	0.0	0.0	0.0	0.1	0.0	11.5	0.6
Out-of-Centre														
4	Cambridge Retail Park, Newmarket Road	34.7	13.5	27.9	26.0	21.6	2.9	18.3	15.6	19.4	5.9	2.6	188.4	10.6
4	B&Q/Retail Warehousing, Newmarket Road	4.6	3.3	5.0	4.7	3.0	0.8	2.2	2.4	1.8	0.8	0.0	28.6	1.6
1	Beehive Centre, Coldhams Lane	11.0	3.5	8.6	7.3	2.1	2.1	2.7	5.1	1.7	4.7	0.0	48.8	2.8
1	Asda, Beehive Centre, Coldhams Lane	6.1	2.3	3.3	1.4	0.7	0.5	0.2	0.0	0.4	0.1	0.0	14.9	0.8
4	Tesco Superstore, Cheddars Lane, Newmarket Road	0.3	0.0	2.5	8.1	0.2	0.0	0.0	0.0	2.1	0.4	0.0	13.6	0.8
1	Sainsbury's Superstore, Coldhams Lane	7.4	0.0	0.6	3.7	1.0	0.0	0.0	0.0	0.2	0.3	0.0	13.2	0.7
2	Waitrose, Hauxton Road, Trumpington	0.3	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.9	0.1
	Sub-Total	64.4	22.8	47.8	51.1	28.5	6.3	23.9	23.1	25.6	12.3	2.6	308.5	17.4
	Total Cambridge City Council	249.3	146.8	211.7	145.1	98.3	103.6	120.5	78.5	69.4	51.0	21.8	1,296.0	73.1
Destinations for Comparison Goods in South Cambridgeshire District Council														
Rural Centres														
5	Great Shelford	1.3	1.4	0.0	0.1	10.4	0.0	0.3	0.0	0.0	0.0	0.0	13.5	0.8
5	Sawston	0.0	1.2	0.0	0.0	4.1	0.0	0.1	0.0	0.0	0.6	0.0	5.9	0.3
8	Cottenham	0.0	0.0	1.4	0.0	0.0	0.0	0.0	2.1	0.5	0.0	0.0	4.0	0.2
7	Cambourne	0.1	0.0	0.0	3.3	0.1	0.0	5.7	0.0	0.0	0.0	1.9	11.1	0.6
	Sub-Total	1.5	2.6	1.4	3.4	14.5	0.0	6.1	2.1	0.5	0.6	1.9	34.6	2.0
Minor Rural Centres														
1	Tesco Superstore, Yarrow Road, Fulbourn	8.7	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.6	2.4	0.0	13.0	0.7
4	Tesco Superstore, Milton	0.4	0.0	8.6	12.1	0.0	0.0	0.0	0.3	2.5	0.0	0.0	23.8	1.3
6	Melbourn	0.5	0.4	0.0	0.0	0.8	3.3	0.1	0.0	0.0	0.0	0.1	5.1	0.3
7	Bar Hill (Inc.Tesco Extra)	1.6	1.5	4.5	0.0	0.7	0.3	14.5	13.7	1.0	0.0	0.1	37.8	2.1
7	Papworth Everard	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.7	0.0
8	Willingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.1	0.2
9	Waterbeach	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.7	0.0	0.0	1.1	0.1
10	Fulbourn	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.7	0.0	4.2	0.2
10	Linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	1.9	0.1
11	Gamlingay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.1
	Sub-Total	11.5	2.1	13.1	12.3	2.8	3.6	14.6	17.2	4.8	8.0	1.8	91.7	5.2
	Total South Cambridge District Council	12.9	4.7	14.5	15.7	17.3	3.6	20.7	19.3	5.3	8.6	3.7	126.3	7.1
Destinations for Comparison Goods outside Cambridge City and South Cambridgeshire District Council														
6	Aldi, Durham Way, Royston	0.0	0.0	0.0	0.0	1.2	0.6	0.0	0.0	0.0	0.0	0.0	1.7	0.1
6	Morrisons, Baldock Street, Royston	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0
6	Tesco Extra, Old North Road, Royston	0.0	0.0	0.0	0.0	6.3	25.6	0.0	0.2	0.0	0.0	0.4	32.5	1.8
6	Royston Town Centre	0.0	0.0	0.0	0.0	0.6	30.8	0.0	0.0	0.0	0.0	0.0	31.4	1.8
9	Bottisham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	1.6	0.1
9	Burwell Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6	0.0
11	Little Paxton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.0
-	Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	7.4	7.8	0.4
-	Bedford Town Centre	0.3	0.0	0.0	1.2	0.0	0.4	0.6	0.3	0.0	0.0	2.7	5.4	0.3
-	Ely City Centre	0.0	0.0	0.5	2.2	0.0	0.0	0.0	4.7	2.0	0.0	0.0	9.4	0.5
-	Haverhill Town Centre	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	4.7	0.0	4.8	0.3
-	Huntingdon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	15.1	2.9	0.0	0.0	1.6	19.7	1.1
-	Letchworth Town Centre	0.0	1.1	0.2	0.0	0.9	9.8	0.0	0.0	0.0	0.0	0.0	12.0	0.7
-	Newmarket Town Centre	0.3	0.4	1.3	1.9	0.8	0.0	0.3	0.1	11.1	3.2	0.0	19.3	1.1
-	Saffron Walden Town Centre	0.0	0.1	1.4	0.2	1.7	3.1	0.1	0.0	0.0	4.7	0.0	11.3	0.6
-	St Neots Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	22.6	24.9	1.4
-	Stevenage Town Centre	0.0	0.0	0.0	0.0	0.3	10.1	0.0	0.0	0.0	0.0	0.8	11.3	0.6
-	Biggleswade Retail Park, London Road, Biggleswade	0.0	1.1	0.0	0.0	0.3	8.6	0.3	0.0	0.0	0.0	4.7	14.9	0.8
	Total Outside Cambridge City and South Cambridge District Council	1.1	2.6	3.5	5.5	12.2	88.9	18.8	8.2	15.4	12.6	41.0	209.8	11.8
	Total All Destinations	263.4	154.1	229.7	166.2	127.8	196.0	160.0	106.0	90.0	72.3	66.6	1,632.1	92.1
	Other Destinations	13.3	7.0	12.1	10.7	14.6	17.1	13.2	12.4	7.3	10.6	21.5	139.6	7.9

Greater Cambridge Retail and Commercial Leisure Study 2021 Comparison Goods Need Forecasts

Table 12 - Existing Comparison Goods Floorspace, 2020

	Net Floorspace (sq m net)
Cambridge City Centre	
Cambridge Historic City Centre	39,331
Grafton Centre, Cambridge City Centre	21,525
<i>Sub-Total</i>	<i>60,856</i>
Beehive Centre	
Next Home	796
Oak Furnitureland	1,059
B&M Homestore	2,287
Go Outdoors	792
DW Sports	1,558
Carpetright	557
Dreams	558
Hobbycraft	544
Pets at Home	919
TK Maxx	1,632
Wren Kitchens	1,192
Asda (comparison goods)	1,500
M&S Simply Food (comparison goods)	100
<i>Sub-Total</i>	<i>13,494</i>
Cambridge Retail Park	
Homebase	4,527
ScS	605
Dunelm Mill	2,870
Harveys	1,147
Furniture Village	741
Halfords	734
Burton/Evans/Dorothy Perkins	734
Sports Direct	739
Argos	788
Currys/PC World	3,311
Boots	789
<i>Sub-Total</i>	<i>16,985</i>
Retail Warehousing, Newmarket Road	
B&Q	3,714
DFS	1,486
Wickes	1,886
Staples	764
<i>Sub-Total</i>	<i>7,850</i>
TOTAL FLOORSPACE	99,185

Greater Cambridge Retail and Commercial Leisure Study 2021 Comparison Goods Need Forecasts

Table 13 - Global Comparison Goods Floorspace Need - Baseline

	2020	2023	2025	2030	2035	2040
Total Available Expenditure (Zone 1-11) (£m)	965.9	1,115.3	1,170.6	1,336.4	1,534.4	1,771.8
Market Share from Survey Area (Zone 1-11) (%)	71	71	71	71	71	71
Survey Area Residents Spending (a) (£m)	688.3	793.4	832.3	949.6	1,089.2	1,256.3
Inflow to Cambridge City Centre (32%) from Beyond Survey Area (£m)	244.2	281.5	295.4	337.0	386.6	446.0
Comparison goods spending in Study Area (b) (£m)	932.5	1,074.9	1,127.6	1,286.6	1,475.8	1,702.3
Existing Retail Floorspace (sq.m net)	99,185	99,185	99,185	99,185	99,185	99,185
Sales per sqm net (£)	9,401	10,213	10,793	12,391	14,226	16,333
Sales from Existing Floorspace (£m)	932.5	1,013.0	1,070.5	1,229.0	1,411.0	1,619.9
Sales from Committed Floorspace (£m)	0	0	0	0	0	0
Residual Spending to support new floorspace (£000)	0.0	61.9	57.1	57.5	64.8	82.3
Sales per sq m net in new shops (£)	10,000	10,864	11,481	13,180	15,132	17,372
Capacity for new floorspace (sqm net)	0	5,701	4,973	4,363	4,282	4,739

(a) Cambridge City Centre and Cambridge Out-of-Centre Retailing

(b) Cambridge City Centre and Cambridge Out-of-Centre Retailing + shopper inflow