

Elmbridge Retail Assessment

Volume Two — Plans & Appendices | April 2016



CONTENTS

VOLUME TWO — PLANS & APPENDICES

PLAN 1	STUDY AREA PLAN
PLAN 2	EXPENDITURE FLOW PLAN
PLANS 3-14	COMPARISON GOODS MARKET SHARES BY CENTRE
PLANS 15-25	CONVENIENCE GOODS MARKET SHARE PLANS BY MAJOR STORES
APPENDIX I	LOCAL CENTRES AUDIT MATRIX
APPENDIX II	COMPARISON GOODS CAPACITY TABLES
APPENDIX III	CONVENIENCE GOODS CAPACITY TABLES

Report date: **April 2016**

Contact:

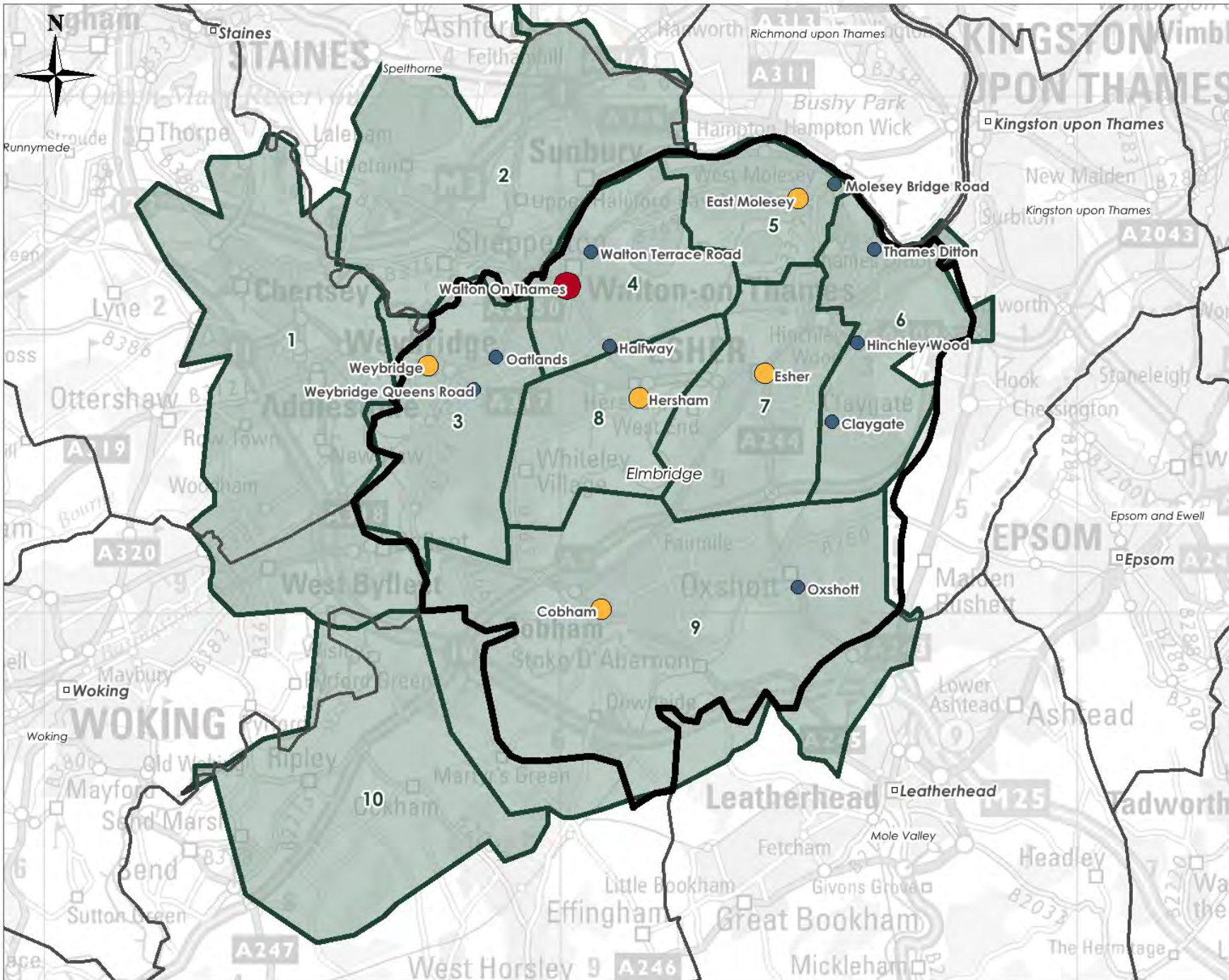
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For and on behalf of **GVA Grimley Ltd**

STUDY AREA MAP

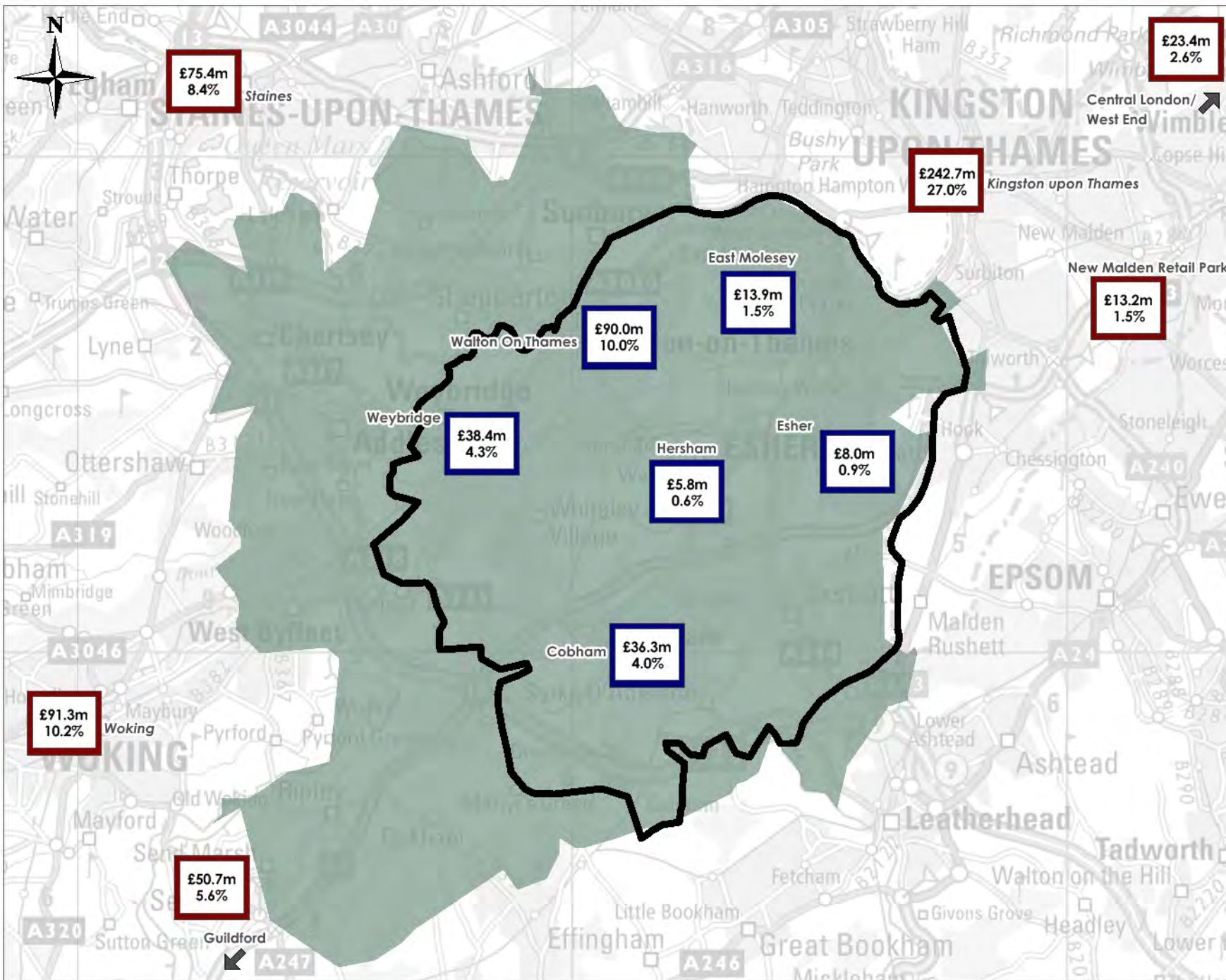


Study Area & Household Telephone Survey Zones

- Key**
- Study Area
 - Survey Zone
- Centres**
- Town
 - District
 - Local
- Zone 1** Chertsey, Addlestone & West Byfleet (KT14 6/7, KT15 1/2/3, KT16 8/9)
- Zone 2** Sunbury & Shepperton (TW16 5/6/7, TW17 0/8/9)
- Zone 3** Weybridge (KT13 0/8/9)
- Zone 4** Walton-on-Thames (KT12 1/2/3)
- Zone 5** Molesey (KT8 0/1/2/9 (partial sector))
- Zone 6** Thames Ditton & Claygate (KT6 5, KT7 0, KT10 0)
- Zone 7** Esher (KT10 8/9)
- Zone 8** Hersham (KT12 4/5)
- Zone 9** Cobham & Oxshott (KT11 1/2/3, KT22 0)
- Zone 10** East of Woking (GU23 6)

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COMPARISON GOODS EXPENDITURE FLOWS



Comparison Goods Turnover of Centres and Expenditure Leakage

Key

- Elbridge boundary
- Study Area
- Expenditure flow to centre within Elbridge
- Expenditure flow to centre outside Elbridge

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WALTON-ON-THAMES TOWN CENTRE
COMPARISON GOODS MARKET SHARE



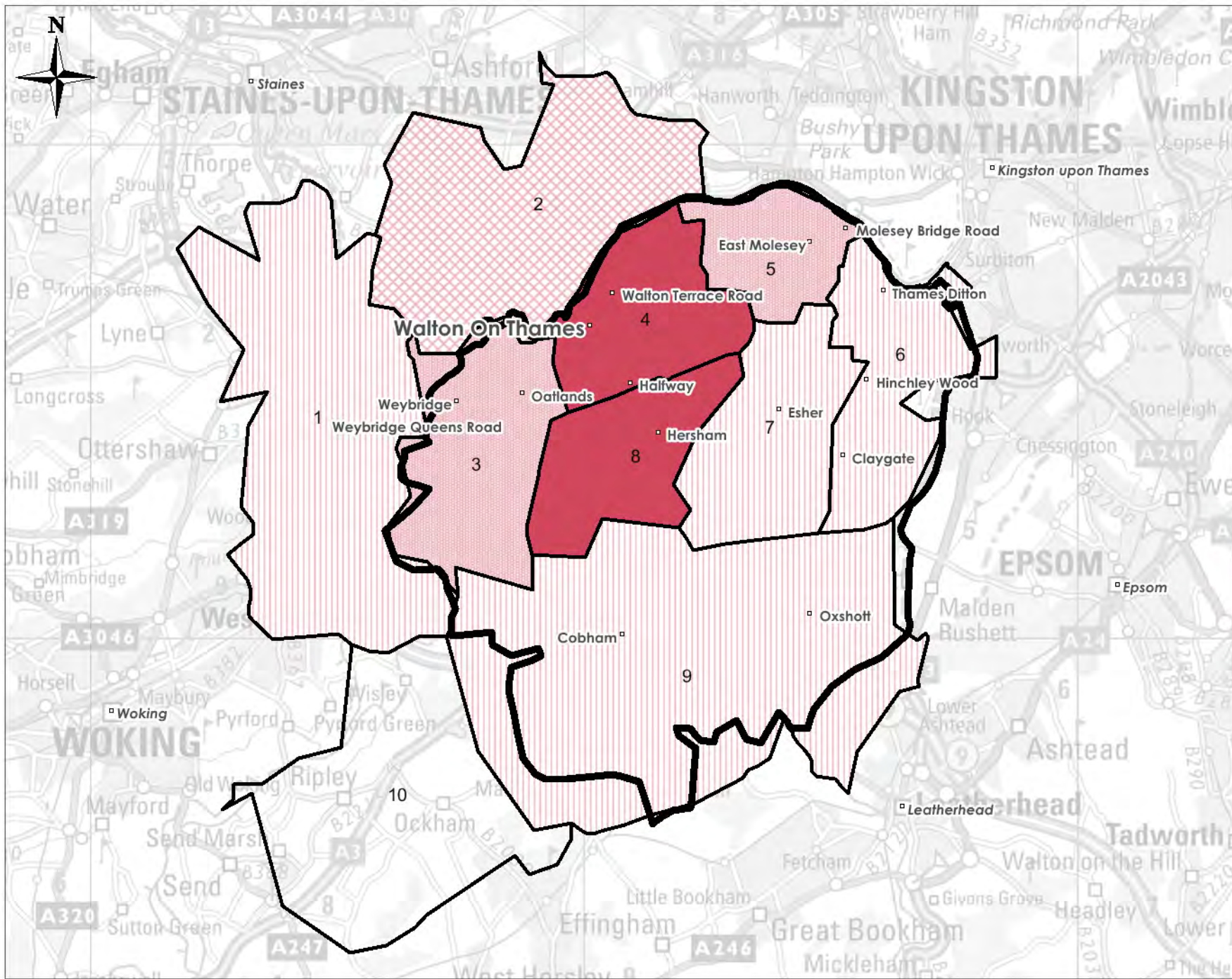
**Walton on Thames
Town Centre Comparison
Goods Market Share**

Key

Elbridge boundary

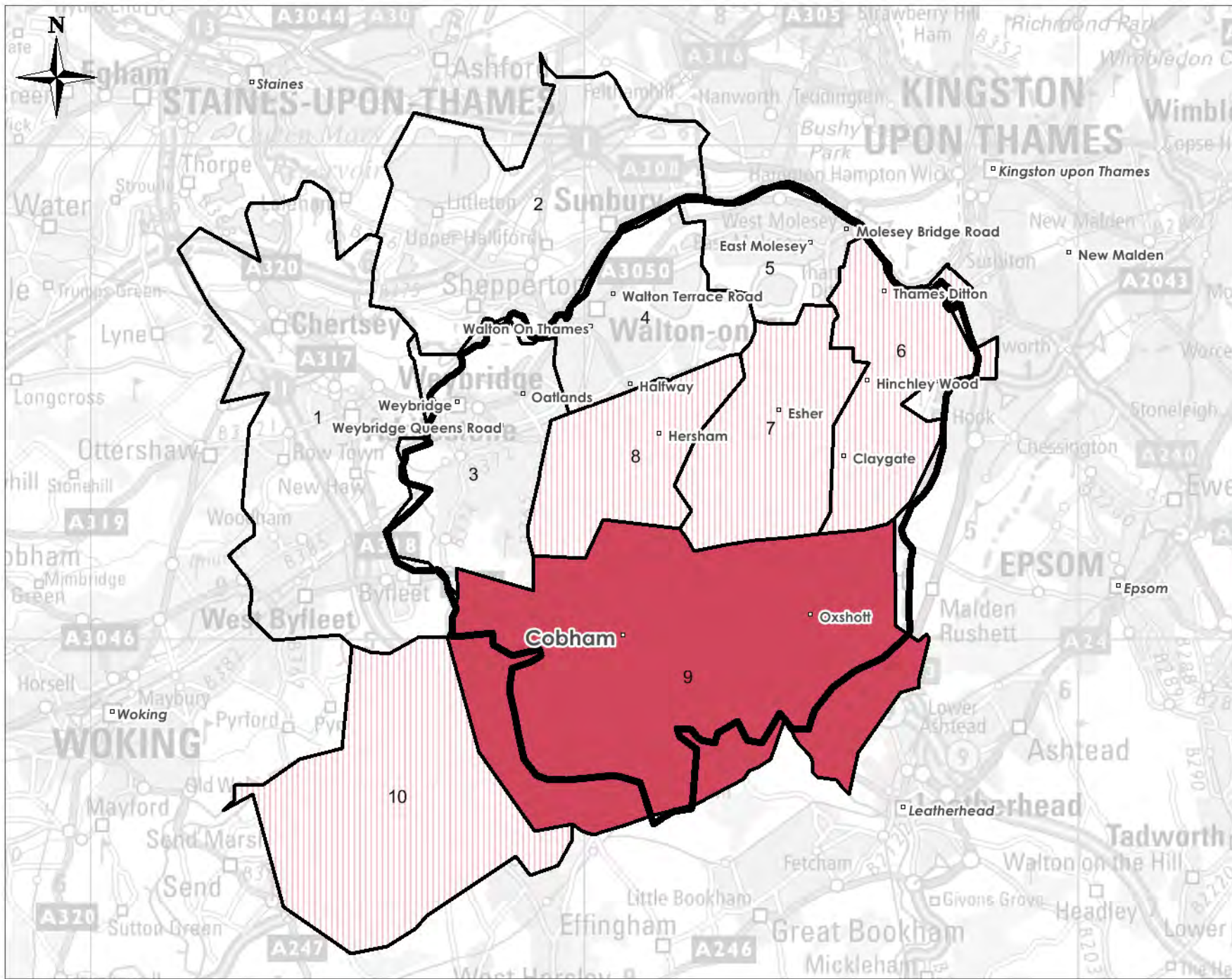
Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60



Map reproduced from GBPro 200 GB (2014 edition).
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COBHAM DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE

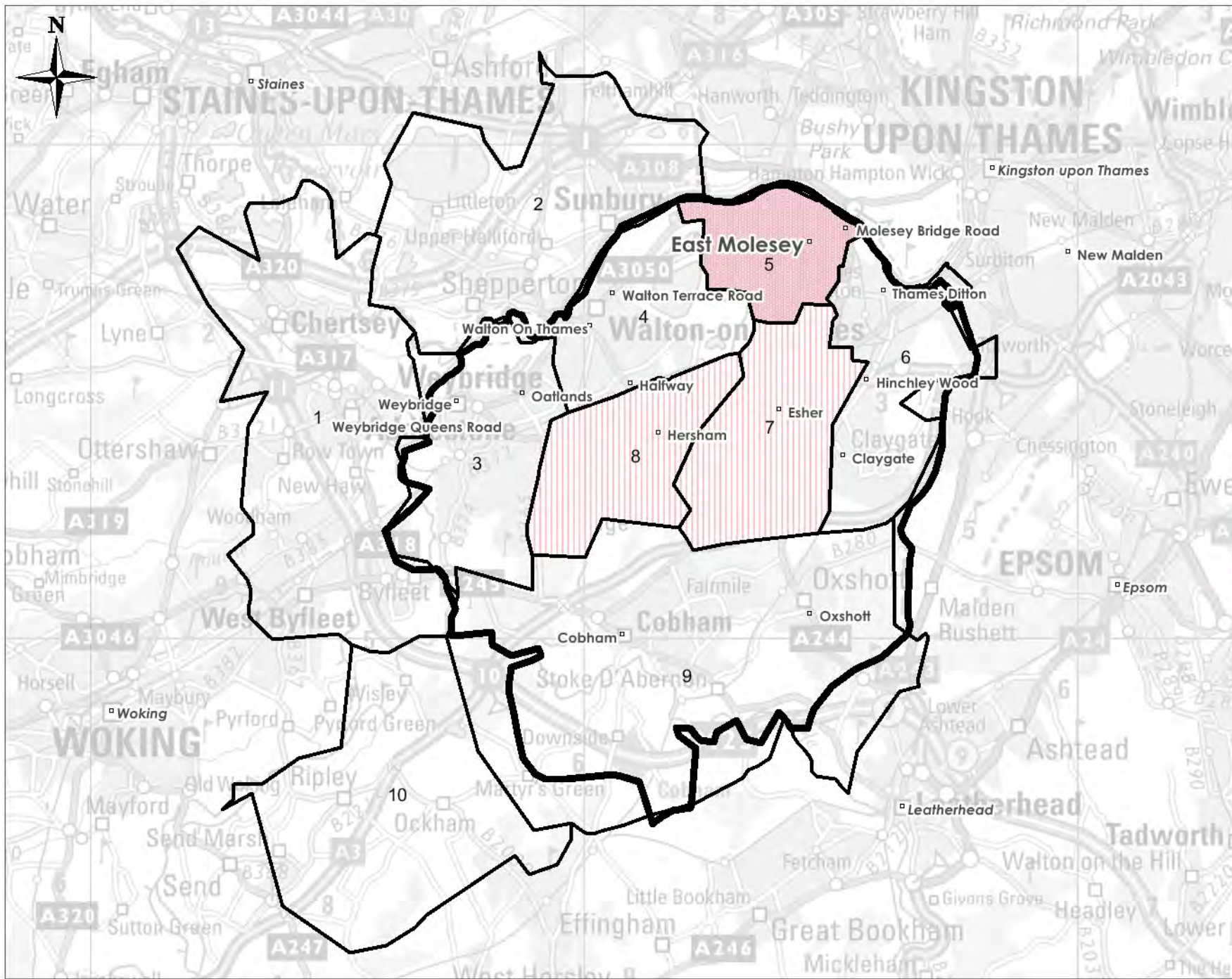


Cobham Comparison Goods Market Share

- Key
- Elbridge boundary
- Comparison Goods Market Share (%)
- 1 - 5
 - 5 - 10
 - 10 - 15
 - 15 - 20
 - 20 - 40
 - 40 - 60

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EAST MOLESEY DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE



**East Molesey
Comparison Goods
Market Share**

Key

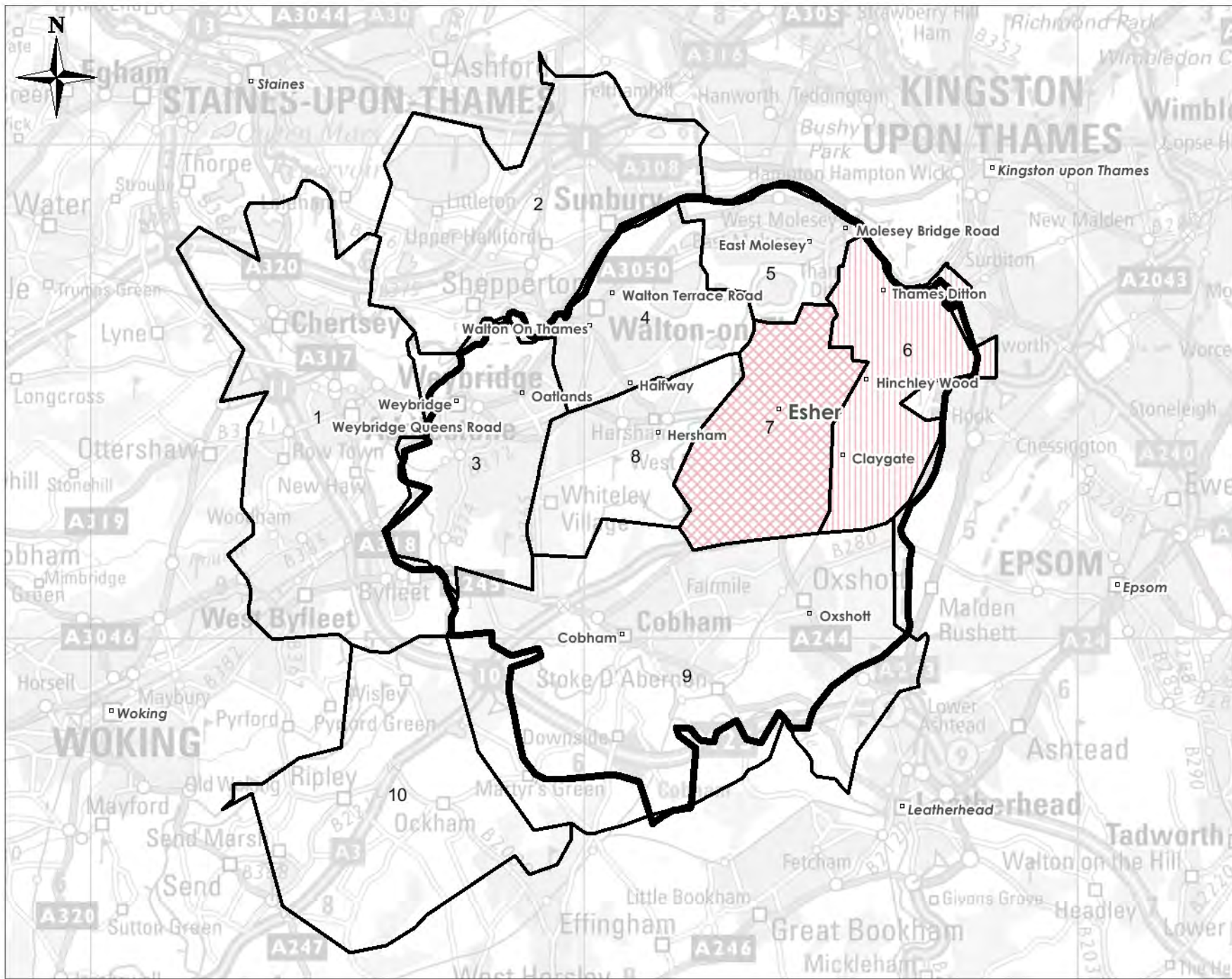
Elmsbridge boundary

Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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ESHER DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE



Esher Comparison Goods Market Share

Key

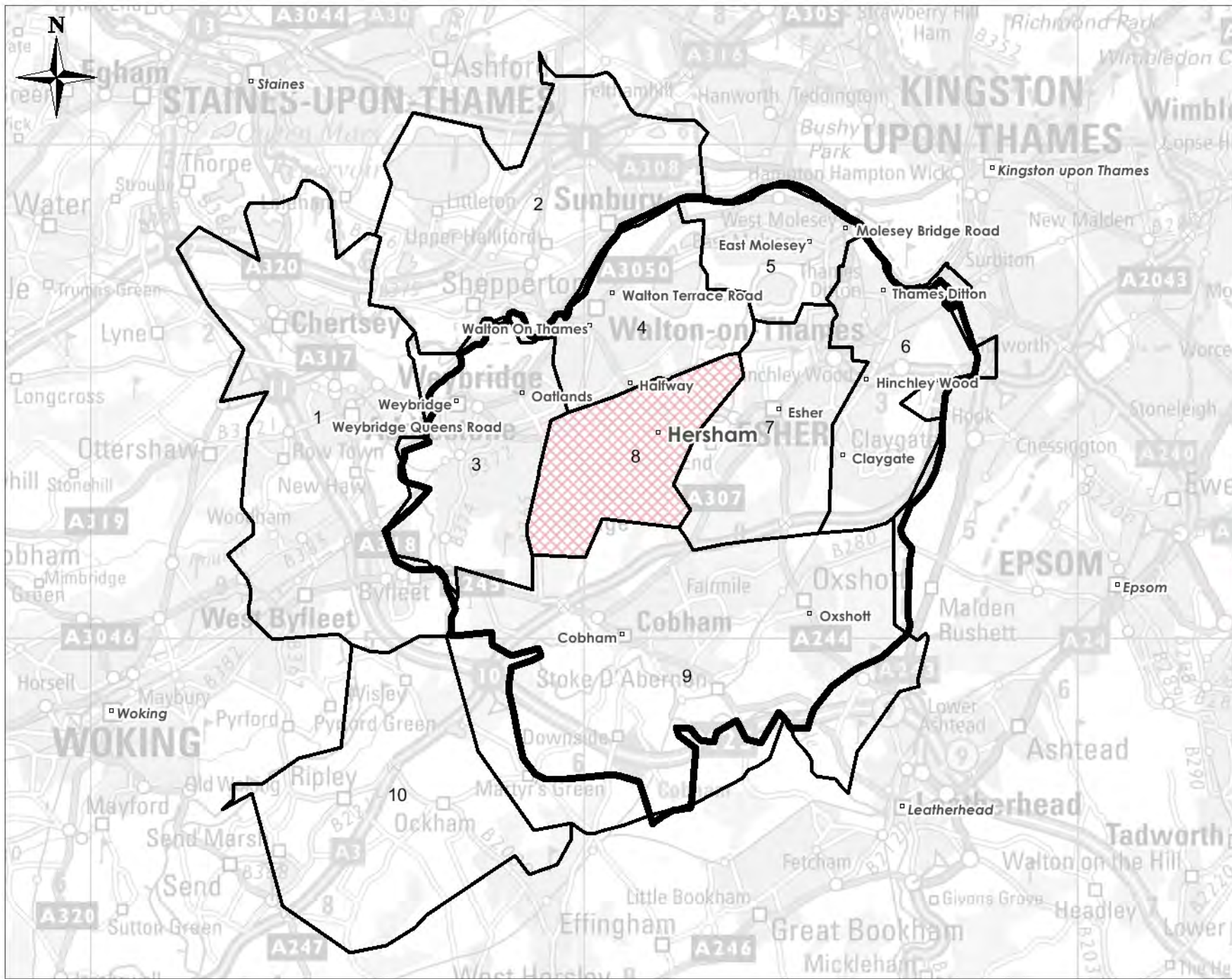
Elmsbridge boundary

Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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HERSHAM DISTRICT CENTRE COMPARISON GOODS MARKET SHARE



Hersham Comparison Goods Market Share

Key

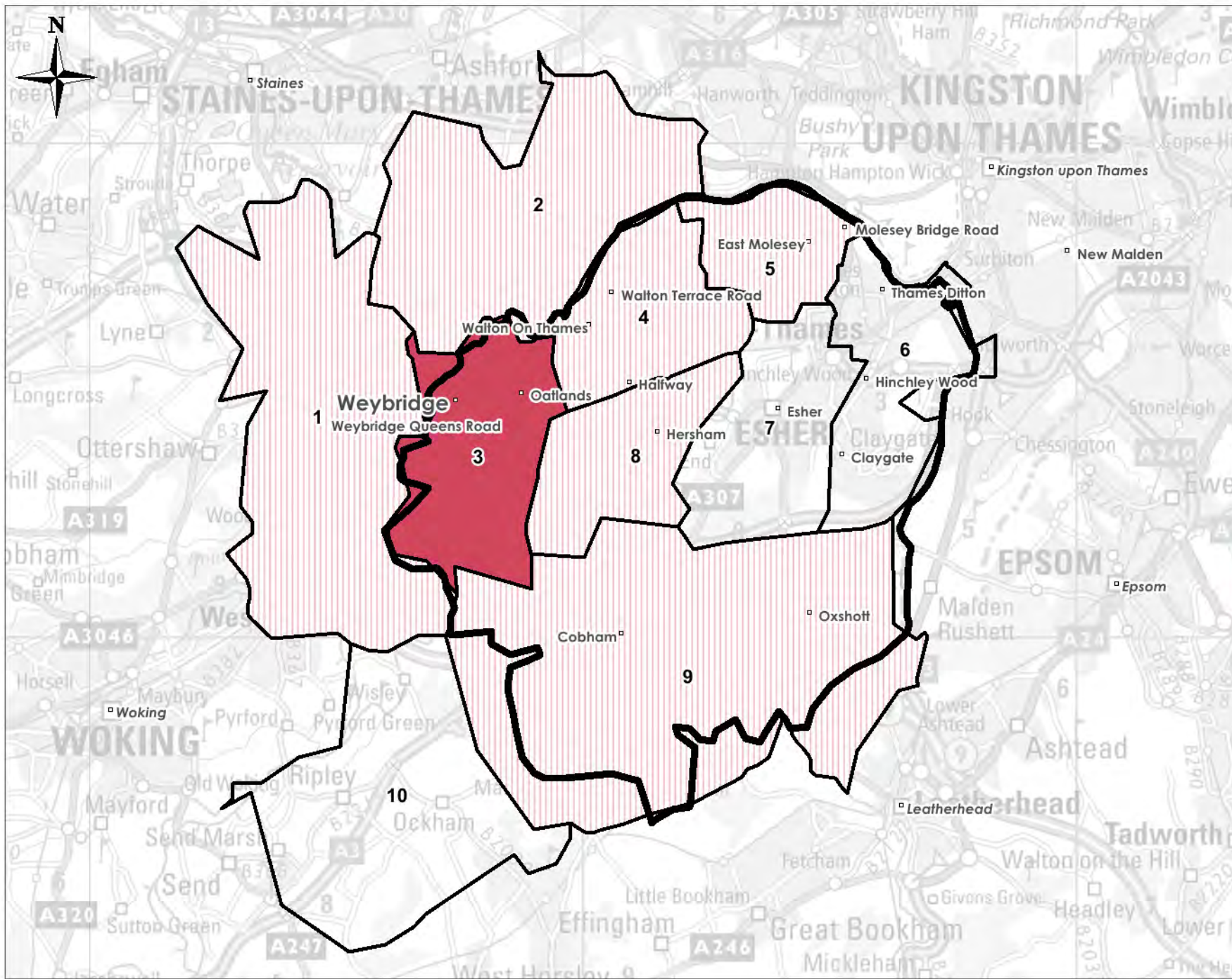
Elmsbridge boundary

Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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WEYBRIDGE DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE



Weybridge Comparison Goods Market Share

Key

Elmsbridge boundary

Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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KINGSTON-UPON-THAMES COMPARISON GOODS MARKET SHARE



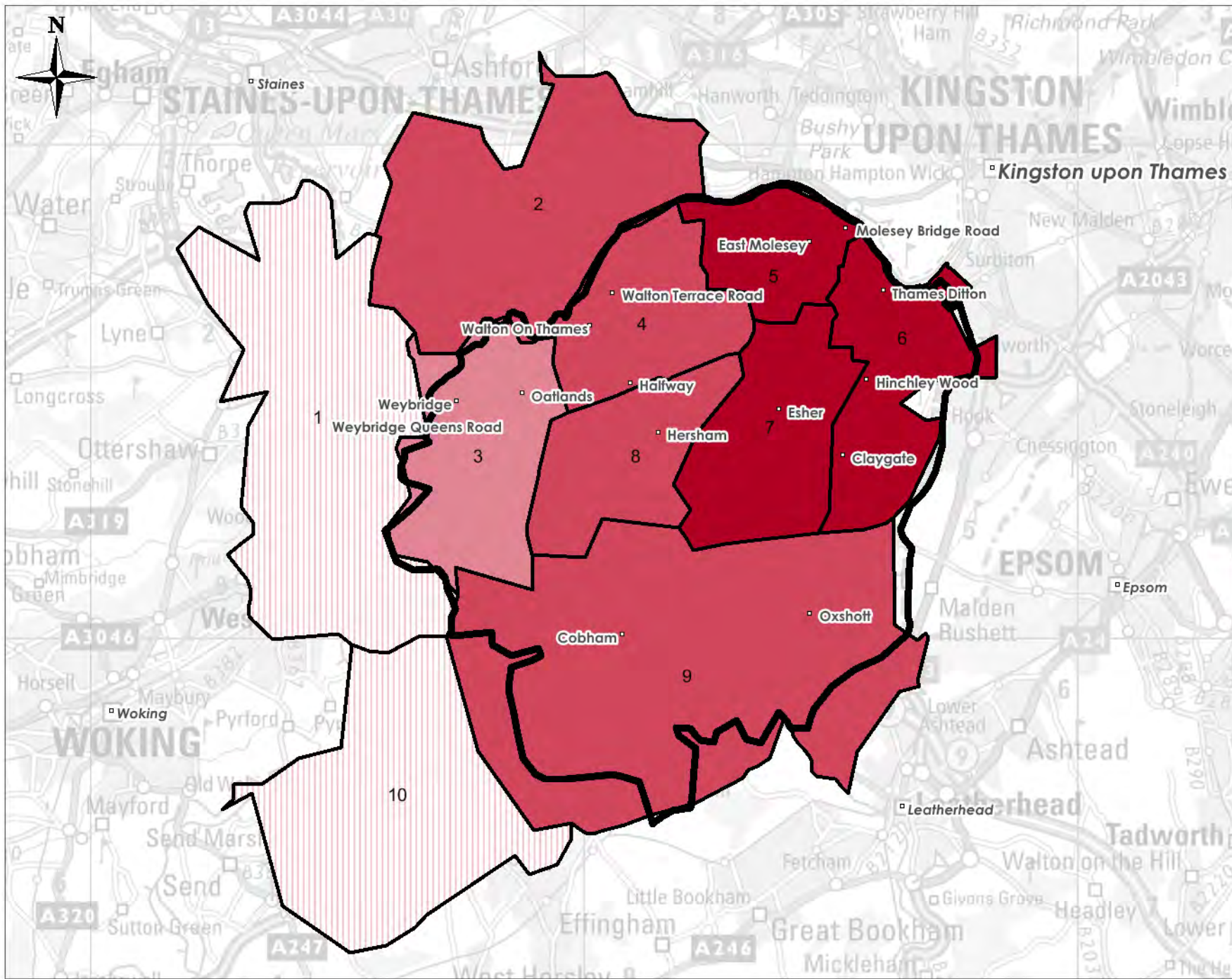
Kingston upon Thames Town Centre Comparison Goods Market Share

Key

Elbridge boundary

Comparison Goods Market Share (%)

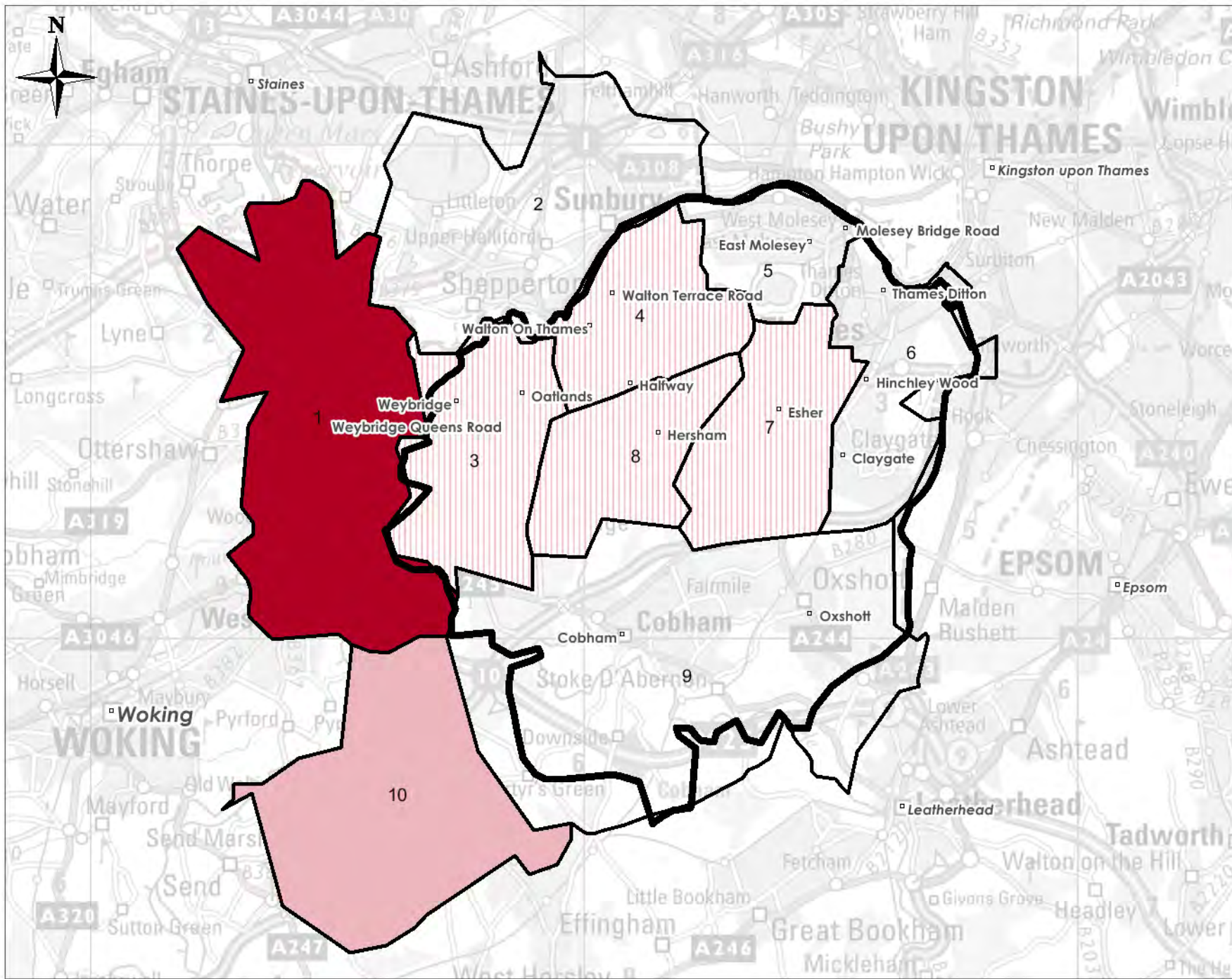
- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60



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PLAN 10

WOKING COMPARISON GOODS MARKET SHARE



Woking Town Centre and Retail Parks Comparison Goods Market Share

Key

— Elmsbridge boundary

Comparison Goods Market Share (%)

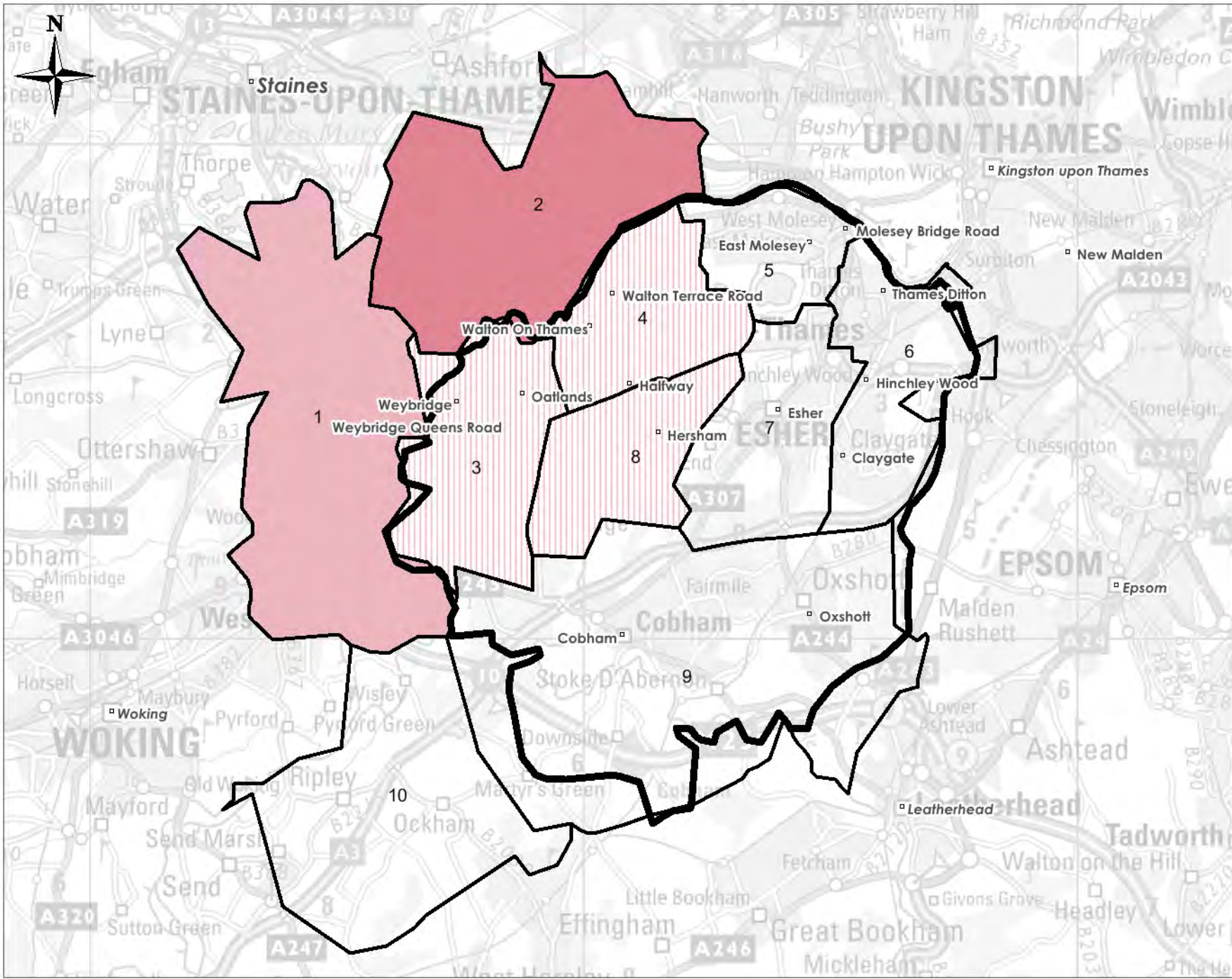
- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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PLAN 11

STAINES

COMPARISON GOODS MARKET SHARE



Staines Comparison Goods Market Share

Key

Elbridge boundary

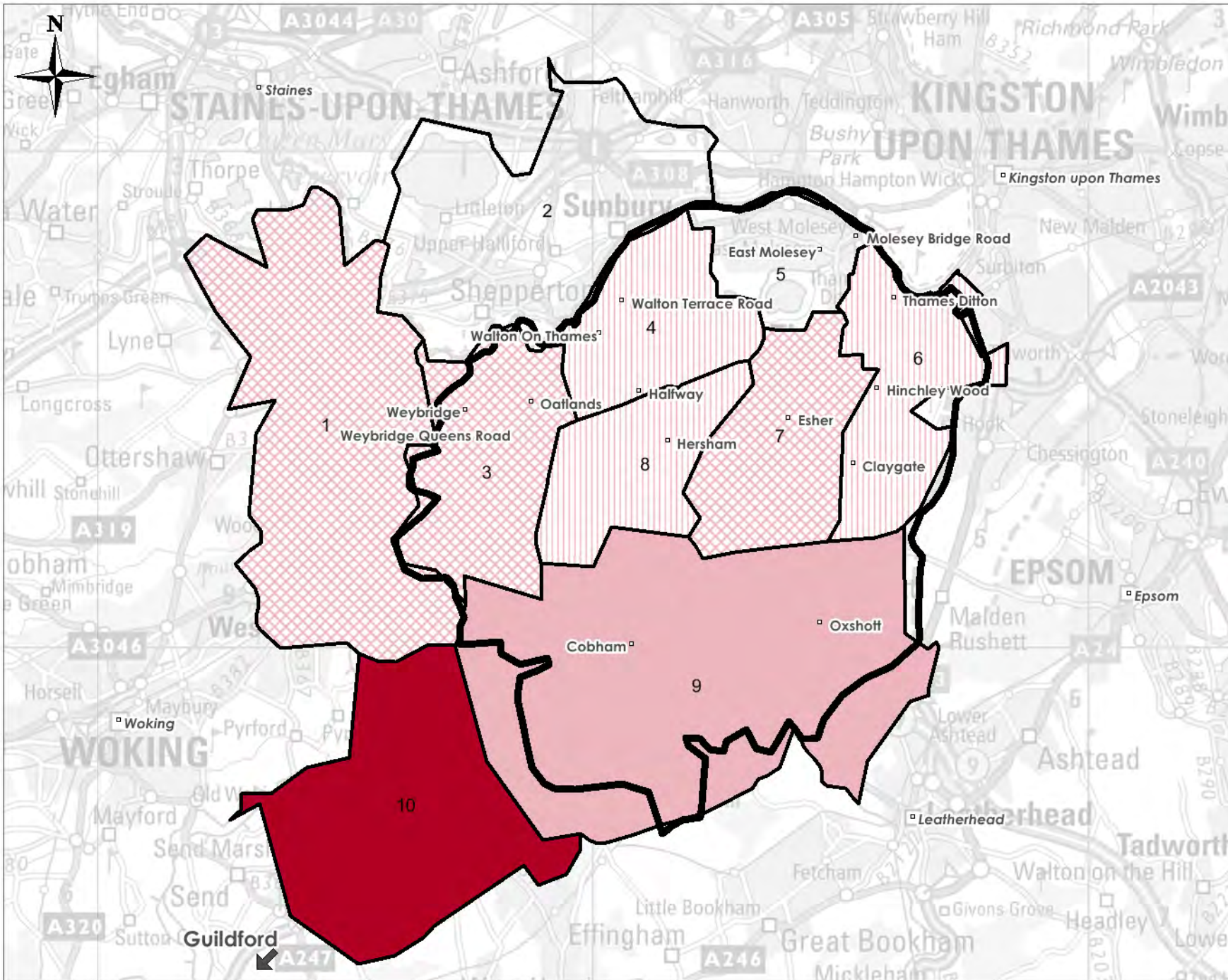
Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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PLAN 12

GUILDFORD
COMPARISON GOODS MARKET SHARE



Guildford Town Centre and Retail Parks Comparison Goods Market Share

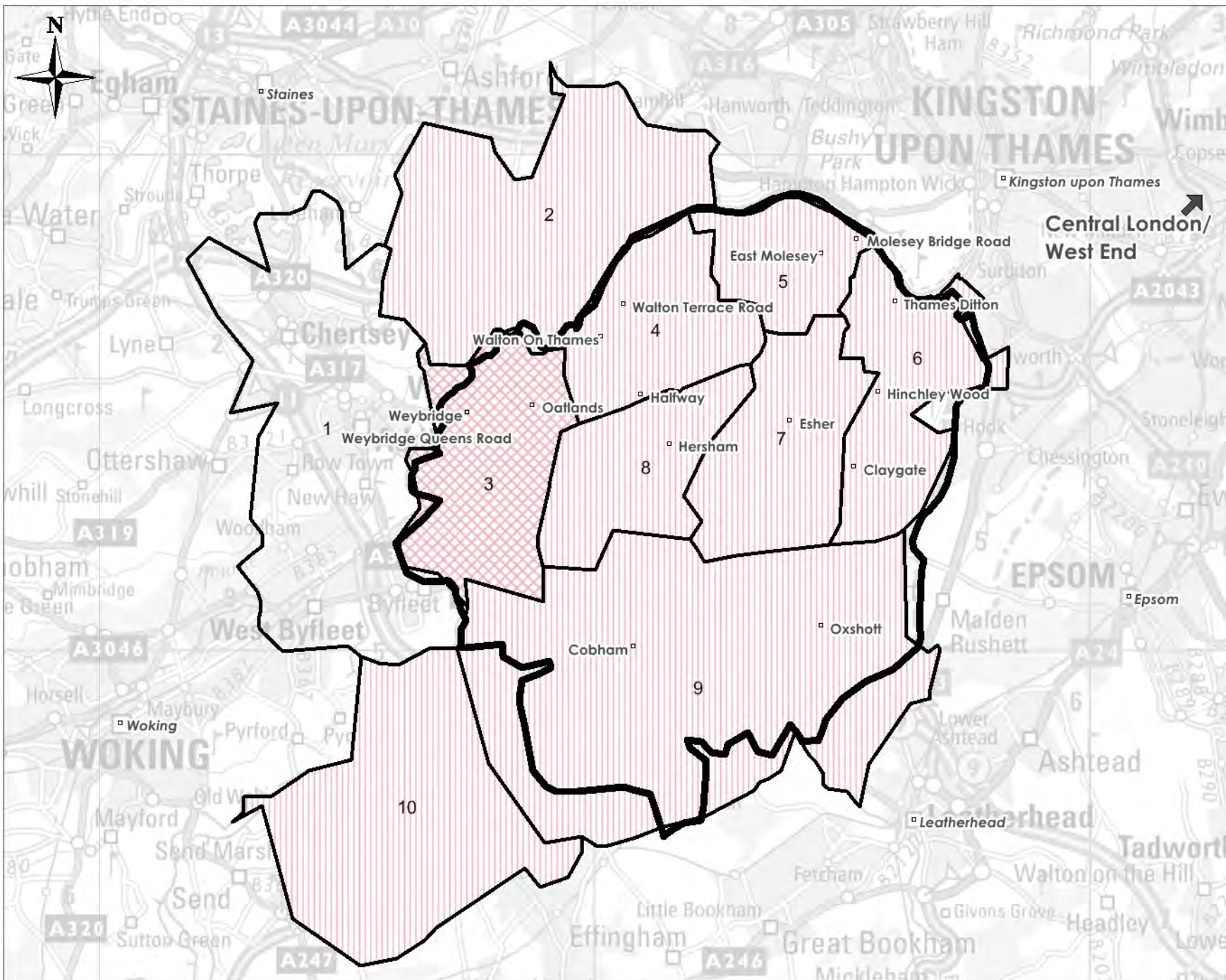
Key
 — Elbridge boundary

Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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CENTRAL LONDON
COMPARISON GOODS MARKET SHARE



**Central London/West End
Retail Parks Comparison
Goods Market Share**

Key

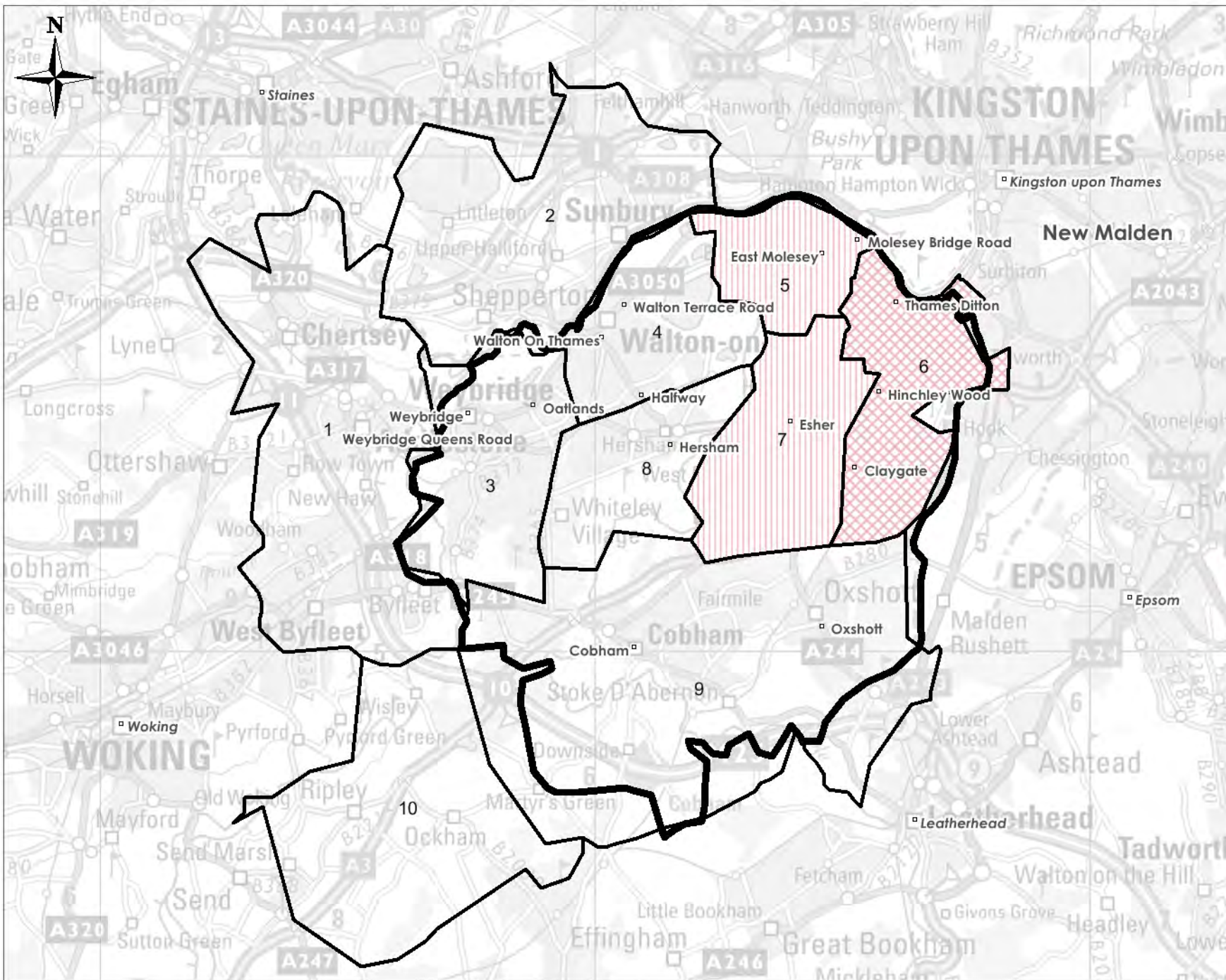
Elmsbridge boundary

Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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NEW MALDEN RETAIL PARKS
COMPARISON GOODS MARKET SHARE



New Malden Retail Parks Comparison Goods Market Share

Key

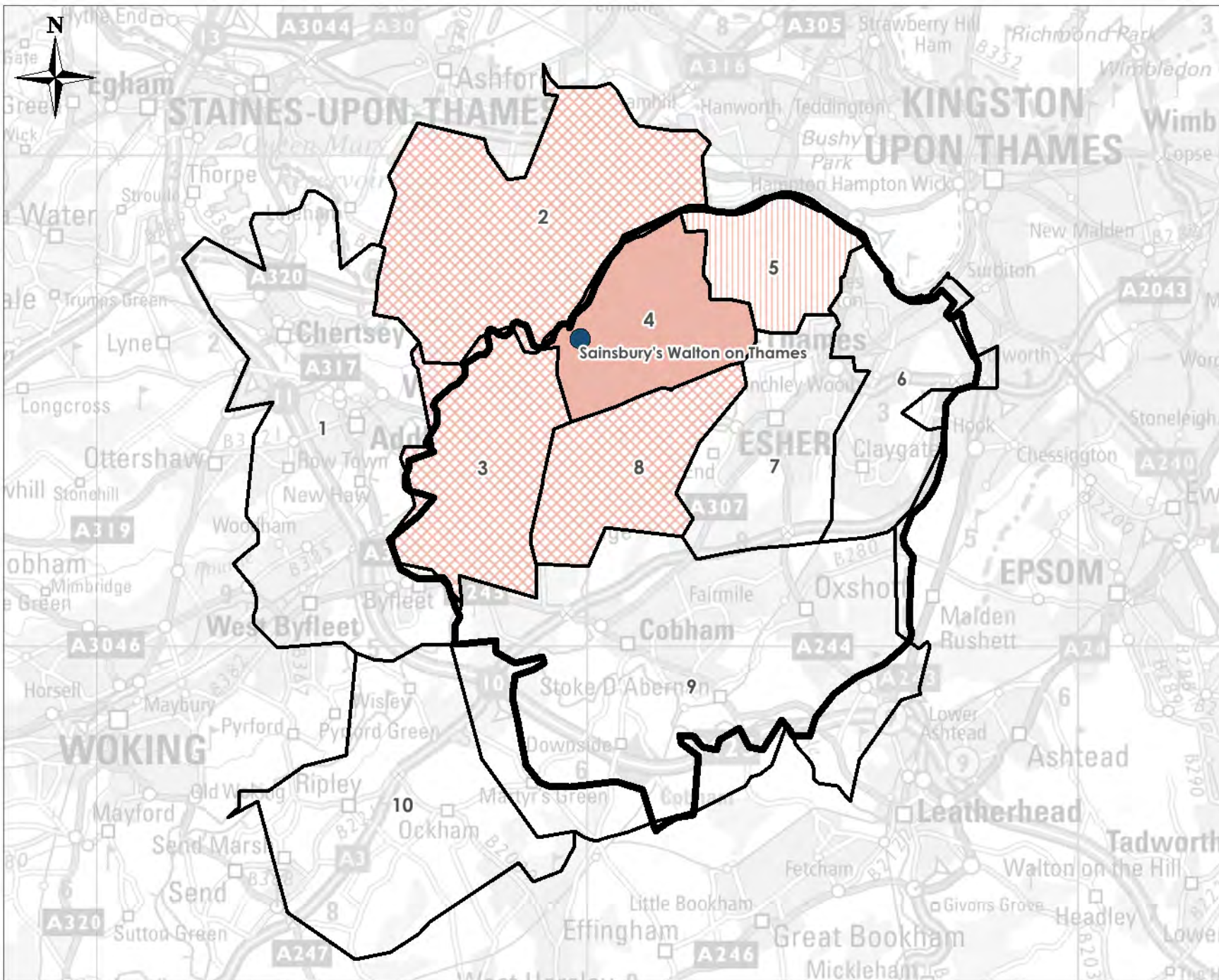
— Elbridge boundary

Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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SAINSBURY'S WALTON-ON-THAMES
CONVENIENCE GOODS MARKET SHARE



Sainsbury's Walton on Thames Convenience Goods Market Share

Key

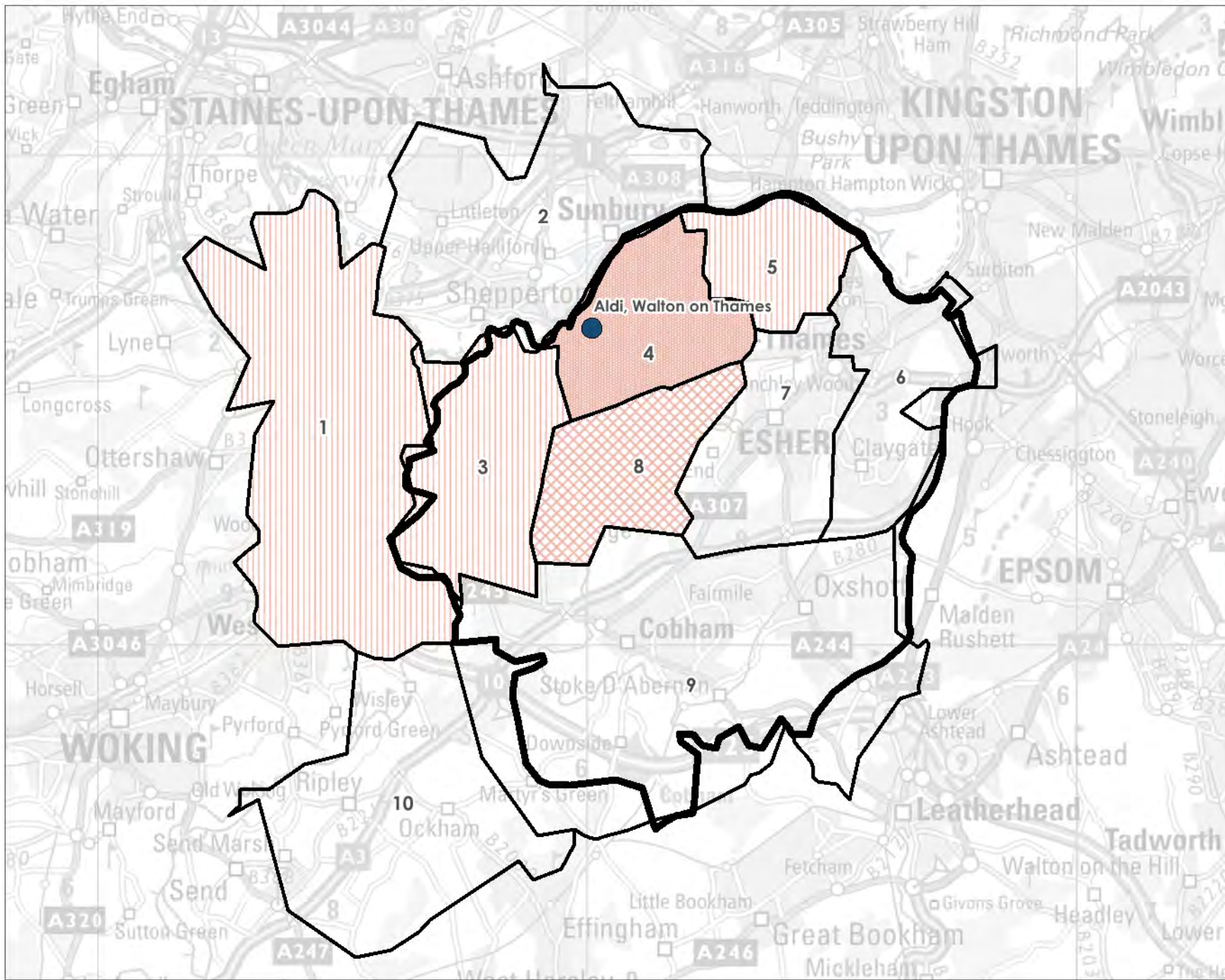
— Elbridge boundary

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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ALDI WALTON-ON-THAMES
CONVENIENCE GOODS MARKET SHARE



**Aldi, Walton on Thames
Convenience Goods
Market Share**

Key

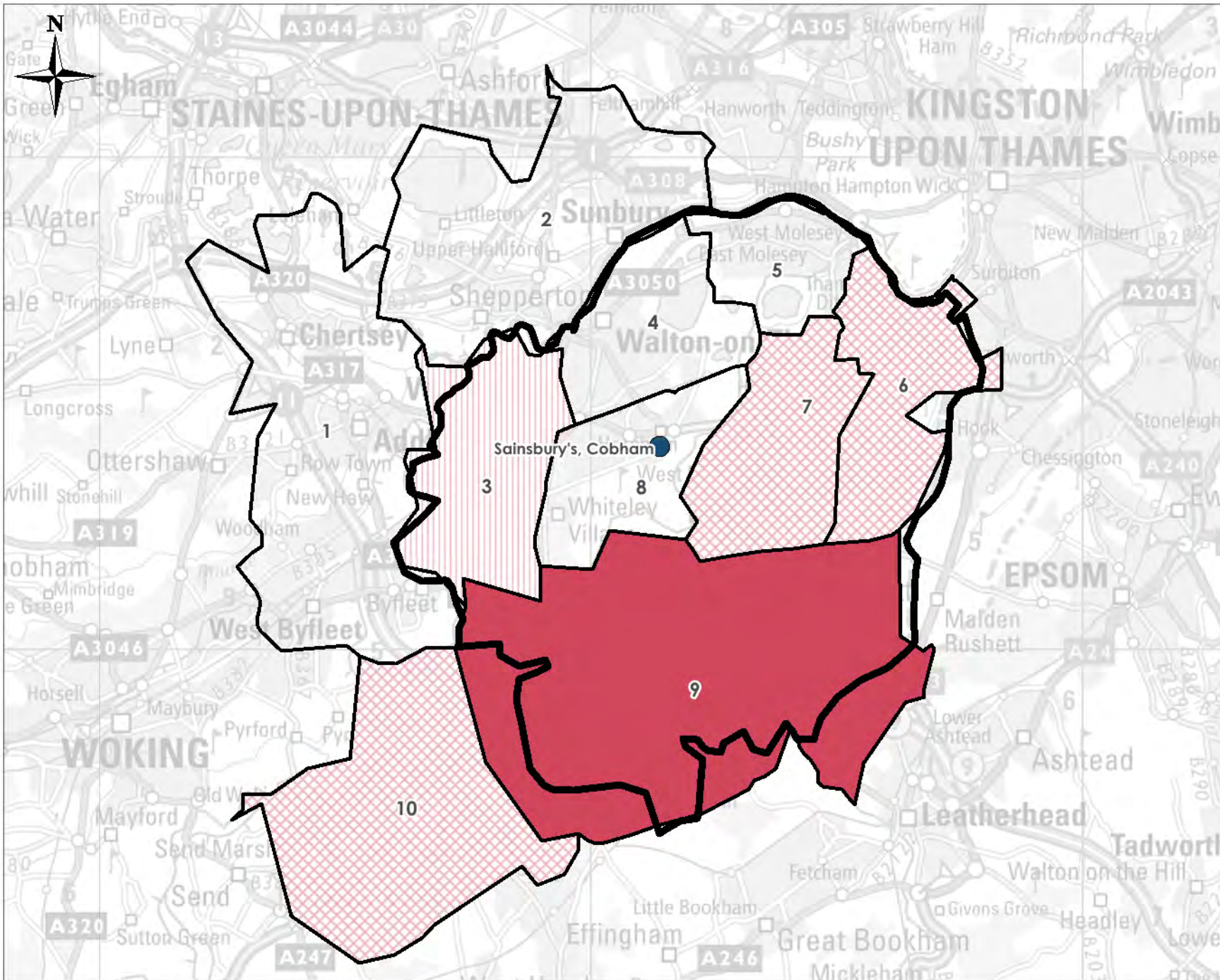
— Elbridge boundary

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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SAINSBURY'S COBHAM
CONVENIENCE GOODS MARKET SHARE



**Sainsbury's, Cobham
Convenience Goods
Market Share**

Key

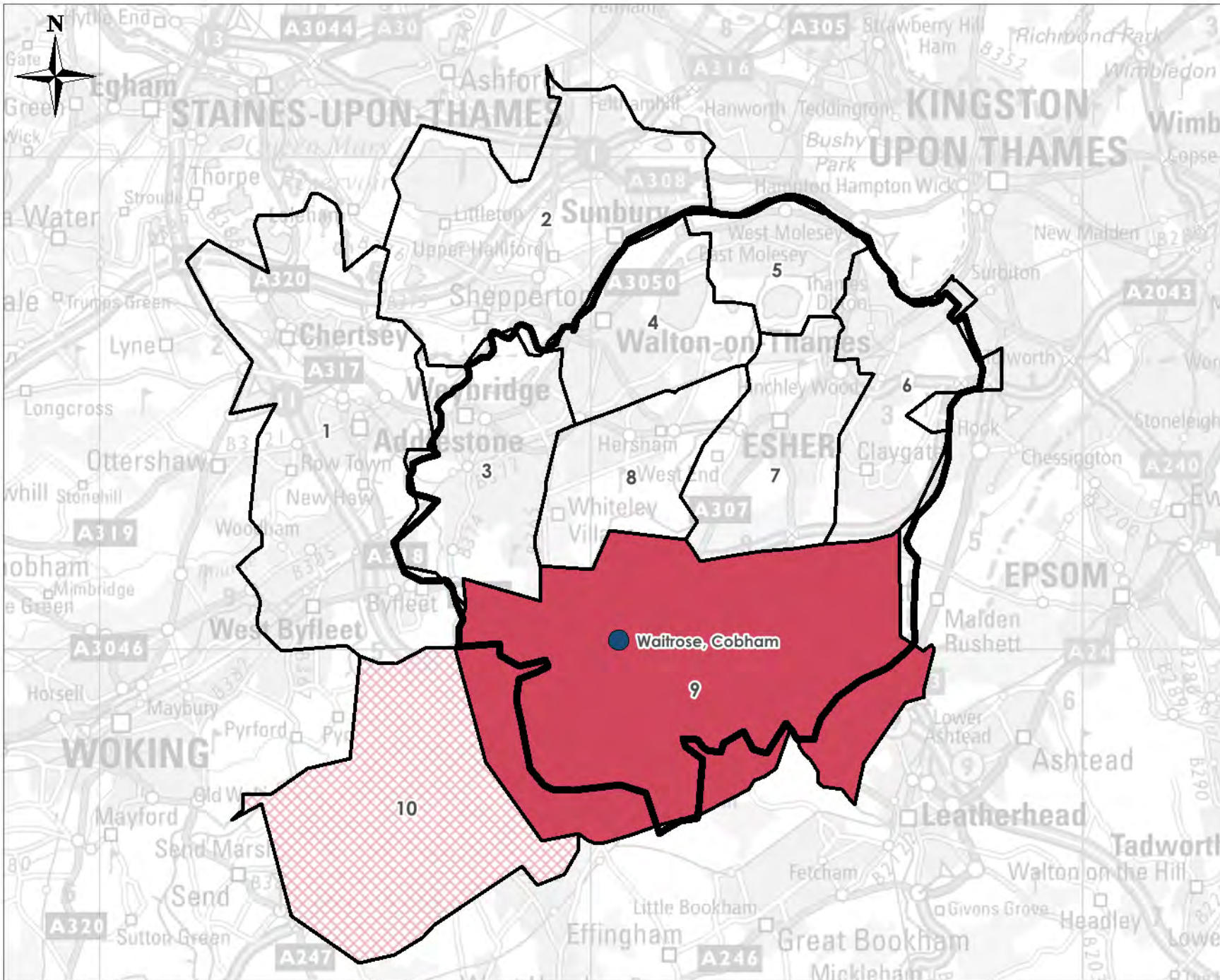
Elbridge boundary

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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WAITROSE COBHAM
CONVENIENCE GOODS MARKET SHARE



**Waitrose, Cobham
Convenience Goods
Market Share**

Key

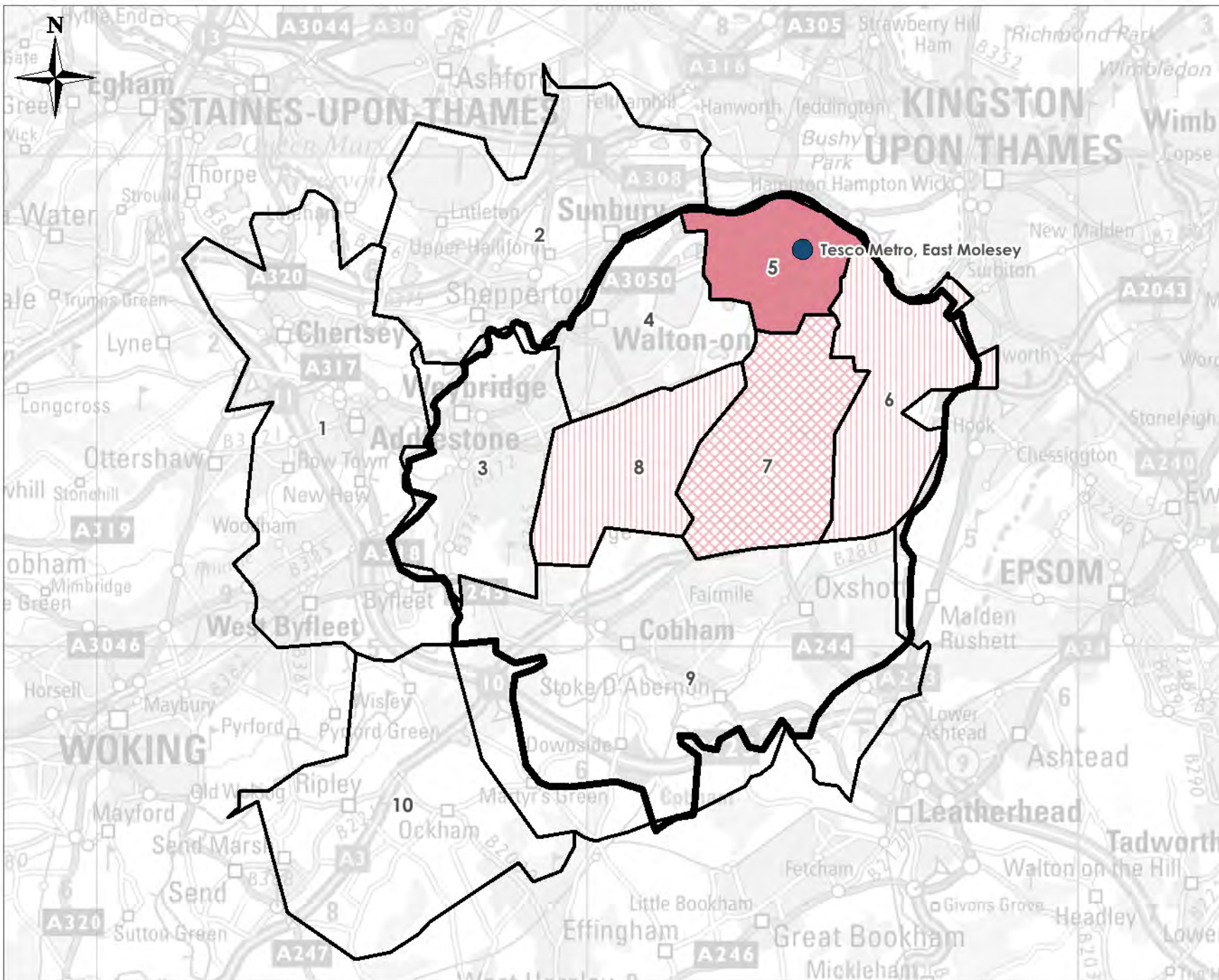
— Elbridge boundary

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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TESCO METRO EAST MOLESEY
CONVENIENCE GOODS MARKET SHARE



Tesco Metro, East Molesey Convenience Goods Market Share

Key

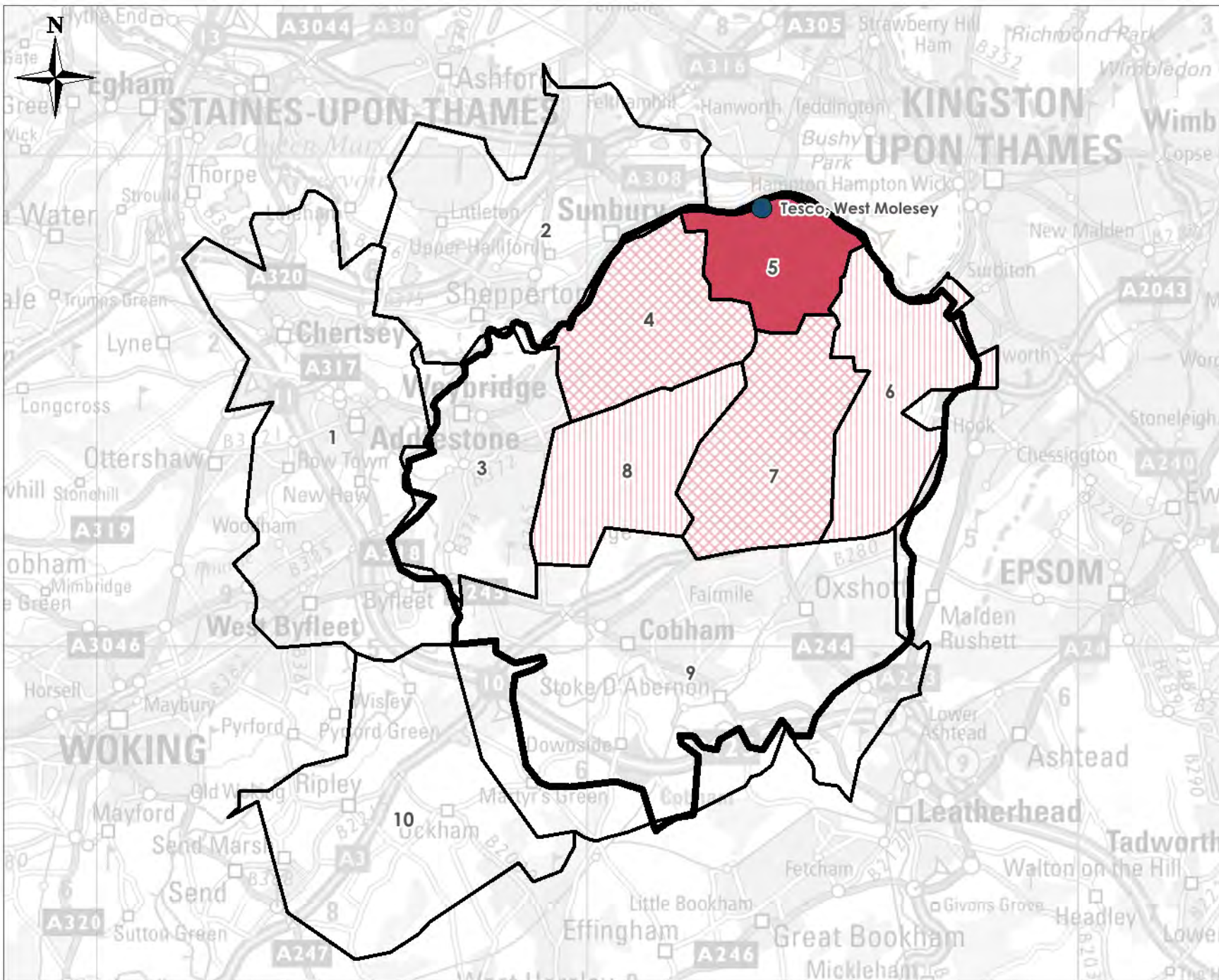
— Elbridge boundary

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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Boundary Data © Post Office Ltd 2014. Also contains
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TESCO WEST MOLESEY
CONVENIENCE GOODS MARKET SHARE



Tesco, West Molesey Convenience Goods Market Share

Key

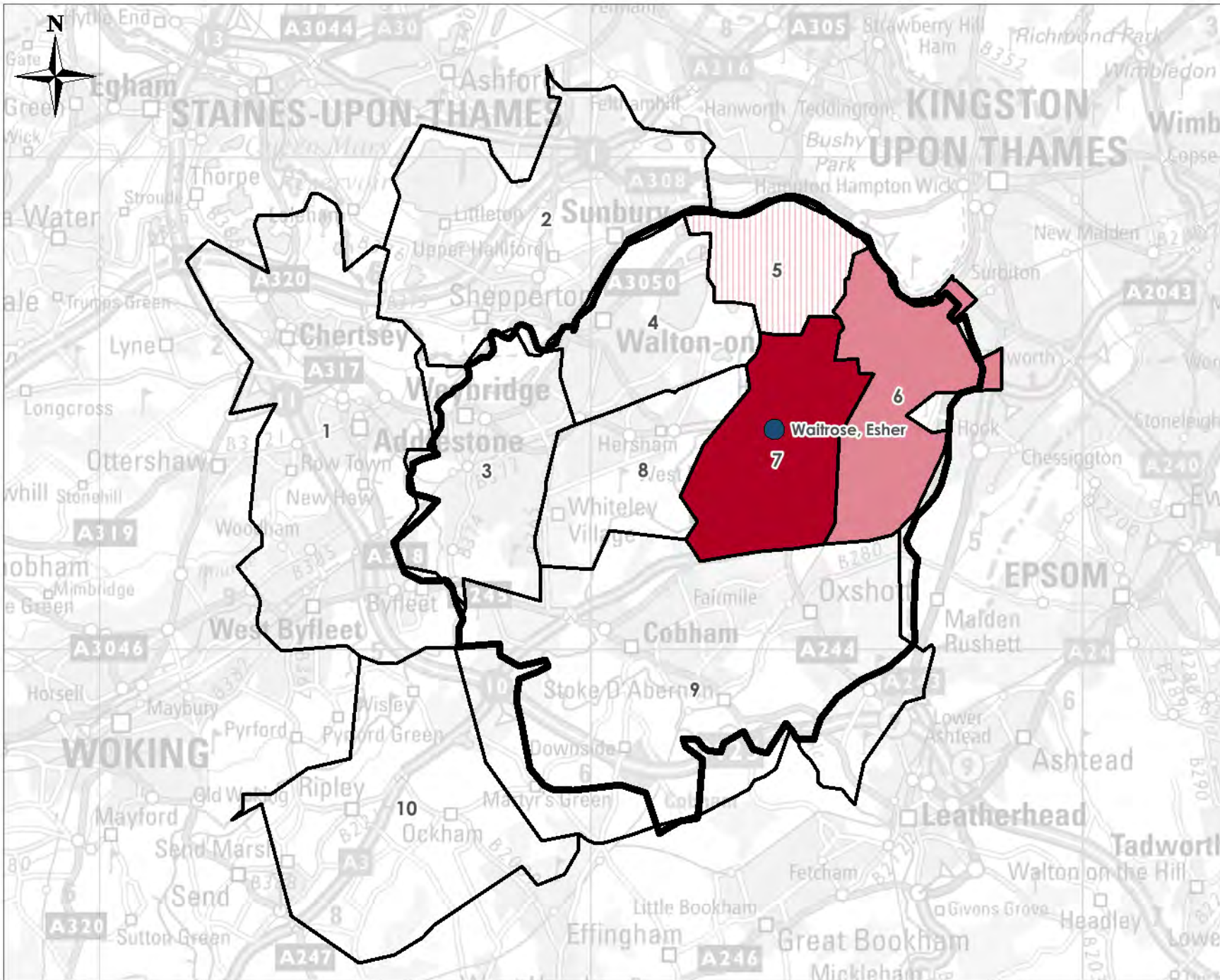
— Elmsbridge boundary

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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WAITROSE ESHER
CONVENIENCE GOODS MARKET SHARE

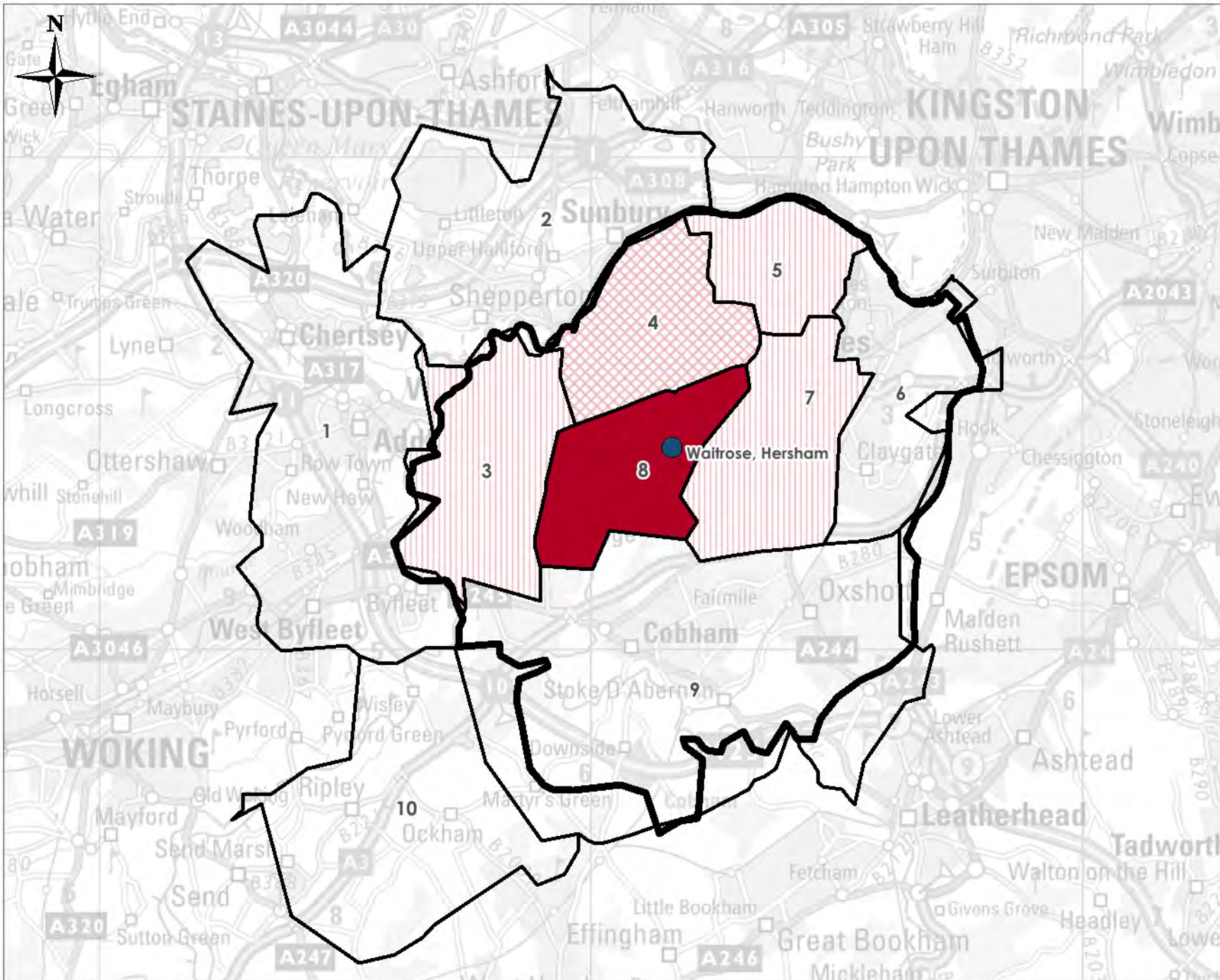


Waitrose Esher Convenience Goods Market Share

- Key**
- Elmsbridge boundary
- Convenience Goods Market Share (%)**
- 1 - 5
 - 5 - 10
 - 10 - 15
 - 15 - 20
 - 20 - 40
 - 40 - 60

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WAITROSE HERSHAM
CONVENIENCE GOODS MARKET SHARE



**Waitrose Hershams
Convenience Goods
Market Share**

Key

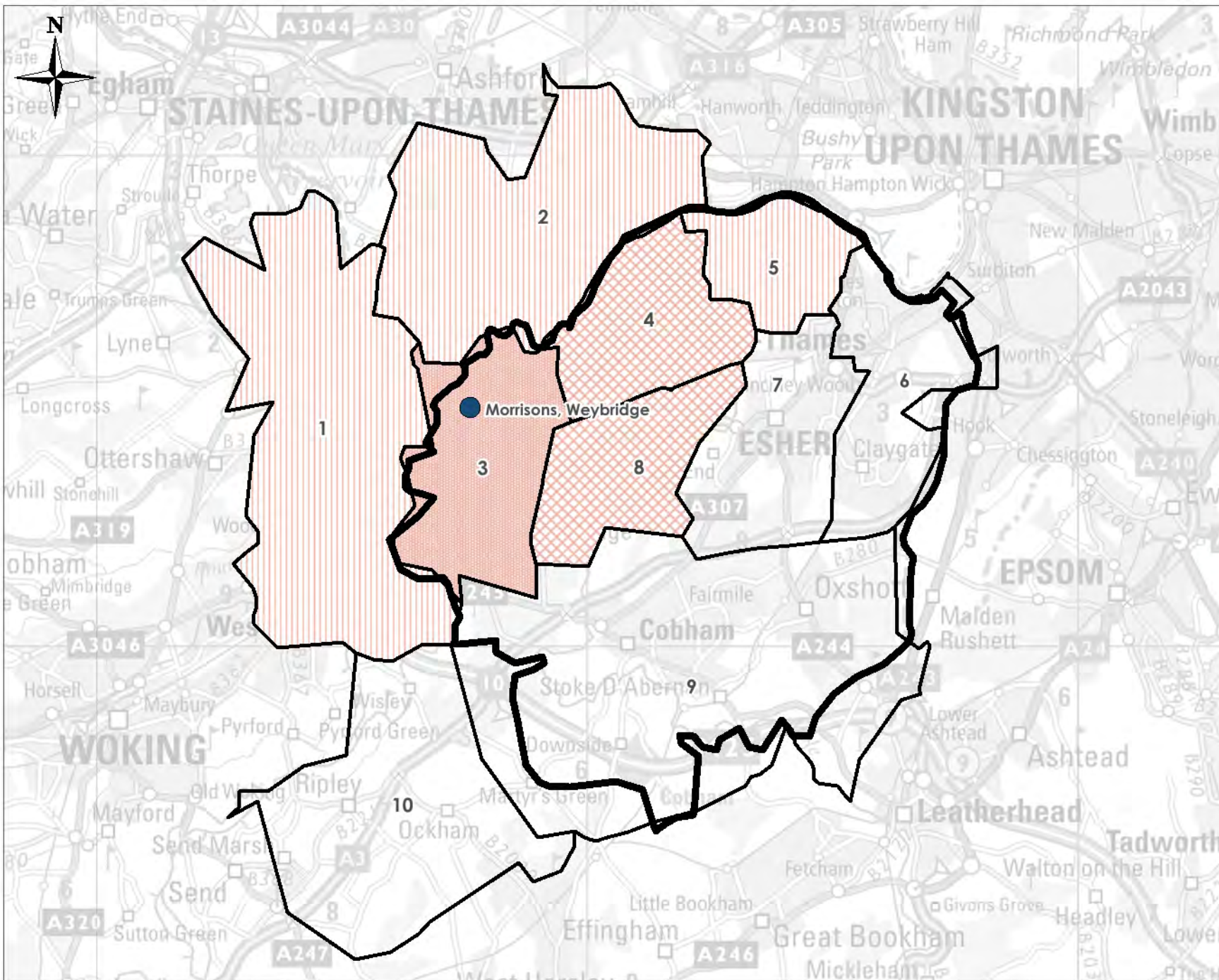
— Elmsbridge boundary

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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MORRISONS WEYBRIDGE
CONVENIENCE GOODS MARKET SHARE

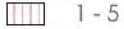







Morrisons, Weybridge Convenience Goods Market Share

Key

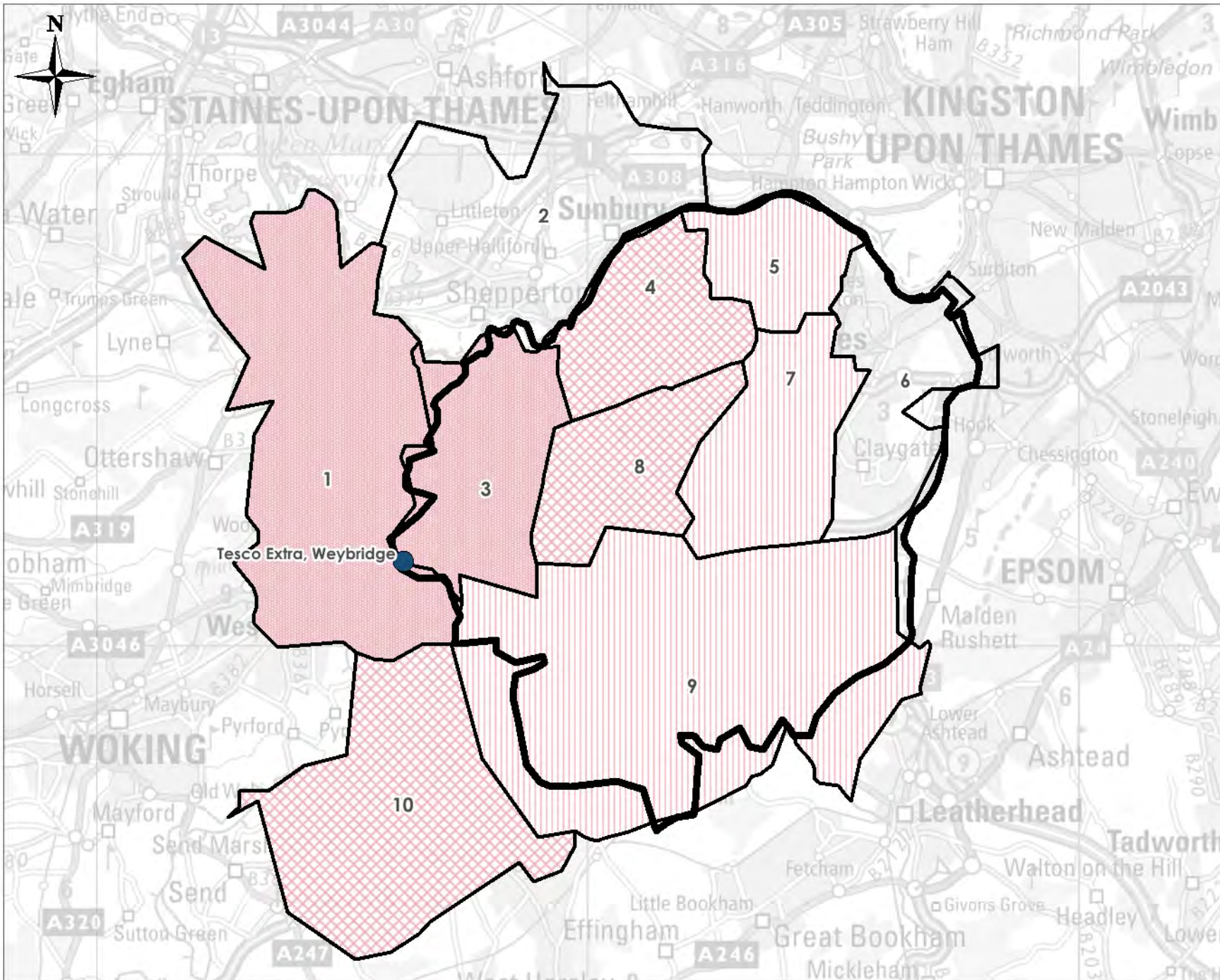
— Elbridge boundary

Convenience Goods Market Share (%)

-  1 - 5
-  5 - 10
-  10 - 15
-  15 - 20
-  20 - 40
-  40 - 60

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TESCO EXTRA WEYBRIDGE
CONVENIENCE GOODS MARKET SHARE



**Tesco Extra, Weybridge
Convenience Goods
Market Share**

Key

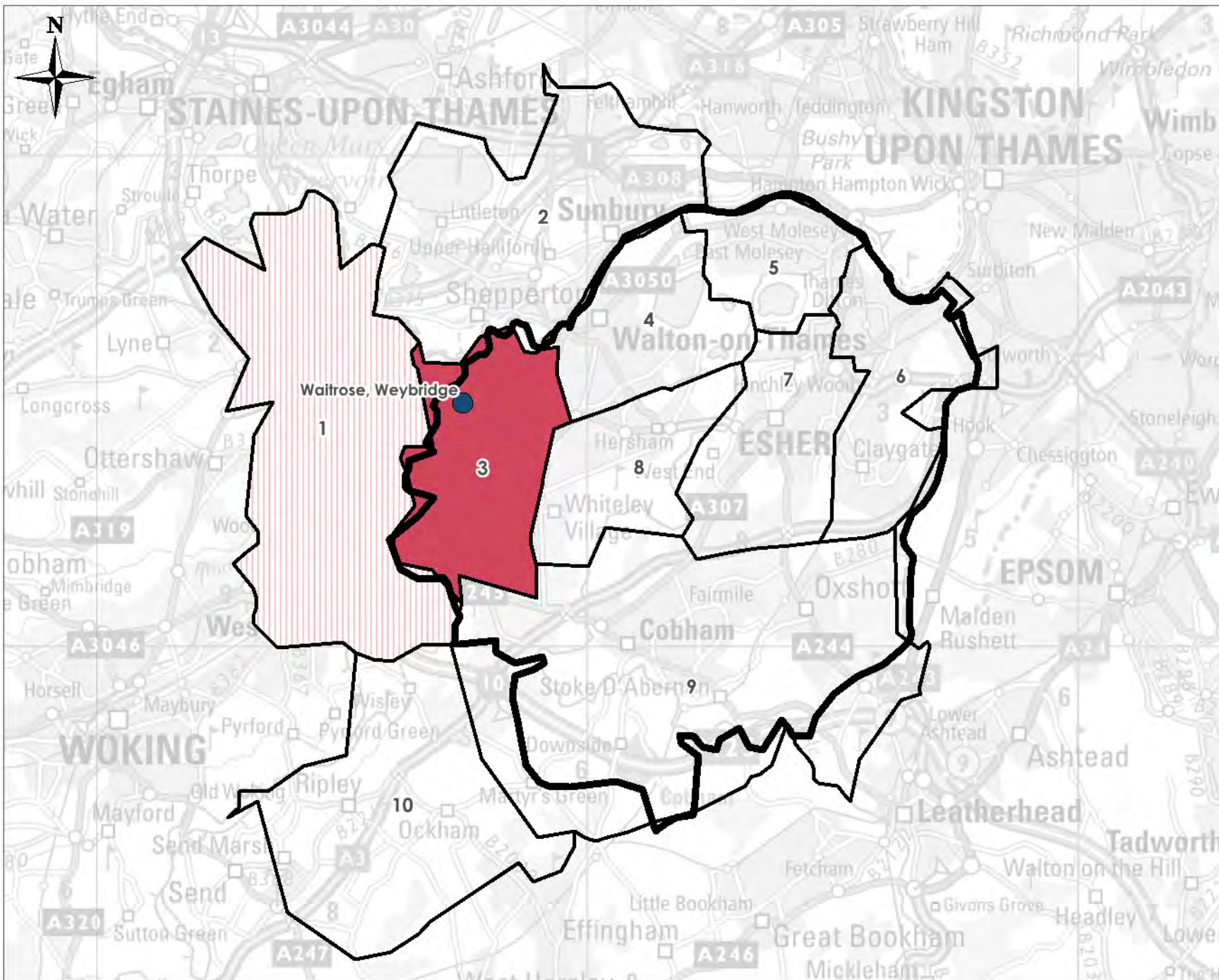
— Elbridge boundary

Convenience Goods Market Share (%)

-  1 - 5
-  5 - 10
-  10 - 15
-  15 - 20
-  20 - 40
-  40 - 60

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WAITROSE WEYBRIDGE
COMPARISON GOODS MARKET SHARE



Waitrose, Weybridge Convenience Goods Market Share

Key

Elbridge boundary

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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LOCAL CENTRES MATRIX

Elmbridge Local Centres Facilities Audit

Centre name	Description	Nearest town/district centre	Total number of units	National retailers	Convenience				Comparison			Services							Headline score
					Supermarket	Small convenience store	Newsagent/off licence	Other convenience (list)	Post Office	Pharmacy	ATM	Laundrette/Dry cleaning	Cafe	Public House	Takeaway	Hairdressers/Beauty Salon	Doctors Surgery	Library	
Claygate	Claygate local centre consists of 55 retail units. The centre benefits from well-maintained shop fronts, wide pavements and a zebra crossing. Tree and flower planting contributes to the overall aesthetic of the centre. The centre is anchored by a Co-operative food store, which is supplemented by a butcher, bakers, delicatessen, fishmonger and green grocer.	Esher (1.5 miles)	55	Coral, Co-operative Food, Boots Pharmacy.	✓	✓	✓	Butchers, Bakery, Delicatessen, Fishmongers, Greengrocers.	✓	✓	✓	✓	✓	×	✓	✓	×	×	
Halfway	Halfway local centre consists of 36 units. The small convenience goods offer is supplemented by a bakers and a butchers. No public houses are located within the local centre.	Walton on Thames (1.1 miles)	36	William Hill, Tesco Express	✓	✓	✓	Bakery, Butcher.	×	✓	✓	✓	✓	×	✓	✓	✓	✓	
Hinchley Wood	Hinchley Wood offers an attractive shopping environment, which consists of 27 units. Shop fronts in the local centre are well maintained, and tree and flower planting contributes to the overall aesthetic of the centre. The convenience goods offer is small however; this is supplemented by a butcher, baker and greengrocer. There are no takeaways located with the centre.	Esher (1.3 miles)	27	Costa, Budgens	×	✓	✓	Bakery, Butcher, Greengrocers.	✓	✓	✓	✓	✓	×	✓	✓	✓	×	
Moseley - Bridge Road	Moseley Bridge Road centre consists of 71 units. The convenience goods offer is limited relative to the size of the centre, although East Moseley district centre is within easy reach of the centre and has a broader offer in this respect. Overall, the well maintained nature of the centre contributes to the overall aesthetic, offering a pleasant place to shop. The presence of Hampton Court nearby ensures that the centre has a broader, more upscale mix than might typically be expected.	East Moseley (0.5 miles)	71	Pizza Express, Londis, Ladbrokes	×	✓	✓	Butcher	×	×	✓	✓	✓	✓	✓	✓	×	×	
Oatlands	Oatlands local centre is the second smallest of the centres and consists of 29 retail units. The centre benefits from well-maintained shop fronts, tree and flower planting. Although the centre offer an attractive shopping environment, there is an evident gap in the convenience goods offer. There are no takeaways located in the centre.	Weybridge (1.2 miles)	29	-	×	×	✓	Butcher	×	✓	×	×	✓	✓	✓	✓	×	×	
Oxshott	Oxshott is the smallest of the local centres in the borough and is made up of 21 units. Oxshott is an attractive local centre. Shop fronts are well-maintained and mature trees and planted flowers contribute to the overall aesthetic of the centre. There is an evident gap in the convenience goods offer. There are no cafés or takeaways located in the centre.	Cobham (2.8 miles)	21	Lloyds Pharmacy	×	×	✓	Butcher	✓	✓	×	✓	×	✓	×	✓	×	×	
Thames Ditton	Thames Ditton consists of 37 retail units. The local centre is clean and well maintained and benefits from tree and flower planting throughout. The convenience goods offer is limited, but there is representation from a greengrocers and bakers. There are no takeaways located within the local centre.	East Moseley (1.4 miles)	37	Boots	×	✓	✓	Bakery, Greengrocers.	✓	✓	×	✓	✓	✓	×	✓	×	×	
Walton - Terrace Road	Walton - Terrace Road is made up of 30 units. Shop fronts are well-maintained and mature trees and planted flowers contribute to the overall aesthetic of the centre. The centre is anchored by a Co-operative food store. This convenience goods offer is supplemented by a butcher.	Walton on Thames (0.7 miles)	30	Coral, Co-operative.	×	✓	✓	Butcher	×	✓	✓	✓	✓	✓	✓	✓	×	×	
Weybridge - Queens Road	Weybridge - Queens Road consists of 52 units. The local centre is anchored by a Tesco Express. This convenience goods offer is supplemented by a butcher. There are no public houses located in the local centre, and overall there are a number of gaps in the range of services and facilities in the centre. Weybridge district centre is, however, within easy reach.	Weybridge (0.5 miles)	55	Café Rouge, Tesco Express, Savills, Craphone Warehouse.	✓	✓	×	Butcher	×	✓	✓	✓	✓	×	✓	✓	×	×	

COMPARISON GOODS MODELLING

Elmbridge Borough Council

Retail Assessment 2015

Comparison Capacity Modelling

Table 1
Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
2015	55,859	35,293	22,217	24,750	19,901	27,901	11,686	12,528	19,128	3,879	233,142
2020	58,428	36,988	22,878	25,438	20,466	28,876	12,076	12,851	19,726	4,035	241,762
2025	60,855	38,658	23,571	26,161	21,053	29,880	12,488	13,203	20,362	4,165	250,396
2030	63,128	40,179	24,179	26,795	21,560	30,748	12,846	13,498	20,903	4,292	258,128
2035	65,044	41,638	24,735	27,384	22,038	31,538	13,173	13,786	21,411	4,402	265,149
Change 2015-35	<i>9,185</i>	<i>6,345</i>	<i>2,518</i>	<i>2,634</i>	<i>2,137</i>	<i>3,637</i>	<i>1,487</i>	<i>1,258</i>	<i>2,283</i>	<i>523</i>	32,007

Source: Experian Micromarketer (October 2014)

Table 1a
Survey Area Postal Sectors

Zone	Postal Sectors	Zone Name
Zone 1	KT14 6/7, KT15 1/2/3, KT16 8/9	Chertsey, Addlestone & West Byfleet
Zone 2	TW16 5/6/7, TW17 0/8/9	Sunbury & Shepperton
Zone 3	KT13 0/8/9	Weybridge
Zone 4	KT12 1/2/3	Walton-on-Thames
Zone 5	KT8 0/1/2/9 (partial sector)	Molesey
Zone 6	KT6 5, KT7 0, KT10 0	Thames Ditton & Claygate
Zone 7	KT10 8/9	Esher
Zone 8	KT12 4/5	Hersham
Zone 9	KT11 1/2/3, KT22 0	Cobham & Oxshott
Zone 10	GU23 6	East of Woking

Source: NEMS Market Research Telephone Survey, September 2015

Elmbridge Borough Council

Retail Assessment 2015

Comparison Capacity Modelling

Table 2
Survey Area Retail Expenditure Forecasts Per Capita (2013 prices) - Comparison Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
2013	3,579	3,722	4,470	3,830	3,925	4,292	4,572	3,956	4,474	4,421
2015	3,935	4,092	4,914	4,210	4,315	4,718	5,026	4,349	4,918	4,860
2015 Minus SFT at 11.7%	3,474	3,613	4,339	3,717	3,810	4,166	4,438	3,840	4,343	4,292
2020	4,668	4,854	5,829	4,994	5,119	5,597	5,962	5,159	5,835	5,766
2020 Minus SFT at 14.9%	3,972	4,131	4,961	4,250	4,356	4,763	5,074	4,390	4,965	4,907
2025	5,432	5,649	6,784	5,812	5,957	6,514	6,939	6,004	6,790	6,710
2025 Minus SFT at 15.0%	4,618	4,802	5,767	4,940	5,064	5,537	5,898	5,103	5,772	5,704
2030	6,359	6,613	7,941	6,804	6,974	7,625	8,122	7,028	7,948	7,855
2030 Minus SFT at 14.7%	5,424	5,641	6,774	5,803	5,949	6,504	6,928	5,995	6,780	6,700
2035	7,444	7,741	9,296	7,964	8,163	8,925	9,508	8,227	9,304	9,195
Minus SFT at 14.3%	6,379	6,634	7,967	6,825	6,996	7,649	8,148	7,051	7,974	7,880

Source: Experian Micromarketer, October 2015. Growth rates and allowance for SFT are derived from Experian Retail Planner 13, Figure 1a (for growth rates) / Figure 5 (for SFT)

Table 3
Survey Area Retail Expenditure Forecasts (2013 prices)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
2015	194.1	127.5	96.4	92.0	75.8	116.2	51.9	48.1	83.1	16.6	901.8
2020	232.1	152.8	113.5	108.1	89.2	137.5	61.3	56.4	97.9	19.8	1,068.6
2025	281.0	185.6	135.9	129.2	106.6	165.4	73.7	67.4	117.5	23.8	1,286.2
2030	342.4	226.6	163.8	155.5	128.3	200.0	89.0	80.9	141.7	28.8	1,557.0
2035	414.9	276.2	197.1	186.9	154.2	241.2	107.3	97.2	170.7	34.7	1,880.5
<i>Change 2015-35</i>	<i>220.9</i>	<i>148.7</i>	<i>100.7</i>	<i>94.9</i>	<i>78.3</i>	<i>125.0</i>	<i>55.5</i>	<i>49.1</i>	<i>87.7</i>	<i>18.0</i>	<i>978.7</i>

Source: Tables 1 & 2

Elmbridge Borough Council Retail Assessment 2015 Comparison Capacity Modelling

Table 4

Comparison Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)	Zone 10 (%)
Comparison goods floorspace in Elmbridge Borough										
Weybridge (zone 3)										
Weybridge District Centre	1.11%	1.24%	28.53%	2.70%	1.29%	0.57%	0.61%	3.16%	1.60%	0.28%
Brooklands Centre, Weybridge	8.60%	0.95%	8.99%	8.56%	2.58%	1.14%	3.05%	7.33%	5.69%	5.46%
The Paddocks Retail Park, Weybridge	0.37%	0.09%	0.00%	0.09%	0.03%	0.14%	0.00%	0.54%	1.85%	0.00%
Sub-total, Weybridge	10.08%	2.28%	37.53%	11.35%	3.89%	1.85%	3.67%	11.03%	9.14%	5.74%
Walton on Thames (zone 4)										
Walton On Thames Town Centre	1.98%	7.58%	11.26%	36.15%	13.02%	3.56%	4.27%	32.07%	4.50%	0.00%
Homebase, New Zealand Avenue, Walton on Thar	0.50%	1.33%	2.65%	3.30%	2.60%	0.00%	0.06%	2.14%	0.16%	0.00%
Sub-total, Walton on Thames	2.48%	8.91%	13.90%	39.45%	15.62%	3.56%	4.34%	34.21%	4.66%	0.00%
Molesey (zone 5)										
East Molesey District Centre	0.00%	0.05%	0.26%	0.50%	13.99%	0.44%	2.53%	1.04%	0.21%	0.49%
Sub-total, Molesey	0.00%	0.05%	0.26%	0.50%	13.99%	0.44%	2.53%	1.04%	0.21%	0.49%
Claygate (zone 6)										
Claygate	0.00%	0.00%	0.54%	0.00%	0.00%	1.83%	0.21%	0.00%	0.00%	0.00%
Sub-total, Claygate	0.00%	0.00%	0.54%	0.00%	0.00%	1.83%	0.21%	0.00%	0.00%	0.00%
Esher (zone 7)										
Esher District Centre	0.00%	0.00%	0.00%	0.00%	0.13%	2.98%	8.31%	0.00%	0.15%	0.00%
Sub-total, Esher	0.00%	0.00%	0.00%	0.00%	0.13%	2.98%	8.31%	0.00%	0.15%	0.00%
Hersham (zone 8)										
Hersham District Centre	0.00%	0.00%	0.89%	0.40%	0.68%	0.00%	0.58%	7.83%	0.00%	0.00%
Sub-total, Hersham	0.00%	0.00%	0.89%	0.40%	0.68%	0.00%	0.58%	7.83%	0.00%	0.00%
Cobham (zone 9)										
Cobham District Centre	0.00%	0.00%	0.69%	0.23%	0.00%	2.39%	3.37%	1.12%	36.03%	3.52%
Sainsbury's Superstore, Bridge Way, Cobham	0.00%	0.00%	0.12%	0.09%	0.11%	0.04%	0.00%	0.05%	1.94%	0.15%
Sub-total, Cobham	0.00%	0.00%	0.81%	0.32%	0.11%	2.43%	3.37%	1.16%	37.97%	3.67%
Total Zones Within Elmbridge (A)	12.57%	11.24%	53.94%	52.02%	34.42%	13.09%	23.00%	55.27%	52.13%	9.90%
Comparison goods floorspace outside Elmbridge (within survey area)										
Chertsey, Addlestone & West Byfleet (zone 1)										
Addlestone (incl. Tesco Extra)	8.80%	0.27%	2.05%	0.57%	0.00%	0.00%	0.00%	0.74%	0.24%	0.05%
West Byfleet	1.46%	0.13%	0.00%	0.27%	0.00%	0.00%	0.00%	0.38%	0.92%	1.70%
Wey Retail Park, Byfleet	0.61%	0.00%	5.15%	5.58%	1.09%	0.00%	0.00%	0.00%	0.16%	0.00%
Sub-total, Chertsey, Addlestone & West Byfleet	10.87%	0.40%	7.20%	6.42%	1.09%	0.00%	0.00%	1.12%	1.32%	1.75%
Sunbury & Shepperton (zone 2)										
Sunbury	0.00%	6.16%	0.00%	0.00%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%
Shepperton	0.00%	4.63%	0.14%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Escot Road, Sunbury on Thames	0.00%	7.14%	0.36%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total, Sunbury & Shepperton	0.00%	17.93%	0.50%	0.62%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%
Total for other zones inside survey area (B)	10.87%	18.33%	7.70%	7.04%	1.18%	0.00%	0.00%	1.12%	1.32%	1.75%
Comparison goods floorspace outside Elmbridge (outside survey area)										
Kingston upon Thames town centre	3.67%	23.45%	17.37%	22.92%	53.29%	59.10%	51.26%	32.89%	20.11%	4.17%
Woking										
<i>Woking Town Centre</i>	38.39%	0.64%	2.61%	3.86%	0.59%	0.00%	1.41%	1.36%	0.75%	14.20%
<i>Woking Retail Parks</i>	1.97%	0.04%	0.00%	1.06%	0.00%	0.00%	0.31%	0.10%	0.00%	3.05%
Sub-total Woking	40.36%	0.68%	2.61%	4.92%	0.59%	0.00%	1.72%	1.46%	0.75%	17.25%
Staines town centre	19.27%	22.67%	2.81%	4.87%	0.84%	0.27%	0.16%	2.27%	0.00%	0.26%
Guildford										
<i>Guildford Town Centre</i>	5.27%	0.34%	5.09%	2.91%	0.76%	2.75%	8.24%	1.97%	13.62%	34.58%
<i>Guildford Retail Parks</i>	1.40%	0.14%	0.11%	0.00%	0.00%	0.00%	0.05%	1.57%	13.79%	13.79%
Sub-total Guildford	6.67%	0.49%	5.20%	2.91%	0.76%	2.75%	8.24%	2.02%	15.19%	48.38%
Central London / West End	0.94%	1.54%	6.96%	1.32%	3.77%	3.75%	2.97%	1.79%	1.90%	3.41%
New Malden Retail Parks	0.50%	0.21%	0.23%	0.34%	1.93%	6.24%	3.93%	0.85%	0.38%	0.00%
All other locations outside survey area	4.19%	20.30%	2.32%	3.45%	2.09%	14.32%	8.03%	2.17%	7.49%	12.27%
Total for locations outside survey area (C)	75.61%	69.34%	37.49%	40.74%	63.28%	86.43%	76.31%	43.45%	45.83%	85.74%
Local comparison goods										
Local / other shops in survey area (D)	0.95%	1.10%	0.87%	0.20%	1.11%	0.48%	0.68%	0.15%	0.73%	2.61%
Overall total (A+B+C+D)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: NEMS Market Research Telephone Survey, September 2015

Elmbridge Borough Council

Retail Assessment 2015

Comparison Capacity Modelling

Table 5a
Comparison Goods Allocation 2015 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2015	194.1	127.5	96.4	92.0	75.8	116.2	51.9	48.1	83.1	16.6	901.8	100.0
Comparison goods floorspace in Elmbridge Borough												
Weybridge (zone 3)												
Weybridge District Centre	2.2	1.6	27.5	2.5	1.0	0.7	0.3	1.5	1.3	0.0	38.6	4.3
Brooklands Centre, Weybridge	16.7	1.2	8.7	7.9	2.0	1.3	1.6	3.5	4.7	0.9	48.5	5.4
The Paddocks Retail Park, Weybridge	0.7	0.1	0.0	0.1	0.0	0.2	0.0	0.3	1.5	0.0	2.9	0.3
Sub-total, Weybridge	19.6	2.9	36.2	10.4	3.0	2.2	1.9	5.3	7.6	1.0	90.0	10.0
Walton on Thames (zone 4)												
Walton On Thames Town Centre	3.8	9.7	10.9	33.3	9.9	4.1	2.2	15.4	3.7	0.0	93.0	10.3
Homebase, New Zealand Avenue, Walton on Thar	1.0	1.7	2.6	3.0	2.0	0.0	0.0	1.0	0.1	0.0	11.4	1.3
Sub-total, Walton on Thames	4.8	11.4	13.4	36.3	11.8	4.1	2.2	16.5	3.9	0.0	104.4	11.6
Molesey (zone 5)												
East Molesey District Centre	0.0	0.1	0.3	0.5	10.6	0.5	1.3	0.5	0.2	0.1	14.0	1.5
Sub-total, Molesey	0.0	0.1	0.3	0.5	10.6	0.5	1.3	0.5	0.2	0.1	14.0	1.5
Claygate (zone 6)												
Claygate	0.0	0.0	0.5	0.0	0.0	2.1	0.1	0.0	0.0	0.0	2.8	0.3
Sub-total, Claygate	0.0	0.0	0.5	0.0	0.0	2.1	0.1	0.0	0.0	0.0	2.8	0.3
Esher (zone 7)												
Esher District Centre	0.0	0.0	0.0	0.0	0.1	3.5	4.3	0.0	0.1	0.0	8.0	0.9
Sub-total, Esher	0.0	0.0	0.0	0.0	0.1	3.5	4.3	0.0	0.1	0.0	8.0	0.9
Hersham (zone 8)												
Hersham District Centre	0.0	0.0	0.9	0.4	0.5	0.0	0.3	3.8	0.0	0.0	5.8	0.6
Sub-total, Hersham	0.0	0.0	0.9	0.4	0.5	0.0	0.3	3.8	0.0	0.0	5.8	0.6
Cobham (zone 9)												
Cobham District Centre	0.0	0.0	0.7	0.2	0.0	2.8	1.7	0.5	29.9	0.6	36.5	4.0
Sainsbury's Superstore, Bridge Way, Cobham	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	1.6	0.0	2.0	0.2
Sub-total, Cobham	0.0	0.0	0.8	0.3	0.1	2.8	1.7	0.6	31.5	0.6	38.4	4.3
Total Zones Within Elmbridge (A)	24.4	14.3	52.0	47.9 (A)	26.1	15.2	11.9	26.6	43.3	1.6	263.4	29.2
Comparison goods floorspace outside Elmbridge (within survey area)												
Chertsey, Addlestone & West Byfleet (zone 1)												
Addlestone (incl. Tesco Extra)	17.1	0.3	2.0	0.5	0.0	0.0	0.0	0.4	0.2	0.0	20.5	2.3
West Byfleet	2.8	0.2	0.0	0.2	0.0	0.0	0.0	0.2	0.8	0.3	4.5	0.5
Wey Retail Park, Byfleet	1.2	0.0	5.0	5.1	0.8	0.0	0.0	0.0	0.1	0.0	12.2	1.4
Sub-total, Chertsey, Addlestone & West Byfleet	21.1	0.5	6.9	5.9	0.8	0.0	0.0	0.5	1.1	0.3	37.2	4.1
Sunbury & Shepperton (zone 2)												
Sunbury	0.0	7.9	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	7.9	0.9
Shepperton	0.0	5.9	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.7
Tesco Extra, Escot Road, Sunbury on Thames	0.0	9.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	9.7	1.1
Sub-total, Sunbury & Shepperton	0.0	22.9	0.5	0.6	0.1	0.0	0.0	0.0	0.0	0.0	24.0	2.7
Total for other zones inside survey area (B)	21.1	23.4	7.4	6.5	0.9	0.0	0.0	0.5	1.1	0.3	61.2	6.8
Comparison goods floorspace outside Elmbridge (outside survey area)												
Kingston upon Thames town centre	7.1	29.9	16.7	21.1	40.4	68.7	26.6	15.8	16.7	0.7	243.8	27.0
Woking												
Woking town centre	74.5	0.8	2.5	3.6	0.4	0.0	0.7	0.7	0.6	2.4	86.2	9.6
Woking retail parks	3.8	0.0	0.0	1.0	0.0	0.0	0.2	0.0	0.0	0.5	5.6	0.6
Sub-total Woking	78.3	0.9	2.5	4.5	0.4	0.0	0.9	0.7	0.6	2.9	91.8	10.2
Staines town centre	37.4	28.9	2.7	4.5	0.6	0.3	0.1	1.1	0.0	0.0	75.7	8.4
Guildford												
Guildford town centre	10.2	0.4	4.9	2.7	0.6	3.2	4.3	0.9	11.3	5.8	44.3	4.9
Guildford retail parks	2.7	0.2	0.1	0.0	0.0	0.0	0.0	0.0	7.3	2.3	6.6	0.7
Sub-total Guildford	12.9	0.6	5.0	2.7	0.6	3.2	4.3	1.0	12.6	8.1	51.0	5.7
Central London / West End	1.8	2.0	6.7	1.2	2.9	4.4	1.5	0.9	1.6	0.6	23.5	2.6
New Malden Retail Parks	1.0	0.3	0.2	0.3	1.5	7.3	2.0	0.4	0.3	0.0	13.3	1.5
All other locations outside survey area	8.1	25.9	2.2	3.2	1.6	16.6	4.2	1.0	6.2	2.0	71.1	7.9
Total for locations outside survey area (C)	146.7	88.4	36.1	37.5	48.0	100.5	39.6	20.9	38.1	14.3	570.1	63.2
Local comparison goods												
Local / other shops in survey area (D)	1.9	1.4	0.8	0.2	0.8	0.6	0.4	0.1	0.6	0.4	7.1	0.8
Overall total (A+B+C+D)	194.1	127.5	96.4	92.0	75.8	116.2	51.9	48.1	83.1	16.6	901.8	100.0

Source: Table 3, Table 4

Elmbridge Borough Council

Retail Assessment 2015

Comparison Capacity Modelling

Table 5b
Comparison Goods Allocation 2020 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2020	232.1	152.8	113.5	108.1	89.2	137.5	61.3	56.4	97.9	19.8	1,068.6	100.0
Comparison goods floorspace in Elmbridge Borough												
Weybridge (zone 3)												
Weybridge District Centre	2.6	1.9	32.4	2.9	1.1	0.8	0.4	1.8	1.6	0.1	45.5	4.3
Brooklands Centre, Weybridge	20.0	1.5	10.2	9.3	2.3	1.6	1.9	4.1	5.6	1.1	57.4	5.4
The Paddocks Retail Park, Weybridge	0.9	0.1	0.0	0.1	0.0	0.2	0.0	0.3	1.8	0.0	3.4	0.3
Sub-total, Weybridge	23.4	3.5	42.6	12.3	3.5	2.5	2.2	6.2	9.0	1.1	106.3	9.9
Walton on Thames (zone 4)												
Walton On Thames Town Centre	4.6	11.6	12.8	39.1	11.6	4.9	2.6	18.1	4.4	0.0	109.7	10.3
Homebase, New Zealand Avenue, Walton on Thar	1.2	2.0	3.0	3.6	2.3	0.0	0.0	1.2	0.2	0.0	13.5	1.3
Sub-total, Walton on Thames	5.8	13.6	15.8	42.7	13.9	4.9	2.7	19.3	4.6	0.0	123.1	11.5
Molesey (zone 5)												
East Molesey District Centre	0.0	0.1	0.3	0.5	12.5	0.6	1.5	0.6	0.2	0.1	16.4	1.5
Sub-total, Molesey	0.0	0.1	0.3	0.5	12.5	0.6	1.5	0.6	0.2	0.1	16.4	1.5
Claygate (zone 6)												
Claygate	0.0	0.0	0.6	0.0	0.0	2.5	0.1	0.0	0.0	0.0	3.3	0.3
Sub-total, Claygate	0.0	0.0	0.6	0.0	0.0	2.5	0.1	0.0	0.0	0.0	3.3	0.3
Esher (zone 7)												
Esher District Centre	0.0	0.0	0.0	0.0	0.1	4.1	5.1	0.0	0.1	0.0	9.4	0.9
Sub-total, Esher	0.0	0.0	0.0	0.0	0.1	4.1	5.1	0.0	0.1	0.0	9.4	0.9
Hersham (zone 8)												
Hersham District Centre	0.0	0.0	1.0	0.4	0.6	0.0	0.4	4.4	0.0	0.0	6.8	0.6
Sub-total, Hersham	0.0	0.0	1.0	0.4	0.6	0.0	0.4	4.4	0.0	0.0	6.8	0.6
Cobham (zone 9)												
Cobham District Centre	0.0	0.0	0.8	0.3	0.0	3.3	2.1	0.6	35.3	0.7	43.0	4.0
Sainsbury's Superstore, Bridge Way, Cobham	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	1.9	0.0	2.3	0.2
Sub-total, Cobham	0.0	0.0	0.9	0.3	0.1	3.3	2.1	0.7	37.2	0.7	45.3	4.2
Total Zones Within Elmbridge (A)	29.2	17.2	61.2	56.2 (A)	30.7	18.0	14.1	31.2	51.1	2.0	310.8	29.1
Comparison goods floorspace outside Elmbridge (within survey area)												
Chertsey, Addlestone & West Byfleet (zone 1)												
Addlestone (incl. Tesco Extra)	20.4	0.4	2.3	0.6	0.0	0.0	0.0	0.4	0.2	0.0	24.4	2.3
West Byfleet	3.4	0.2	0.0	0.3	0.0	0.0	0.0	0.2	0.9	0.3	5.3	0.5
Wey Retail Park, Byfleet	1.4	0.0	5.8	6.0	1.0	0.0	0.0	0.0	0.2	0.0	14.4	1.3
Sub-total, Chertsey, Addlestone & West Byfleet	25.2	0.6	8.2	6.9	1.0	0.0	0.0	0.6	1.3	0.3	44.2	4.1
Sunbury & Shepperton (zone 2)												
Sunbury	0.0	9.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	9.5	0.9
Shepperton	0.0	7.1	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	7.6	0.7
Tesco Extra, Escot Road, Sunbury on Thames	0.0	10.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	11.6	1.1
Sub-total, Sunbury & Shepperton	0.0	27.4	0.6	0.7	0.1	0.0	0.0	0.0	0.0	0.0	28.7	2.7
Total for other zones inside survey area (B)	25.2	28.0	8.7	7.6	1.1	0.0	0.0	0.6	1.3	0.3	72.9	6.8
Comparison goods floorspace outside Elmbridge (outside survey area)												
Kingston upon Thames town centre	8.5	35.8	19.7	24.8	47.5	81.3	31.4	18.6	19.7	0.8	288.1	27.0
Woking												
Woking town centre	89.1	1.0	3.0	4.2	0.5	0.0	0.9	0.8	0.7	2.8	102.9	9.6
Woking retail parks	4.6	0.1	0.0	1.1	0.0	0.0	0.2	0.1	0.0	0.6	6.6	0.6
Sub-total Woking	93.7	1.0	3.0	5.3	0.5	0.0	1.1	0.8	0.7	3.4	109.6	10.3
Staines town centre	44.7	34.6	3.2	5.3	0.8	0.4	0.1	1.3	0.0	0.1	90.4	8.5
Guildford												
Guildford town centre	12.2	0.5	5.8	3.1	0.7	3.8	5.1	1.1	13.3	6.8	52.5	4.9
Guildford retail parks	3.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	1.5	2.7	7.9	0.7
Sub-total Guildford	15.5	0.7	5.9	3.1	0.7	3.8	5.1	1.1	14.9	9.6	60.4	5.7
Central London / West End	2.2	2.4	7.9	1.4	3.4	5.2	1.8	1.0	1.9	0.7	27.8	2.6
New Malden Retail Parks	1.2	0.3	0.3	0.4	1.7	8.6	2.4	0.5	0.4	0.0	15.7	1.5
All other locations outside survey area	9.7	31.0	2.6	3.7	1.9	19.7	4.9	1.2	7.3	2.4	84.6	7.9
Total for locations outside survey area (C)	175.5	105.9	42.6	44.0	56.4	118.9	46.8	24.5	44.9	17.0	676.5	63.3
Local comparison goods												
Local / other shops in survey area (D)	2.2	1.7	1.0	0.2	1.0	0.7	0.4	0.1	0.7	0.5	8.5	0.8
Overall total (A+B+C+D)	232.1	152.8	113.5	108.1	89.2	137.5	61.3	56.4	97.9	19.8	1,068.6	100.0

Source: Table 3, Table 4

Elmbridge Borough Council

Retail Assessment 2015

Comparison Capacity Modelling

Table 5c
Comparison Goods Allocation 2025 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2025	281.0	185.6	135.9	129.2	106.6	165.4	73.7	67.4	117.5	23.8	1,286.2	100.0
Comparison goods floorspace in Elmbridge Borough												
Weybridge (zone 3)												
Weybridge District Centre	3.1	2.3	38.8	3.5	1.4	0.9	0.5	2.1	1.9	0.1	54.6	4.2
Brooklands Centre, Weybridge	24.2	1.8	12.2	11.1	2.7	1.9	2.2	4.9	6.7	1.3	69.0	5.4
The Paddocks Retail Park, Weybridge	1.0	0.2	0.0	0.1	0.0	0.2	0.0	0.4	2.2	0.0	4.1	0.3
Sub-total, Weybridge	28.3	4.2	51.0	14.7	4.1	3.1	2.7	7.4	10.7	1.4	127.7	9.9
Walton on Thames (zone 4)												
Walton On Thames Town Centre	5.6	14.1	15.3	46.7	13.9	5.9	3.1	21.6	5.3	0.0	131.5	10.2
Homebase, New Zealand Avenue, Walton on Thar	1.4	2.5	3.6	4.3	2.8	0.0	0.0	1.4	0.2	0.0	16.2	1.3
Sub-total, Walton on Thames	7.0	16.5	18.9	51.0	16.7	5.9	3.2	23.1	5.5	0.0	147.7	11.5
Molesey (zone 5)												
East Molesey District Centre	0.0	0.1	0.4	0.6	14.9	0.7	1.9	0.7	0.2	0.1	19.7	1.5
Sub-total, Molesey	0.0	0.1	0.4	0.6	14.9	0.7	1.9	0.7	0.2	0.1	19.7	1.5
Claygate (zone 6)												
Claygate	0.0	0.0	0.7	0.0	0.0	3.0	0.2	0.0	0.0	0.0	3.9	0.3
Sub-total, Claygate	0.0	0.0	0.7	0.0	0.0	3.0	0.2	0.0	0.0	0.0	3.9	0.3
Esher (zone 7)												
Esher District Centre	0.0	0.0	0.0	0.0	0.1	4.9	6.1	0.0	0.2	0.0	11.4	0.9
Sub-total, Esher	0.0	0.0	0.0	0.0	0.1	4.9	6.1	0.0	0.2	0.0	11.4	0.9
Hersham (zone 8)												
Hersham District Centre	0.0	0.0	1.2	0.5	0.7	0.0	0.4	5.3	0.0	0.0	8.2	0.6
Sub-total, Hersham	0.0	0.0	1.2	0.5	0.7	0.0	0.4	5.3	0.0	0.0	8.2	0.6
Cobham (zone 9)												
Cobham District Centre	0.0	0.0	0.9	0.3	0.0	4.0	2.5	0.8	42.3	0.8	51.6	4.0
Sainsbury's Superstore, Bridge Way, Cobham	0.0	0.0	0.2	0.1	0.1	0.1	0.0	0.0	2.3	0.0	2.8	0.2
Sub-total, Cobham	0.0	0.0	1.1	0.4	0.1	4.0	2.5	0.8	44.6	0.9	54.4	4.2
Total Zones Within Elmbridge (A)	35.3	20.9	73.3	67.2 (A)	36.7	21.7	16.9	37.2	61.3	2.4	372.9	29.0
Comparison goods floorspace outside Elmbridge (within survey area)												
Chertsey, Addlestone & West Byfleet (zone 1)												
Addlestone (incl. Tesco Extra)	24.7	0.5	2.8	0.7	0.0	0.0	0.0	0.5	0.3	0.0	29.6	2.3
West Byfleet	4.1	0.2	0.0	0.3	0.0	0.0	0.0	0.3	1.1	0.4	6.4	0.5
Wey Retail Park, Byfleet	1.7	0.0	7.0	7.2	1.2	0.0	0.0	0.0	0.2	0.0	17.3	1.3
Sub-total, Chertsey, Addlestone & West Byfleet	30.5	0.7	9.8	8.3	1.2	0.0	0.0	0.8	1.5	0.4	53.2	4.1
Sunbury & Shepperton (zone 2)												
Sunbury	0.0	11.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	11.5	0.9
Shepperton	0.0	8.6	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	9.2	0.7
Tesco Extra, Escot Road, Sunbury on Thames	0.0	13.3	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	14.1	1.1
Sub-total, Sunbury & Shepperton	0.0	33.3	0.7	0.8	0.1	0.0	0.0	0.0	0.0	0.0	34.9	2.7
Total for other zones inside survey area (B)	30.5	34.0	10.5	9.1	1.3	0.0	0.0	0.8	1.5	0.4	88.1	6.8
Comparison goods floorspace outside Elmbridge (outside survey area)												
Kingston upon Thames town centre	10.3	43.5	23.6	29.6	56.8	97.8	37.8	22.2	23.6	1.0	346.2	26.9
Woking												
Woking town centre	107.9	1.2	3.5	5.0	0.6	0.0	1.0	0.9	0.9	3.4	124.4	9.7
Woking retail parks	5.5	0.1	0.0	1.4	0.0	0.0	0.2	0.1	0.0	0.7	8.0	0.6
Sub-total Woking	113.4	1.3	3.5	6.4	0.6	0.0	1.3	1.0	0.9	4.1	132.4	10.3
Staines town centre	54.2	42.1	3.8	6.3	0.9	0.4	0.1	1.5	0.0	0.1	109.4	8.5
Guildford												
Guildford town centre	14.8	0.6	6.9	3.8	0.8	4.6	6.1	1.3	16.0	8.2	63.1	4.9
Guildford retail parks	3.9	0.3	0.1	0.0	0.0	0.0	0.0	0.0	7.8	3.3	9.5	0.7
Sub-total Guildford	18.7	0.9	7.1	3.8	0.8	4.6	6.1	1.4	17.9	11.5	72.6	5.6
Central London / West End	2.7	2.9	9.5	1.7	4.0	6.2	2.2	1.2	2.2	0.8	33.3	2.6
New Malden Retail Parks	1.4	0.4	0.3	0.4	2.1	10.3	2.9	0.6	0.5	0.0	18.8	1.5
All other locations outside survey area	11.8	37.7	3.2	4.5	2.2	23.7	5.9	1.5	8.8	2.9	102.1	7.9
Total for locations outside survey area (C)	212.5	128.7	51.0	52.6	67.5	143.0	56.2	29.3	53.9	20.4	815.0	63.4
Local comparison goods												
Local / other shops in survey area (D)	2.7	2.0	1.2	0.3	1.2	0.8	0.5	0.1	0.9	0.6	10.2	0.8
Overall total (A+B+C+D)	281.0	185.6	135.9	129.2	106.6	165.4	73.7	67.4	117.5	23.8	1,286.2	100.0

Source: Table 3, Table 4

Elmbridge Borough Council

Retail Assessment 2015

Comparison Capacity Modelling

Table 5d
Comparison Goods Allocation 2030 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2030	342.4	226.6	163.8	155.5	128.3	200.0	89.0	80.9	141.7	28.8	1,557.0	100.0
Comparison goods floorspace in Elmbridge Borough												
Weybridge (zone 3)												
Weybridge District Centre	3.8	2.8	46.7	4.2	1.6	1.1	0.5	2.6	2.3	0.1	65.8	4.2
Brooklands Centre, Weybridge	29.5	2.2	14.7	13.3	3.3	2.3	2.7	5.9	8.1	1.6	83.5	5.4
The Paddocks Retail Park, Weybridge	1.3	0.2	0.0	0.1	0.0	0.3	0.0	0.4	2.6	0.0	5.0	0.3
Sub-total, Weybridge	34.5	5.2	61.5	17.6	5.0	3.7	3.3	8.9	13.0	1.7	154.3	9.9
Walton on Thames (zone 4)												
Walton On Thames Town Centre	6.8	17.2	18.4	56.2	16.7	7.1	3.8	26.0	6.4	0.0	158.6	10.2
Homebase, New Zealand Avenue, Walton on Thar	1.7	3.0	4.3	5.1	3.3	0.0	0.1	1.7	0.2	0.0	19.6	1.3
Sub-total, Walton on Thames	8.5	20.2	22.8	61.4	20.0	7.1	3.9	27.7	6.6	0.0	178.1	11.4
Molesey (zone 5)												
East Molesey District Centre	0.0	0.1	0.4	0.8	17.9	0.9	2.3	0.8	0.3	0.1	23.7	1.5
Sub-total, Molesey	0.0	0.1	0.4	0.8	17.9	0.9	2.3	0.8	0.3	0.1	23.7	1.5
Claygate (zone 6)												
Claygate	0.0	0.0	0.9	0.0	0.0	3.7	0.2	0.0	0.0	0.0	4.7	0.3
Sub-total, Claygate	0.0	0.0	0.9	0.0	0.0	3.7	0.2	0.0	0.0	0.0	4.7	0.3
Esher (zone 7)												
Esher District Centre	0.0	0.0	0.0	0.0	0.2	6.0	7.4	0.0	0.2	0.0	13.7	0.9
Sub-total, Esher	0.0	0.0	0.0	0.0	0.2	6.0	7.4	0.0	0.2	0.0	13.7	0.9
Hersham (zone 8)												
Hersham District Centre	0.0	0.0	1.5	0.6	0.9	0.0	0.5	6.3	0.0	0.0	9.8	0.6
Sub-total, Hersham	0.0	0.0	1.5	0.6	0.9	0.0	0.5	6.3	0.0	0.0	9.8	0.6
Cobham (zone 9)												
Cobham District Centre	0.0	0.0	1.1	0.4	0.0	4.8	3.0	0.9	51.1	1.0	62.2	4.0
Sainsbury's Superstore, Bridge Way, Cobham	0.0	0.0	0.2	0.1	0.1	0.1	0.0	0.0	2.7	0.0	3.4	0.2
Sub-total, Cobham	0.0	0.0	1.3	0.5	0.1	4.9	3.0	0.9	53.8	1.1	65.6	4.2
Total Zones Within Elmbridge (A)	43.0	25.5	88.3	80.9	44.1	26.2	20.5	44.7	73.9	2.8	450.0	28.9
Comparison goods floorspace outside Elmbridge (within survey area)												
Chertsey, Addlestone & West Byfleet (zone 1)												
Addlestone (incl. Tesco Extra)	30.1	0.6	3.4	0.9	0.0	0.0	0.0	0.6	0.3	0.0	35.9	2.3
West Byfleet	5.0	0.3	0.0	0.4	0.0	0.0	0.0	0.3	1.3	0.5	7.8	0.5
Wey Retail Park, Byfleet	2.1	0.0	8.4	8.7	1.4	0.0	0.0	0.0	0.2	0.0	20.8	1.3
Sub-total, Chertsey, Addlestone & West Byfleet	37.2	0.9	11.8	10.0	1.4	0.0	0.0	0.9	1.9	0.5	64.6	4.1
Sunbury & Shepperton (zone 2)												
Sunbury	0.0	14.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	14.1	0.9
Shepperton	0.0	10.5	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	11.2	0.7
Tesco Extra, Escot Road, Sunbury on Thames	0.0	16.2	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	17.2	1.1
Sub-total, Sunbury & Shepperton	0.0	40.6	0.8	1.0	0.1	0.0	0.0	0.0	0.0	0.0	42.5	2.7
Total for other zones inside survey area (B)	37.2	41.5	12.6	10.9	1.5	0.0	0.0	0.9	1.9	0.5	107.1	6.9
Comparison goods floorspace outside Elmbridge (outside survey area)												
Kingston upon Thames town centre	12.6	53.2	28.4	35.6	68.3	118.2	45.6	26.6	28.5	1.2	418.3	26.9
Woking												
Woking town centre	131.5	1.4	4.3	6.0	0.8	0.0	1.3	1.1	1.1	4.1	151.4	9.7
Woking retail parks	6.8	0.1	0.0	1.6	0.0	0.0	0.3	0.1	0.0	0.9	9.7	0.6
Sub-total Woking	138.2	1.5	4.3	7.7	0.8	0.0	1.5	1.2	1.1	5.0	161.2	10.4
Staines town centre	66.0	51.4	4.6	7.6	1.1	0.5	0.1	1.8	0.0	0.1	133.2	8.6
Guildford												
Guildford town centre	18.0	0.8	8.3	4.5	1.0	5.5	7.3	1.6	19.3	9.9	76.3	4.9
Guildford retail parks	4.8	0.3	0.2	0.0	0.0	0.0	0.0	0.0	2.2	4.0	11.5	0.7
Sub-total Guildford	22.8	1.1	8.5	4.5	1.0	5.5	7.3	1.6	21.5	13.9	87.9	5.6
Central London / West End	3.2	3.5	11.4	2.0	4.8	7.5	2.6	1.5	2.7	1.0	40.3	2.6
New Malden Retail Parks	1.7	0.5	0.4	0.5	2.5	12.5	3.5	0.7	0.5	0.0	22.8	1.5
All other locations outside survey area	14.4	46.0	3.8	5.4	2.7	28.6	7.1	1.8	10.6	3.5	123.9	8.0
Total for locations outside survey area (C)	258.9	157.1	61.4	63.3	81.2	172.8	67.9	35.2	64.9	24.7	987.5	63.4
Local comparison goods												
Local / other shops in survey area (D)	3.3	2.5	1.4	0.3	1.4	1.0	0.6	0.1	1.0	0.8	12.4	0.8
Overall total (A+B+C+D)	342.4	226.6	163.8	155.5	128.3	200.0	89.0	80.9	141.7	28.8	1,557.0	100.0

Source: Table 3, Table 4

Elmbridge Borough Council
Retail Assessment 2015
Comparison Capacity Modelling

Table 5e
Comparison Goods Allocation 2035 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (Em)	Zone 2 (Em)	Zone 3 (Em)	Zone 4 (Em)	Zone 5 (Em)	Zone 6 (Em)	Zone 7 (Em)	Zone 8 (Em)	Zone 9 (Em)	Zone 10 (Em)	Total (Em)	Total (%)
Total Available Spend - 2035	414.9	276.2	197.1	186.9	154.2	241.2	107.3	97.2	170.7	34.7	1,880.5	100.0
Comparison goods floorspace in Elmbridge Borough												
Weybridge (zone 3)												
Weybridge District Centre	4.6	3.4	56.2	5.0	2.0	1.4	0.7	3.1	2.7	0.1	79.2	4.2
Brooklands Centre, Weybridge	35.7	2.6	17.7	16.0	4.0	2.8	3.3	7.1	9.7	1.9	100.8	5.4
The Paddocks Retail Park, Weybridge	1.5	0.2	0.0	0.2	0.0	0.3	0.0	0.5	3.2	0.0	6.0	0.3
Sub-total, Weybridge	41.8	6.3	73.9	21.2	6.0	4.5	3.9	10.7	15.6	2.0	186.0	9.9
Walton on Thames (zone 4)												
Walton On Thames Town Centre	8.2	20.9	22.2	67.6	20.1	8.6	4.6	31.2	7.7	0.0	191.0	10.2
Homebase, New Zealand Avenue, Walton on Than	2.1	3.7	5.2	6.2	4.0	0.0	0.1	2.1	0.3	0.0	23.6	1.3
Sub-total, Walton on Thames	10.3	24.6	27.4	73.7	24.1	8.6	4.7	33.3	8.0	0.0	214.6	11.4
Molesey (zone 5)												
East Molesey District Centre	0.0	0.1	0.5	0.9	21.6	1.1	2.7	1.0	0.4	0.2	28.5	1.5
Sub-total, Molesey	0.0	0.1	0.5	0.9	21.6	1.1	2.7	1.0	0.4	0.2	28.5	1.5
Claygate (zone 6)												
Claygate	0.0	0.0	1.1	0.0	0.0	4.4	0.2	0.0	0.0	0.0	5.7	0.3
Sub-total, Claygate	0.0	0.0	1.1	0.0	0.0	4.4	0.2	0.0	0.0	0.0	5.7	0.3
Esher (zone 7)												
Esher District Centre	0.0	0.0	0.0	0.0	0.2	7.2	8.9	0.0	0.3	0.0	16.5	0.9
Sub-total, Esher	0.0	0.0	0.0	0.0	0.2	7.2	8.9	0.0	0.3	0.0	16.5	0.9
Hersham (zone 8)												
Hersham District Centre	0.0	0.0	1.8	0.8	1.1	0.0	0.6	7.6	0.0	0.0	11.8	0.6
Sub-total, Hersham	0.0	0.0	1.8	0.8	1.1	0.0	0.6	7.6	0.0	0.0	11.8	0.6
Cobham (zone 9)												
Cobham District Centre	0.0	0.0	1.4	0.4	0.0	5.8	3.6	1.1	61.5	1.2	75.0	4.0
Sainsbury's Superstore, Bridge Way, Cobham	0.0	0.0	0.2	0.2	0.2	0.1	0.0	0.0	3.3	0.1	4.1	0.2
Sub-total, Cobham	0.0	0.0	1.6	0.6	0.2	5.9	3.6	1.1	64.8	1.3	79.1	4.2
Total Zones Within Elmbridge (A)	52.1	31.1	106.3	97.2	53.1	31.6	24.7	53.7	89.0	3.4	542.2	28.8
Comparison goods floorspace outside Elmbridge (within survey area)												
Chertsey, Addlestone & West Byfleet (zone 1)												
Addlestone (incl. Tesco Extra)	36.5	0.7	4.0	1.1	0.0	0.0	0.0	0.7	0.4	0.0	43.5	2.3
West Byfleet	6.0	0.3	0.0	0.5	0.0	0.0	0.0	0.4	1.6	0.6	9.4	0.5
Wey Retail Park, Byfleet	2.5	0.0	10.2	10.4	1.7	0.0	0.0	0.0	0.3	0.0	25.1	1.3
Sub-total, Chertsey, Addlestone & West Byfleet	45.1	1.1	14.2	12.0	1.7	0.0	0.0	1.1	2.2	0.6	78.0	4.1
Sunbury & Shepperton (zone 2)												
Sunbury	0.0	17.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	17.2	0.9
Shepperton	0.0	12.8	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	13.7	0.7
Tesco Extra, Escot Road, Sunbury on Thames	0.0	19.7	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	21.0	1.1
Sub-total, Sunbury & Shepperton	0.0	49.5	1.0	1.2	0.1	0.0	0.0	0.0	0.0	0.0	51.8	2.8
Total for other zones inside survey area (B)	45.1	50.6	15.2	13.2	1.8	0.0	0.0	1.1	2.2	0.6	129.8	6.9
Comparison goods floorspace outside Elmbridge (outside survey area)												
Kingston upon Thames town centre	15.2	64.8	34.2	42.8	82.2	142.6	55.0	32.0	34.3	1.4	504.6	26.8
Woking												
Woking town centre	159.3	1.8	5.1	7.2	0.9	0.0	1.5	1.3	1.3	4.9	183.4	9.8
Woking retail parks	8.2	0.1	0.0	2.0	0.0	0.0	0.3	0.1	0.0	1.1	11.8	0.6
Sub-total Woking	167.5	1.9	5.1	9.2	0.9	0.0	1.8	1.4	1.3	6.0	195.1	10.4
Staines town centre	80.0	62.6	5.5	9.1	1.3	0.6	0.2	2.2	0.0	0.1	161.7	8.6
Guildford												
Guildford town centre	21.9	1.0	10.0	5.4	1.2	6.6	8.8	1.9	23.2	12.0	92.1	4.9
Guildford retail parks	5.8	0.4	0.2	0.0	0.0	0.0	0.0	0.0	2.7	4.8	13.9	0.7
Sub-total Guildford	27.7	1.3	10.2	5.4	1.2	6.6	8.8	2.0	25.9	16.8	106.0	5.6
Central London / West End	3.9	4.3	13.7	2.5	5.8	9.0	3.2	1.7	3.2	1.2	48.6	2.6
New Malden Retail Parks	2.1	0.6	0.4	0.6	3.0	15.0	4.2	0.8	0.7	0.0	27.5	1.5
All other locations outside survey area	17.4	56.1	4.6	6.4	3.2	34.5	8.6	2.1	12.8	4.3	150.0	8.0
Total for locations outside survey area (C)	313.7	191.5	73.9	76.1	97.6	208.5	81.9	42.2	78.2	29.7	1193.5	63.5
Local comparison goods												
Local / other shops in survey area (D)	4.0	3.0	1.7	0.4	1.7	1.2	0.7	0.1	1.2	0.9	15.0	0.8
Overall total (A+B+C+D)	414.9	276.2	197.1	186.9	154.2	241.2	107.3	97.2	170.7	34.7	1,880.5	100.0

Source: Table 3, Table 4

Elmbridge Borough Council
Retail Assessment 2015
Comparison Capacity Modelling

Table 6: Existing Comparison Goods Floorspace in Elmbridge

In-centre floorspace	Comparison goods floorspace (sq.m net)
Weybridge district centre	7,390
Walton-on-Thames town centre	16,753
East Molesey district centre	3,601
Claygate	607
Esher District Centre	3,667
Hersham District Centre	1,877
Cobham District Centre	5,413
Total in-centre floorspace	39,309
Out-of-centre floorspace	Comparison goods floorspace (sq.m net)
Brooklands Centre, Weybridge	7,835
Paddocks Retail Park, Weybridge	2,386
Homebase, Walton-on-Thames	1,694
Sainsbury's, Cobham	2,028
Total out-of-centre floorspace	13,943
Overall total	53,251

Source: Experian Goad Category Reports / Goad Plans. Note: Includes comparison floorspace in major foodstores.

Elmbridge Borough Council Retail Assessment 2015 Comparison Capacity Modelling

Table 7
Comparison goods planning commitments

Proposed development	Net Comparison Floorspace (sq.m)	Assumed sales density (£/sqm net)	Average Turnover 2015 (£m)	Average Turnover 2020 (£m)
Former Dairy Crest site, High Street, Walton-on-Thames	277	6,000	1.7	1.8
Total	277	-	1.7	1.8

Source: Elmbridge Borough Council / planning application documentation

Elmbridge Borough Council
 Retail Assessment 2015
 Comparison Capacity Modelling

Table 8
 Borough-wide comparison goods floorspace capacity

	COMPARISON GOODS				
	2015	2020	2025	2030	2035
Total Available Expenditure (£m)	901.8	1,068.6	1,286.2	1,557.0	1,880.5
Market Share from Survey Area	29	29	29	29	29
Survey Area Residents Spending (town & district centres) (£m)	198.6	234.1	280.7	338.6	407.8
Survey Area Residents Spending (retail parks / foodstores) (£m)	64.8	76.7	92.1	111.4	134.4
TOTAL SPENDING (£m)	263.4	310.8	372.9	450.0	542.2
Existing Retail Floorspace (sq.m net)	53,251	53,251	53,251	53,251	53,251
Sales per sqm net £	4,946	5,394	5,883	6,416	6,997
Sales from Existing Floorspace (£000)	263.4	287.2	313.3	341.7	372.6
Sales from Commitments (£000)	0	1.8	2.0	2.2	2.3
Residual Spending to support new floorspace (£000)	0.0	21.7	57.6	106.2	167.2
Sales per sq m net in new shops (£)	6,000	6,544	7,137	7,783	8,489
Capacity for new floorspace (sqm net)	0	3,323	8,077	13,644	19,702
Capacity for new floorspace (sq.m net, rounded)	0	3,300	8,100	13,600	19,700

Assumes 1.75% pa growth in sales efficiency 2015-2035

Elmbridge Borough Council
 Retail Assessment 2015
 Comparison Capacity Modelling (alternative population scenario)

Table A1
 Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
2015	55,859	35,293	22,217	24,750	19,901	27,901	11,686	12,528	19,128	3,879	233,142
2020	58,428	36,988	22,645	25,211	20,230	28,214	11,867	12,775	19,523	4,035	239,918
2025	60,855	38,658	23,074	25,672	20,560	28,527	12,048	13,022	19,919	4,165	246,500
2030	63,128	40,179	23,502	26,134	20,889	28,840	12,230	13,269	20,314	4,292	252,777
2035	65,044	41,638	23,930	26,595	21,219	29,153	12,411	13,516	20,709	4,402	258,618
Change 2015-35	<i>9,185</i>	<i>6,345</i>	<i>1,713</i>	<i>1,845</i>	<i>1,318</i>	<i>1,252</i>	<i>725</i>	<i>988</i>	<i>1,581</i>	<i>523</i>	25,476

Source: Experian Micromarketer (October 2014)

adjusted figures

Table A1a
 Survey Area Postal Sectors

Zone	Postal Sectors	Zone Name
Zone 1	KT14 6/7, KT15 1/2/3, KT16 8/9	Chertsey, Addlestone & West Byfleet
Zone 2	TW16 5/6/7, TW17 0/8/9	Sunbury & Shepperton
Zone 3	KT13 0/8/9	Weybridge
Zone 4	KT12 1/2/3	Walton-on-Thames
Zone 5	KT8 0/1/2/9 (partial sector)	Molesey
Zone 6	KT6 5, KT7 0, KT10 0	Thames Ditton & Claygate
Zone 7	KT10 8/9	Esher
Zone 8	KT12 4/5	Hersham
Zone 9	KT11 1/2/3, KT22 0	Cobham & Oxshott
Zone 10	GU23 6	East of Woking

Source: NEMS Market Research Telephone Survey, September 2015

Elmbridge Borough Council

Retail Assessment 2015

Comparison Capacity Modelling (alternative population scenario)

Table A2
Survey Area Retail Expenditure Forecasts Per Capita (2013 prices) - Comparison Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
2013	3,579	3,722	4,470	3,830	3,925	4,292	4,572	3,956	4,474	4,421
2015	3,935	4,092	4,914	4,210	4,315	4,718	5,026	4,349	4,918	4,860
2015 Minus SFT at 11.7%	3,474	3,613	4,339	3,717	3,810	4,166	4,438	3,840	4,343	4,292
2020	4,668	4,854	5,829	4,994	5,119	5,597	5,962	5,159	5,835	5,766
2020 Minus SFT at 14.9%	3,972	4,131	4,961	4,250	4,356	4,763	5,074	4,390	4,965	4,907
2025	5,432	5,649	6,784	5,812	5,957	6,514	6,939	6,004	6,790	6,710
2025 Minus SFT at 15.0%	4,618	4,802	5,767	4,940	5,064	5,537	5,898	5,103	5,772	5,704
2030	6,359	6,613	7,941	6,804	6,974	7,625	8,122	7,028	7,948	7,855
2030 Minus SFT at 14.7%	5,424	5,641	6,774	5,803	5,949	6,504	6,928	5,995	6,780	6,700
2035	7,444	7,741	9,296	7,964	8,163	8,925	9,508	8,227	9,304	9,195
Minus SFT at 14.3%	6,379	6,634	7,967	6,825	6,996	7,649	8,148	7,051	7,974	7,880

Source: Experian Micromarketer, October 2015. Growth rates and allowance for SFT are derived from Experian Retail Planner 13, Figure 1a (for growth rates) / Figure 5 (for SFT)

Table A3
Survey Area Retail Expenditure Forecasts (2013 prices)

	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)	Total (£m)
2015	194.1	127.5	96.4	92.0	75.8	116.2	51.9	48.1	83.1	16.6	901.8
2020	232.1	152.8	112.3	107.1	88.1	134.4	60.2	56.1	96.9	19.8	1,059.9
2025	281.0	185.6	133.1	126.8	104.1	157.9	71.1	66.5	115.0	23.8	1,264.8
2030	342.4	226.6	159.2	151.7	124.3	187.6	84.7	79.6	137.7	28.8	1,522.5
2035	414.9	276.2	190.6	181.5	148.4	223.0	101.1	95.3	165.1	34.7	1,831.0
Change 2015-35	220.9	148.7	94.2	89.5	72.6	106.8	49.3	47.2	82.1	18.0	929.2

Source: Tables A1 & A2

Elmbridge Borough Council Retail Assessment 2015 Comparison Capacity Modelling (alternative population scenario)

Table A4
Comparison Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)	Zone 10 (%)
Comparison goods floorspace in Elmbridge Borough										
Weybridge (zone 3)										
Weybridge District Centre	1.11%	1.24%	28.53%	2.70%	1.29%	0.57%	0.61%	3.16%	1.60%	0.28%
Brooklands Centre, Weybridge	8.60%	0.95%	8.99%	8.56%	2.58%	1.14%	3.05%	7.33%	5.69%	5.46%
The Paddocks Retail Park, Weybridge	0.37%	0.09%	0.00%	0.09%	0.03%	0.14%	0.00%	0.54%	1.85%	0.00%
Sub-total, Weybridge	10.08%	2.28%	37.53%	11.35%	3.89%	1.85%	3.67%	11.03%	9.14%	5.74%
Walton on Thames (zone 4)										
Walton On Thames Town Centre	1.98%	7.58%	11.26%	36.15%	13.02%	3.56%	4.27%	32.07%	4.50%	0.00%
Homebase, New Zealand Avenue, Walton on Thar	0.50%	1.33%	2.65%	3.30%	2.60%	0.00%	0.06%	2.14%	0.16%	0.00%
Sub-total, Walton on Thames	2.48%	8.91%	13.90%	39.45%	15.62%	3.56%	4.34%	34.21%	4.66%	0.00%
Molesey (zone 5)										
East Molesey District Centre	0.00%	0.05%	0.26%	0.50%	13.99%	0.44%	2.53%	1.04%	0.21%	0.49%
Sub-total, Molesey	0.00%	0.05%	0.26%	0.50%	13.99%	0.44%	2.53%	1.04%	0.21%	0.49%
Claygate (zone 6)										
Claygate	0.00%	0.00%	0.54%	0.00%	0.00%	1.83%	0.21%	0.00%	0.00%	0.00%
Sub-total, Claygate	0.00%	0.00%	0.54%	0.00%	0.00%	1.83%	0.21%	0.00%	0.00%	0.00%
Esher (zone 7)										
Esher District Centre	0.00%	0.00%	0.00%	0.00%	0.13%	2.98%	8.31%	0.00%	0.15%	0.00%
Sub-total, Esher	0.00%	0.00%	0.00%	0.00%	0.13%	2.98%	8.31%	0.00%	0.15%	0.00%
Hersham (zone 8)										
Hersham District Centre	0.00%	0.00%	0.89%	0.40%	0.68%	0.00%	0.58%	7.83%	0.00%	0.00%
Sub-total, Hersham	0.00%	0.00%	0.89%	0.40%	0.68%	0.00%	0.58%	7.83%	0.00%	0.00%
Cobham (zone 9)										
Cobham District Centre	0.00%	0.00%	0.69%	0.23%	0.00%	2.39%	3.37%	1.12%	36.03%	3.52%
Sainsbury's Superstore, Bridge Way, Cobham	0.00%	0.00%	0.12%	0.09%	0.11%	0.04%	0.00%	0.05%	1.94%	0.15%
Sub-total, Cobham	0.00%	0.00%	0.81%	0.32%	0.11%	2.43%	3.37%	1.16%	37.97%	3.67%
Total Zones Within Elmbridge (A)	12.57%	11.24%	53.94%	52.02%	34.42%	13.09%	23.00%	55.27%	52.13%	9.90%
Comparison goods floorspace outside Elmbridge (within survey area)										
Chertsey, Addlestone & West Byfleet (zone 1)										
Addlestone (incl. Tesco Extra)	8.80%	0.27%	2.05%	0.57%	0.00%	0.00%	0.00%	0.74%	0.24%	0.05%
West Byfleet	1.46%	0.13%	0.00%	0.27%	0.00%	0.00%	0.00%	0.38%	0.92%	1.70%
Wey Retail Park, Byfleet	0.61%	0.00%	5.15%	5.58%	1.09%	0.00%	0.00%	0.00%	0.16%	0.00%
Sub-total, Chertsey, Addlestone & West Byfleet	10.87%	0.40%	7.20%	6.42%	1.09%	0.00%	0.00%	1.12%	1.32%	1.75%
Sunbury & Shepperton (zone 2)										
Sunbury	0.00%	6.16%	0.00%	0.00%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%
Shepperton	0.00%	4.63%	0.14%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Escot Road, Sunbury on Thames	0.00%	7.14%	0.36%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total, Sunbury & Shepperton	0.00%	17.93%	0.50%	0.62%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%
Total for other zones inside survey area (B)	10.87%	18.33%	7.70%	7.04%	1.18%	0.00%	0.00%	1.12%	1.32%	1.75%
Comparison goods floorspace outside Elmbridge (outside survey area)										
Kingston upon Thames town centre	3.67%	23.45%	17.37%	22.92%	53.29%	59.10%	51.26%	32.89%	20.11%	4.17%
Woking										
<i>Woking Town Centre</i>	<i>38.39%</i>	<i>0.64%</i>	<i>2.61%</i>	<i>3.86%</i>	<i>0.59%</i>	<i>0.00%</i>	<i>1.41%</i>	<i>1.36%</i>	<i>0.75%</i>	<i>14.20%</i>
<i>Woking Retail Parks</i>	<i>1.97%</i>	<i>0.04%</i>	<i>0.00%</i>	<i>1.06%</i>	<i>0.00%</i>	<i>0.00%</i>	<i>0.31%</i>	<i>0.10%</i>	<i>0.00%</i>	<i>3.05%</i>
Sub-total Woking	40.36%	0.68%	2.61%	4.92%	0.59%	0.00%	1.72%	1.46%	0.75%	17.25%
Staines town centre	19.27%	22.67%	2.81%	4.87%	0.84%	0.27%	0.16%	2.27%	0.00%	0.26%
Guildford										
<i>Guildford Town Centre</i>	<i>5.27%</i>	<i>0.34%</i>	<i>5.09%</i>	<i>2.91%</i>	<i>0.76%</i>	<i>2.75%</i>	<i>8.24%</i>	<i>1.97%</i>	<i>13.62%</i>	<i>34.58%</i>
<i>Guildford Retail Parks</i>	<i>1.40%</i>	<i>0.14%</i>	<i>0.11%</i>	<i>0.00%</i>	<i>0.00%</i>	<i>0.00%</i>	<i>0.00%</i>	<i>0.05%</i>	<i>1.57%</i>	<i>13.79%</i>
Sub-total Guildford	6.67%	0.49%	5.20%	2.91%	0.76%	2.75%	8.24%	2.02%	15.19%	48.38%
Central London / West End	0.94%	1.54%	6.96%	1.32%	3.77%	3.75%	2.97%	1.79%	1.90%	3.41%
New Malden Retail Parks	0.50%	0.21%	0.23%	0.34%	1.93%	6.24%	3.93%	0.85%	0.38%	0.00%
All other locations outside survey area	4.19%	20.30%	2.32%	3.45%	2.09%	14.32%	8.03%	2.17%	7.49%	12.27%
Total for locations outside survey area (C)	75.61%	69.34%	37.49%	40.74%	63.28%	86.43%	76.31%	43.45%	45.83%	85.74%
Local comparison goods										
Local / other shops in survey area (D)	0.95%	1.10%	0.87%	0.20%	1.11%	0.48%	0.68%	0.15%	0.73%	2.61%
Overall total (A+B+C+D)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: NEMS Market Research Telephone Survey, September 2015

Elmbridge Borough Council
Retail Assessment 2015
Comparison Capacity Modelling (alternative population scenario)

Table A5a
Comparison Goods Allocation 2015 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2015	194.1	127.5	96.4	92.0	75.8	116.2	51.9	48.1	83.1	16.6	901.8	100.0
Comparison goods floorspace in Elmbridge Borough												
Weybridge (zone 3)												
Weybridge District Centre	2.2	1.6	27.5	2.5	1.0	0.7	0.3	1.5	1.3	0.0	38.6	4.3
Brooklands Centre, Weybridge	16.7	1.2	8.7	7.9	2.0	1.3	1.6	3.5	4.7	0.9	48.5	5.4
The Paddocks Retail Park, Weybridge	0.7	0.1	0.0	0.1	0.0	0.2	0.0	0.3	1.5	0.0	2.9	0.3
Sub-total, Weybridge	19.6	2.9	36.2	10.4	3.0	2.2	1.9	5.3	7.6	1.0	90.0	10.0
Walton on Thames (zone 4)												
Walton On Thames Town Centre	3.8	9.7	10.9	33.3	9.9	4.1	2.2	15.4	3.7	0.0	93.0	10.3
Homebase, New Zealand Avenue, Walton on Thar	1.0	1.7	2.6	3.0	2.0	0.0	0.0	1.0	0.1	0.0	11.4	1.3
Sub-total, Walton on Thames	4.8	11.4	13.4	36.3	11.8	4.1	2.2	16.5	3.9	0.0	104.4	11.6
Molesey (zone 5)												
East Molesey District Centre	0.0	0.1	0.3	0.5	10.6	0.5	1.3	0.5	0.2	0.1	14.0	1.5
Sub-total, Molesey	0.0	0.1	0.3	0.5	10.6	0.5	1.3	0.5	0.2	0.1	14.0	1.5
Claygate (zone 6)												
Claygate	0.0	0.0	0.5	0.0	0.0	2.1	0.1	0.0	0.0	0.0	2.8	0.3
Sub-total, Claygate	0.0	0.0	0.5	0.0	0.0	2.1	0.1	0.0	0.0	0.0	2.8	0.3
Esher (zone 7)												
Esher District Centre	0.0	0.0	0.0	0.0	0.1	3.5	4.3	0.0	0.1	0.0	8.0	0.9
Sub-total, Esher	0.0	0.0	0.0	0.0	0.1	3.5	4.3	0.0	0.1	0.0	8.0	0.9
Hersham (zone 8)												
Hersham District Centre	0.0	0.0	0.9	0.4	0.5	0.0	0.3	3.8	0.0	0.0	5.8	0.6
Sub-total, Hersham	0.0	0.0	0.9	0.4	0.5	0.0	0.3	3.8	0.0	0.0	5.8	0.6
Cobham (zone 9)												
Cobham District Centre	0.0	0.0	0.7	0.2	0.0	2.8	1.7	0.5	29.9	0.6	36.5	4.0
Sainsbury's Superstore, Bridge Way, Cobham	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	1.6	0.0	2.0	0.2
Sub-total, Cobham	0.0	0.0	0.8	0.3	0.1	2.8	1.7	0.6	31.5	0.6	38.4	4.3
Total Zones Within Elmbridge (A)	24.4	14.3	52.0	47.9	26.1	15.2	11.9	26.6	43.3	1.6	263.4	29.2
Comparison goods floorspace outside Elmbridge (within survey area)												
Chertsey, Addlestone & West Byfleet (zone 1)												
Addlestone (incl. Tesco Extra)	17.1	0.3	2.0	0.5	0.0	0.0	0.0	0.4	0.2	0.0	20.5	2.3
West Byfleet	2.8	0.2	0.0	0.2	0.0	0.0	0.0	0.2	0.8	0.3	4.5	0.5
Wey Retail Park, Byfleet	1.2	0.0	5.0	5.1	0.8	0.0	0.0	0.0	0.1	0.0	12.2	1.4
Sub-total, Chertsey, Addlestone & West Byfleet	21.1	0.5	6.9	5.9	0.8	0.0	0.0	0.5	1.1	0.3	37.2	4.1
Sunbury & Shepperton (zone 2)												
Sunbury	0.0	7.9	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	7.9	0.9
Shepperton	0.0	5.9	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.7
Tesco Extra, Escot Road, Sunbury on Thames	0.0	9.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	9.7	1.1
Sub-total, Sunbury & Shepperton	0.0	22.9	0.5	0.6	0.1	0.0	0.0	0.0	0.0	0.0	24.0	2.7
Total for other zones inside survey area (B)	21.1	23.4	7.4	6.5	0.9	0.0	0.0	0.5	1.1	0.3	61.2	6.8
Comparison goods floorspace outside Elmbridge (outside survey area)												
Kingston upon Thames town centre	7.1	29.9	16.7	21.1	40.4	68.7	26.6	15.8	16.7	0.7	243.8	27.0
Woking												
Woking town centre	74.5	0.8	2.5	3.6	0.4	0.0	0.7	0.7	0.6	2.4	86.2	9.6
Woking retail parks	3.8	0.0	0.0	1.0	0.0	0.0	0.2	0.0	0.0	0.5	5.6	0.6
Sub-total Woking	78.3	0.9	2.5	4.5	0.4	0.0	0.9	0.7	0.6	2.9	91.8	10.2
Staines town centre	37.4	28.9	2.7	4.5	0.6	0.3	0.1	1.1	0.0	0.0	75.7	8.4
Guildford												
Guildford town centre	10.2	0.4	4.9	2.7	0.6	3.2	4.3	0.9	11.3	5.8	44.3	4.9
Guildford retail parks	2.7	0.2	0.1	0.0	0.0	0.0	0.0	0.0	7.3	2.3	6.6	0.7
Sub-total Guildford	12.9	0.6	5.0	2.7	0.6	3.2	4.3	1.0	12.6	8.1	51.0	5.7
Central London / West End	1.8	2.0	6.7	1.2	2.9	4.4	1.5	0.9	1.6	0.6	23.5	2.6
New Malden Retail Parks	1.0	0.3	0.2	0.3	1.5	7.3	2.0	0.4	0.3	0.0	13.3	1.5
All other locations outside survey area	8.1	25.9	2.2	3.2	1.6	16.6	4.2	1.0	6.2	2.0	71.1	7.9
Total for locations outside survey area (C)	146.7	88.4	36.1	37.5	48.0	100.5	39.6	20.9	38.1	14.3	570.1	63.2
Local comparison goods												
Local / other shops in survey area (D)	1.9	1.4	0.8	0.2	0.8	0.6	0.4	0.1	0.6	0.4	7.1	0.8
Overall total (A+B+C+D)	194.1	127.5	96.4	92.0	75.8	116.2	51.9	48.1	83.1	16.6	901.8	100.0

Source: Table A3, Table A4

Elmbridge Borough Council
Retail Assessment 2015
Comparison Capacity Modelling (alternative population scenario)

Table A5b
Comparison Goods Allocation 2020 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2020	232.1	152.8	112.3	107.1	88.1	134.4	60.2	56.1	96.9	19.8	1,059.9	100.0
Comparison goods floorspace in Elmbridge Borough												
Weybridge (zone 3)												
Weybridge District Centre	2.6	1.9	32.1	2.9	1.1	0.8	0.4	1.8	1.6	0.1	45.1	4.3
Brooklands Centre, Weybridge	20.0	1.5	10.1	9.2	2.3	1.5	1.8	4.1	5.5	1.1	57.0	5.4
The Paddocks Retail Park, Weybridge	0.9	0.1	0.0	0.1	0.0	0.2	0.0	0.3	1.8	0.0	3.4	0.3
Sub-total, Weybridge	23.4	3.5	42.2	12.2	3.4	2.5	2.2	6.2	8.9	1.1	105.5	10.0
Walton on Thames (zone 4)												
Walton On Thames Town Centre	4.6	11.6	12.6	38.7	11.5	4.8	2.6	18.0	4.4	0.0	108.7	10.3
Homebase, New Zealand Avenue, Walton on Thar	1.2	2.0	3.0	3.5	2.3	0.0	0.0	1.2	0.2	0.0	13.4	1.3
Sub-total, Walton on Thames	5.8	13.6	15.6	42.3	13.8	4.8	2.6	19.2	4.5	0.0	122.1	11.5
Molesey (zone 5)												
East Molesey District Centre	0.0	0.1	0.3	0.5	12.3	0.6	1.5	0.6	0.2	0.1	16.2	1.5
Sub-total, Molesey	0.0	0.1	0.3	0.5	12.3	0.6	1.5	0.6	0.2	0.1	16.2	1.5
Claygate (zone 6)												
Claygate	0.0	0.0	0.6	0.0	0.0	2.5	0.1	0.0	0.0	0.0	3.2	0.3
Sub-total, Claygate	0.0	0.0	0.6	0.0	0.0	2.5	0.1	0.0	0.0	0.0	3.2	0.3
Esher (zone 7)												
Esher District Centre	0.0	0.0	0.0	0.0	0.1	4.0	5.0	0.0	0.1	0.0	9.3	0.9
Sub-total, Esher	0.0	0.0	0.0	0.0	0.1	4.0	5.0	0.0	0.1	0.0	9.3	0.9
Hersham (zone 8)												
Hersham District Centre	0.0	0.0	1.0	0.4	0.6	0.0	0.3	4.4	0.0	0.0	6.8	0.6
Sub-total, Hersham	0.0	0.0	1.0	0.4	0.6	0.0	0.3	4.4	0.0	0.0	6.8	0.6
Cobham (zone 9)												
Cobham District Centre	0.0	0.0	0.8	0.3	0.0	3.2	2.0	0.6	34.9	0.7	42.5	4.0
Sainsbury's Superstore, Bridge Way, Cobham	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	1.9	0.0	2.3	0.2
Sub-total, Cobham	0.0	0.0	0.9	0.3	0.1	3.3	2.0	0.7	36.8	0.7	44.8	4.2
Total Zones Within Elmbridge (A)	29.2	17.2	60.6	55.7	30.3	17.6	13.8	31.0	50.5	2.0	308.0	29.1
Comparison goods floorspace outside Elmbridge (within survey area)												
Chertsey, Addlestone & West Byfleet (zone 1)												
Addlestone (incl. Tesco Extra)	20.4	0.4	2.3	0.6	0.0	0.0	0.0	0.4	0.2	0.0	24.4	2.3
West Byfleet	3.4	0.2	0.0	0.3	0.0	0.0	0.0	0.2	0.9	0.3	5.3	0.5
Wey Retail Park, Byfleet	1.4	0.0	5.8	6.0	1.0	0.0	0.0	0.0	0.2	0.0	14.3	1.3
Sub-total, Chertsey, Addlestone & West Byfleet	25.2	0.6	8.1	6.9	1.0	0.0	0.0	0.6	1.3	0.3	44.0	4.2
Sunbury & Shepperton (zone 2)												
Sunbury	0.0	9.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	9.5	0.9
Shepperton	0.0	7.1	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	7.6	0.7
Tesco Extra, Escot Road, Sunbury on Thames	0.0	10.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	11.6	1.1
Sub-total, Sunbury & Shepperton	0.0	27.4	0.6	0.7	0.1	0.0	0.0	0.0	0.0	0.0	28.7	2.7
Total for other zones inside survey area (B)	25.2	28.0	8.6	7.5	1.0	0.0	0.0	0.6	1.3	0.3	72.7	6.9
Comparison goods floorspace outside Elmbridge (outside survey area)												
Kingston upon Thames town centre	8.5	35.8	19.5	24.6	47.0	79.4	30.9	18.4	19.5	0.8	284.4	26.8
Woking												
Woking town centre	89.1	1.0	2.9	4.1	0.5	0.0	0.9	0.8	0.7	2.8	102.8	9.7
Woking retail parks	4.6	0.1	0.0	1.1	0.0	0.0	0.2	0.1	0.0	0.6	6.6	0.6
Sub-total Woking	93.7	1.0	2.9	5.3	0.5	0.0	1.0	0.8	0.7	3.4	109.4	10.3
Staines town centre	44.7	34.6	3.2	5.2	0.7	0.4	0.1	1.3	0.0	0.1	90.3	8.5
Guildford												
Guildford town centre	12.2	0.5	5.7	3.1	0.7	3.7	5.0	1.1	13.2	6.8	52.1	4.9
Guildford retail parks	3.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	1.5	2.7	7.9	0.7
Sub-total Guildford	15.5	0.7	5.8	3.1	0.7	3.7	5.0	1.1	14.7	9.6	60.0	5.7
Central London / West End	2.2	2.4	7.8	1.4	3.3	5.0	1.8	1.0	1.8	0.7	27.4	2.6
New Malden Retail Parks	1.2	0.3	0.3	0.4	1.7	8.4	2.4	0.5	0.4	0.0	15.4	1.5
All other locations outside survey area	9.7	31.0	2.6	3.7	1.8	19.2	4.8	1.2	7.3	2.4	83.9	7.9
Total for locations outside survey area (C)	175.5	105.9	42.1	43.6	55.8	116.1	46.0	24.4	44.4	17.0	670.9	63.3
Local comparison goods												
Local / other shops in survey area (D)	2.2	1.7	1.0	0.2	1.0	0.6	0.4	0.1	0.7	0.5	8.4	0.8
Overall total (A+B+C+D)	232.1	152.8	112.3	107.1	88.1	134.4	60.2	56.1	96.9	19.8	1,059.9	100.0

Source: Table A3, Table A4

Elmbridge Borough Council
Retail Assessment 2015
Comparison Capacity Modelling (alternative population scenario)

Table A5c
Comparison Goods Allocation 2025 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2025	281.0	185.6	133.1	126.8	104.1	157.9	71.1	66.5	115.0	23.8	1,264.8	100.0
Comparison goods floorspace in Elmbridge Borough												
Weybridge (zone 3)												
Weybridge District Centre	3.1	2.3	38.0	3.4	1.3	0.9	0.4	2.1	1.8	0.1	53.5	4.2
Brooklands Centre, Weybridge	24.2	1.8	12.0	10.9	2.7	1.8	2.2	4.9	6.5	1.3	68.1	5.4
The Paddocks Retail Park, Weybridge	1.0	0.2	0.0	0.1	0.0	0.2	0.0	0.4	2.1	0.0	4.0	0.3
Sub-total, Weybridge	28.3	4.2	49.9	14.4	4.1	2.9	2.6	7.3	10.5	1.4	125.7	9.9
Walton on Thames (zone 4)												
Walton On Thames Town Centre	5.6	14.1	15.0	45.8	13.6	5.6	3.0	21.3	5.2	0.0	129.2	10.2
Homebase, New Zealand Avenue, Walton on Thar	1.4	2.5	3.5	4.2	2.7	0.0	0.0	1.4	0.2	0.0	15.9	1.3
Sub-total, Walton on Thames	7.0	16.5	18.5	50.0	16.3	5.6	3.1	22.7	5.4	0.0	145.1	11.5
Molesey (zone 5)												
East Molesey District Centre	0.0	0.1	0.3	0.6	14.6	0.7	1.8	0.7	0.2	0.1	19.2	1.5
Sub-total, Molesey	0.0	0.1	0.3	0.6	14.6	0.7	1.8	0.7	0.2	0.1	19.2	1.5
Claygate (zone 6)												
Claygate	0.0	0.0	0.7	0.0	0.0	2.9	0.2	0.0	0.0	0.0	3.8	0.3
Sub-total, Claygate	0.0	0.0	0.7	0.0	0.0	2.9	0.2	0.0	0.0	0.0	3.8	0.3
Esher (zone 7)												
Esher District Centre	0.0	0.0	0.0	0.0	0.1	4.7	5.9	0.0	0.2	0.0	10.9	0.9
Sub-total, Esher	0.0	0.0	0.0	0.0	0.1	4.7	5.9	0.0	0.2	0.0	10.9	0.9
Hersham (zone 8)												
Hersham District Centre	0.0	0.0	1.2	0.5	0.7	0.0	0.4	5.2	0.0	0.0	8.0	0.6
Sub-total, Hersham	0.0	0.0	1.2	0.5	0.7	0.0	0.4	5.2	0.0	0.0	8.0	0.6
Cobham (zone 9)												
Cobham District Centre	0.0	0.0	0.9	0.3	0.0	3.8	2.4	0.7	41.4	0.8	50.4	4.0
Sainsbury's Superstore, Bridge Way, Cobham	0.0	0.0	0.2	0.1	0.1	0.1	0.0	0.0	2.2	0.0	2.7	0.2
Sub-total, Cobham	0.0	0.0	1.1	0.4	0.1	3.8	2.4	0.8	43.6	0.9	53.1	4.2
Total Zones Within Elmbridge (A)	35.3	20.9	71.8	66.0	35.8	20.7	16.3	36.7	59.9	2.4	365.8	28.9
Comparison goods floorspace outside Elmbridge (within survey area)												
Chertsey, Addlestone & West Byfleet (zone 1)												
Addlestone (incl. Tesco Extra)	24.7	0.5	2.7	0.7	0.0	0.0	0.0	0.5	0.3	0.0	29.5	2.3
West Byfleet	4.1	0.2	0.0	0.3	0.0	0.0	0.0	0.3	1.1	0.4	6.4	0.5
Wey Retail Park, Byfleet	1.7	0.0	6.9	7.1	1.1	0.0	0.0	0.0	0.2	0.0	17.0	1.3
Sub-total, Chertsey, Addlestone & West Byfleet	30.5	0.7	9.6	8.1	1.1	0.0	0.0	0.7	1.5	0.4	52.8	4.2
Sunbury & Shepperton (zone 2)												
Sunbury	0.0	11.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	11.5	0.9
Shepperton	0.0	8.6	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	9.2	0.7
Tesco Extra, Escot Road, Sunbury on Thames	0.0	13.3	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	14.1	1.1
Sub-total, Sunbury & Shepperton	0.0	33.3	0.7	0.8	0.1	0.0	0.0	0.0	0.0	0.0	34.8	2.8
Total for other zones inside survey area (B)	30.5	34.0	10.2	8.9	1.2	0.0	0.0	0.7	1.5	0.4	87.6	6.9
Comparison goods floorspace outside Elmbridge (outside survey area)												
Kingston upon Thames town centre	10.3	43.5	23.1	29.1	55.5	93.3	36.4	21.9	23.1	1.0	337.2	26.7
Woking												
Woking town centre	107.9	1.2	3.5	4.9	0.6	0.0	1.0	0.9	0.9	3.4	124.2	9.8
Woking retail parks	5.5	0.1	0.0	1.3	0.0	0.0	0.2	0.1	0.0	0.7	8.0	0.6
Sub-total Woking	113.4	1.3	3.5	6.2	0.6	0.0	1.2	1.0	0.9	4.1	132.2	10.4
Staines town centre	54.2	42.1	3.7	6.2	0.9	0.4	0.1	1.5	0.0	0.1	109.2	8.6
Guildford												
Guildford town centre	14.8	0.6	6.8	3.7	0.8	4.3	5.9	1.3	15.7	8.2	62.1	4.9
Guildford retail parks	3.9	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.8	3.3	9.5	0.7
Sub-total Guildford	18.7	0.9	6.9	3.7	0.8	4.3	5.9	1.3	17.5	11.5	71.6	5.7
Central London / West End	2.7	2.9	9.3	1.7	3.9	5.9	2.1	1.2	2.2	0.8	32.6	2.6
New Malden Retail Parks	1.4	0.4	0.3	0.4	2.0	9.9	2.8	0.6	0.4	0.0	18.2	1.4
All other locations outside survey area	11.8	37.7	3.1	4.4	2.2	22.6	5.7	1.4	8.6	2.9	100.4	7.9
Total for locations outside survey area (C)	212.5	128.7	49.9	51.7	65.9	136.5	54.2	28.9	52.7	20.4	801.3	63.4
Local comparison goods												
Local / other shops in survey area (D)	2.7	2.0	1.2	0.3	1.2	0.8	0.5	0.1	0.8	0.6	10.1	0.8
Overall total (A+B+C+D)	281.0	185.6	133.1	126.8	104.1	157.9	71.1	66.5	115.0	23.8	1,264.8	100.0

Source: Table A3, Table A4

Elmbridge Borough Council
Retail Assessment 2015
Comparison Capacity Modelling (alternative population scenario)

Table 5d
Comparison Goods Allocation 2030 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2030	342.4	226.6	159.2	151.7	124.3	187.6	84.7	79.6	137.7	28.8	1,522.5	100.0
Comparison goods floorspace in Elmbridge Borough												
Weybridge (zone 3)												
Weybridge District Centre	3.8	2.8	45.4	4.1	1.6	1.1	0.5	2.5	2.2	0.1	64.1	4.2
Brooklands Centre, Weybridge	29.5	2.2	14.3	13.0	3.2	2.1	2.6	5.8	7.8	1.6	82.1	5.4
The Paddocks Retail Park, Weybridge	1.3	0.2	0.0	0.1	0.0	0.3	0.0	0.4	2.5	0.0	4.9	0.3
Sub-total, Weybridge	34.5	5.2	59.7	17.2	4.8	3.5	3.1	8.8	12.6	1.7	151.1	9.9
Walton on Thames (zone 4)												
Walton On Thames Town Centre	6.8	17.2	17.9	54.8	16.2	6.7	3.6	25.5	6.2	0.0	154.9	10.2
Homebase, New Zealand Avenue, Walton on Thar	1.7	3.0	4.2	5.0	3.2	0.0	0.1	1.7	0.2	0.0	19.2	1.3
Sub-total, Walton on Thames	8.5	20.2	22.1	59.8	19.4	6.7	3.7	27.2	6.4	0.0	174.1	11.4
Molesey (zone 5)												
East Molesey District Centre	0.0	0.1	0.4	0.8	17.4	0.8	2.1	0.8	0.3	0.1	22.9	1.5
Sub-total, Molesey	0.0	0.1	0.4	0.8	17.4	0.8	2.1	0.8	0.3	0.1	22.9	1.5
Claygate (zone 6)												
Claygate	0.0	0.0	0.9	0.0	0.0	3.4	0.2	0.0	0.0	0.0	4.5	0.3
Sub-total, Claygate	0.0	0.0	0.9	0.0	0.0	3.4	0.2	0.0	0.0	0.0	4.5	0.3
Esher (zone 7)												
Esher District Centre	0.0	0.0	0.0	0.0	0.2	5.6	7.0	0.0	0.2	0.0	13.0	0.9
Sub-total, Esher	0.0	0.0	0.0	0.0	0.2	5.6	7.0	0.0	0.2	0.0	13.0	0.9
Hersham (zone 8)												
Hersham District Centre	0.0	0.0	1.4	0.6	0.8	0.0	0.5	6.2	0.0	0.0	9.6	0.6
Sub-total, Hersham	0.0	0.0	1.4	0.6	0.8	0.0	0.5	6.2	0.0	0.0	9.6	0.6
Cobham (zone 9)												
Cobham District Centre	0.0	0.0	1.1	0.4	0.0	4.5	2.9	0.9	49.6	1.0	60.3	4.0
Sainsbury's Superstore, Bridge Way, Cobham	0.0	0.0	0.2	0.1	0.1	0.1	0.0	0.0	2.7	0.0	3.3	0.2
Sub-total, Cobham	0.0	0.0	1.3	0.5	0.1	4.6	2.9	0.9	52.3	1.1	63.6	4.2
Total Zones Within Elmbridge (A)	43.0	25.5	85.9	78.9	42.8	24.6	19.5	44.0	71.8	2.8	438.7	28.8
Comparison goods floorspace outside Elmbridge (within survey area)												
Chertsey, Addlestone & West Byfleet (zone 1)												
Addlestone (incl. Tesco Extra)	30.1	0.6	3.3	0.9	0.0	0.0	0.0	0.6	0.3	0.0	35.8	2.4
West Byfleet	5.0	0.3	0.0	0.4	0.0	0.0	0.0	0.3	1.3	0.5	7.7	0.5
Wey Retail Park, Byfleet	2.1	0.0	8.2	8.5	1.4	0.0	0.0	0.0	0.2	0.0	20.3	1.3
Sub-total, Chertsey, Addlestone & West Byfleet	37.2	0.9	11.5	9.7	1.4	0.0	0.0	0.9	1.8	0.5	63.9	4.2
Sunbury & Shepperton (zone 2)												
Sunbury	0.0	14.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	14.1	0.9
Shepperton	0.0	10.5	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	11.2	0.7
Tesco Extra, Escot Road, Sunbury on Thames	0.0	16.2	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	17.2	1.1
Sub-total, Sunbury & Shepperton	0.0	40.6	0.8	0.9	0.1	0.0	0.0	0.0	0.0	0.0	42.5	2.8
Total for other zones inside survey area (B)	37.2	41.5	12.3	10.7	1.5	0.0	0.0	0.9	1.8	0.5	106.4	7.0
Comparison goods floorspace outside Elmbridge (outside survey area)												
Kingston upon Thames town centre	12.6	53.2	27.6	34.8	66.2	110.9	43.4	26.2	27.7	1.2	403.7	26.5
Woking												
Woking town centre	131.5	1.4	4.1	5.9	0.7	0.0	1.2	1.1	1.0	4.1	151.0	9.9
Woking retail parks	6.8	0.1	0.0	1.6	0.0	0.0	0.3	0.1	0.0	0.9	9.7	0.6
Sub-total Woking	138.2	1.5	4.1	7.5	0.7	0.0	1.5	1.2	1.0	5.0	160.7	10.6
Staines town centre	66.0	51.4	4.5	7.4	1.0	0.5	0.1	1.8	0.0	0.1	132.8	8.7
Guildford												
Guildford town centre	18.0	0.8	8.1	4.4	0.9	5.2	7.0	1.6	18.8	9.9	74.7	4.9
Guildford retail parks	4.8	0.3	0.2	0.0	0.0	0.0	0.0	0.0	2.2	4.0	11.5	0.8
Sub-total Guildford	22.8	1.1	8.3	4.4	0.9	5.2	7.0	1.6	20.9	13.9	86.2	5.7
Central London / West End	3.2	3.5	11.1	2.0	4.7	7.0	2.5	1.4	2.6	1.0	39.1	2.6
New Malden Retail Parks	1.7	0.5	0.4	0.5	2.4	11.7	3.3	0.7	0.5	0.0	21.7	1.4
All other locations outside survey area	14.4	46.0	3.7	5.2	2.6	26.9	6.8	1.7	10.3	3.5	121.1	8.0
Total for locations outside survey area (C)	258.9	157.1	59.7	61.8	78.6	162.1	64.7	34.6	63.1	24.7	965.3	63.4
Local comparison goods												
Local / other shops in survey area (D)	3.3	2.5	1.4	0.3	1.4	0.9	0.6	0.1	1.0	0.8	12.2	0.8
Overall total (A+B+C+D)	342.4	226.6	159.2	151.7	124.3	187.6	84.7	79.6	137.7	28.8	1,522.5	100.0

Source: Table A3, Table A4

Elmbridge Borough Council
Retail Assessment 2015
Comparison Capacity Modelling (alternative population scenario)

Table A5e
Comparison Goods Allocation 2035 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2035	414.9	276.2	190.6	181.5	148.4	223.0	101.1	95.3	165.1	34.7	1,831.0	100.0
Comparison goods floorspace in Elmbridge Borough												
Weybridge (zone 3)												
Weybridge District Centre	4.6	3.4	54.4	4.9	1.9	1.3	0.6	3.0	2.6	0.1	76.9	4.2
Brooklands Centre, Weybridge	35.7	2.6	17.1	15.5	3.8	2.5	3.1	7.0	9.4	1.9	98.7	5.4
The Paddocks Retail Park, Weybridge	1.5	0.2	0.0	0.2	0.0	0.3	0.0	0.5	3.1	0.0	5.9	0.3
Sub-total, Weybridge	41.8	6.3	71.5	20.6	5.8	4.1	3.7	10.5	15.1	2.0	181.5	9.9
Walton on Thames (zone 4)												
Walton On Thames Town Centre	8.2	20.9	21.5	65.6	19.3	7.9	4.3	30.6	7.4	0.0	185.8	10.1
Homebase, New Zealand Avenue, Walton on Thar	2.1	3.7	5.0	6.0	3.9	0.0	0.1	2.0	0.3	0.0	23.0	1.3
Sub-total, Walton on Thames	10.3	24.6	26.5	71.6	23.2	7.9	4.4	32.6	7.7	0.0	208.8	11.4
Molesey (zone 5)												
East Molesey District Centre	0.0	0.1	0.5	0.9	20.8	1.0	2.6	1.0	0.4	0.2	27.4	1.5
Sub-total, Molesey	0.0	0.1	0.5	0.9	20.8	1.0	2.6	1.0	0.4	0.2	27.4	1.5
Claygate (zone 6)												
Claygate	0.0	0.0	1.0	0.0	0.0	4.1	0.2	0.0	0.0	0.0	5.3	0.3
Sub-total, Claygate	0.0	0.0	1.0	0.0	0.0	4.1	0.2	0.0	0.0	0.0	5.3	0.3
Esher (zone 7)												
Esher District Centre	0.0	0.0	0.0	0.0	0.2	6.6	8.4	0.0	0.2	0.0	15.5	0.8
Sub-total, Esher	0.0	0.0	0.0	0.0	0.2	6.6	8.4	0.0	0.2	0.0	15.5	0.8
Hersham (zone 8)												
Hersham District Centre	0.0	0.0	1.7	0.7	1.0	0.0	0.6	7.5	0.0	0.0	11.5	0.6
Sub-total, Hersham	0.0	0.0	1.7	0.7	1.0	0.0	0.6	7.5	0.0	0.0	11.5	0.6
Cobham (zone 9)												
Cobham District Centre	0.0	0.0	1.3	0.4	0.0	5.3	3.4	1.1	59.5	1.2	72.3	3.9
Sainsbury's Superstore, Bridge Way, Cobham	0.0	0.0	0.2	0.2	0.2	0.1	0.0	0.0	3.2	0.1	3.9	0.2
Sub-total, Cobham	0.0	0.0	1.6	0.6	0.2	5.4	3.4	1.1	62.7	1.3	76.2	4.2
Total Zones Within Elmbridge (A)	52.1	31.1	102.8	94.4	51.1	29.2	23.3	52.7	86.1	3.4	526.2	28.7
Comparison goods floorspace outside Elmbridge (within survey area)												
Chertsey, Addlestone & West Byfleet (zone 1)												
Addlestone (incl. Tesco Extra)	36.5	0.7	3.9	1.0	0.0	0.0	0.0	0.7	0.4	0.0	43.3	2.4
West Byfleet	6.0	0.3	0.0	0.5	0.0	0.0	0.0	0.4	1.5	0.6	9.4	0.5
Wey Retail Park, Byfleet	2.5	0.0	9.8	10.1	1.6	0.0	0.0	0.0	0.3	0.0	24.4	1.3
Sub-total, Chertsey, Addlestone & West Byfleet	45.1	1.1	13.7	11.7	1.6	0.0	0.0	1.1	2.2	0.6	77.0	4.2
Sunbury & Shepperton (zone 2)												
Sunbury	0.0	17.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	17.1	0.9
Shepperton	0.0	12.8	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	13.7	0.7
Tesco Extra, Escot Road, Sunbury on Thames	0.0	19.7	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	20.9	1.1
Sub-total, Sunbury & Shepperton	0.0	49.5	0.9	1.1	0.1	0.0	0.0	0.0	0.0	0.0	51.7	2.8
Total for other zones inside survey area (B)	45.1	50.6	14.7	12.8	1.8	0.0	0.0	1.1	2.2	0.6	128.8	7.0
Comparison goods floorspace outside Elmbridge (outside survey area)												
Kingston upon Thames town centre	15.2	64.8	33.1	41.6	79.1	131.8	51.8	31.3	33.2	1.4	483.5	26.4
Woking												
Woking town centre	159.3	1.8	5.0	7.0	0.9	0.0	1.4	1.3	1.2	4.9	182.8	10.0
Woking retail parks	8.2	0.1	0.0	1.9	0.0	0.0	0.3	0.1	0.0	1.1	11.7	0.6
Sub-total Woking	167.5	1.9	5.0	8.9	0.9	0.0	1.7	1.4	1.2	6.0	194.5	10.6
Staines town centre	80.0	62.6	5.4	8.8	1.3	0.6	0.2	2.2	0.0	0.1	161.1	8.8
Guildford												
Guildford town centre	21.9	1.0	9.7	5.3	1.1	6.1	8.3	1.9	22.5	12.0	89.8	4.9
Guildford retail parks	5.8	0.4	0.2	0.0	0.0	0.0	0.0	0.0	2.6	4.8	13.8	0.8
Sub-total Guildford	27.7	1.3	9.9	5.3	1.1	6.1	8.3	1.9	25.1	16.8	103.6	5.7
Central London / West End	3.9	4.3	13.3	2.4	5.6	8.4	3.0	1.7	3.1	1.2	46.8	2.6
New Malden Retail Parks	2.1	0.6	0.4	0.6	2.9	13.9	4.0	0.8	0.6	0.0	25.9	1.4
All other locations outside survey area	17.4	56.1	4.4	6.3	3.1	31.9	8.1	2.1	12.4	4.3	146.0	8.0
Total for locations outside survey area (C)	313.7	191.5	71.5	73.9	93.9	192.7	77.2	41.4	75.7	29.7	1161.4	63.4
Local comparison goods												
Local / other shops in survey area (D)	4.0	3.0	1.7	0.4	1.7	1.1	0.7	0.1	1.2	0.9	14.7	0.8
Overall total (A+B+C+D)	414.9	276.2	190.6	181.5	148.4	223.0	101.1	95.3	165.1	34.7	1,831.0	100.0

Source: Table A3, Table A4

Elmbridge Borough Council

Retail Assessment 2015

Comparison Capacity Modelling (alternative population scenario)

Table A6: Existing Comparison Goods Floorspace in Elmbridge

In-centre floorspace	Comparison goods floorspace (sq.m net)
Weybridge district centre	7,390
Walton-on-Thames town centre	16,753
East Molesey district centre	3,601
Claygate	607
Esher District Centre	3,667
Hersham District Centre	1,877
Cobham District Centre	5,413
Total in-centre floorspace	39,309
Out-of-centre floorspace	Comparison goods floorspace (sq.m net)
Brooklands Centre, Weybridge	7,835
Paddocks Retail Park, Weybridge	2,386
Homebase, Walton-on-Thames	1,694
Sainsbury's, Cobham	2,028
Total out-of-centre floorspace	13,943
Overall total	53,251

Source: Experian Goad Category Reports / Goad Plans. Note: Includes comparison floorspace in major foodstores.

Elmbridge Borough Council
 Retail Assessment 2015
 Comparison Capacity Modelling (alternative population scenario)

Table A7
 Comparison goods planning commitments

Proposed development	Net Comparison Floorspace (sq.m)	Assumed sales density (£/sqm net)	Average Turnover 2015 (£m)	Average Turnover 2020 (£m)
Former Dairy Crest site, High Street, Walton-on-Thames	277	6,000	1.7	1.8
Total	277	-	1.7	1.8

Source: Elmbridge Borough Council / planning application documentation

Elmbridge Borough Council
 Retail Assessment 2015
 Comparison Capacity Modelling (alternative population scenario)

Table A8
 Borough-wide comparison goods floorspace capacity

	COMPARISON GOODS				
	2015	2020	2025	2030	2035
Total Available Expenditure (£m)	901.8	1,059.9	1,264.8	1,522.5	1,831.0
Market Share from Survey Area	29	29	29	29	29
Survey Area Residents Spending (town & district centres) (£m)	198.6	231.8	274.9	329.3	394.6
Survey Area Residents Spending (retail parks / foodstores) (£m)	64.8	76.1	90.9	109.4	131.6
TOTAL SPENDING (£m)	263.4	308.0	365.8	438.7	526.2
Existing Retail Floorspace (sq.m net)	53,251	53,251	53,251	53,251	53,251
Sales per sqm net £	4,946	5,394	5,883	6,416	6,997
Sales from Existing Floorspace (£000)	263.4	287.2	313.3	341.7	372.6
Sales from Commitments (£000)	0.0	1.8	2.0	2.2	2.3
Residual Spending to support new floorspace (£000)	0.0	18.9	50.6	94.9	151.2
Sales per sq m net in new shops (£)	6,000	6,544	7,137	7,783	8,489
Capacity for new floorspace (sqm net)	0	2,889	7,085	12,193	17,815
Capacity for new floorspace (sq.m net, rounded)	0	2,900	7,100	12,200	17,800

Assumes 1.75% pa growth in sales efficiency 2015-2035

CONVENIENCE GOODS MODELLING

Elmbridge Borough Council

Retail Assessment 2015

Convenience Capacity Modelling

Table 1
Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
2015	55,859	35,293	22,217	24,750	19,901	27,901	11,686	12,528	19,128	3,879	233,142
2020	58,428	36,988	22,878	25,438	20,466	28,876	12,076	12,851	19,726	4,035	241,762
2025	60,855	38,658	23,571	26,161	21,053	29,880	12,488	13,203	20,362	4,165	250,396
2030	63,128	40,179	24,179	26,795	21,560	30,748	12,846	13,498	20,903	4,292	258,128
2035	65,044	41,638	24,735	27,384	22,038	31,538	13,173	13,786	21,411	4,402	265,149
Change 2015-35	<i>9,185</i>	<i>6,345</i>	<i>2,518</i>	<i>2,634</i>	<i>2,137</i>	<i>3,637</i>	<i>1,487</i>	<i>1,258</i>	<i>2,283</i>	<i>523</i>	32,007

Source: Experian Micromarketer (October 2015)

Table 1a
Survey Area Postal Sectors

Zone	Postal Sectors	Zone Name
Zone 1	KT14 6/7, KT15 1/2/3, KT16 8/9	Chertsey, Addlestone & West Byfleet
Zone 2	TW16 5/6/7, TW17 0/8/9	Sunbury & Shepperton
Zone 3	KT13 0/8/9	Weybridge
Zone 4	KT12 1/2/3	Walton-on-Thames
Zone 5	KT8 0/1/2/9 (partial sector)	Molesey
Zone 6	KT6 5, KT7 0, KT10 0	Thames Ditton & Claygate
Zone 7	KT10 8/9	Esher
Zone 8	KT12 4/5	Hersham
Zone 9	KT11 1/2/3, KT22 0	Cobham & Oxshott
Zone 10	GU23 6	East of Woking

Source: NEMS Household Survey, September 2015

Elmbridge Borough Council

Retail Assessment 2015

Convenience Capacity Modelling

Table 2
Survey Area Retail Expenditure Forecasts Per Capita (2013 prices) - Convenience Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
2013	2,153	2,233	2,479	2,260	2,320	2,459	2,476	2,297	2,437	2,529
2015	2,099	2,178	2,417	2,204	2,262	2,398	2,414	2,240	2,377	2,466
2015 Minus SFT at 2.8%	2,041	2,117	2,349	2,142	2,199	2,331	2,346	2,177	2,310	2,397
2020	2,108	2,187	2,427	2,212	2,271	2,408	2,424	2,249	2,386	2,476
2020 Minus SFT at 4.0%	2,023	2,099	2,330	2,124	2,181	2,311	2,327	2,159	2,291	2,377
2025	2,118	2,198	2,439	2,223	2,283	2,420	2,436	2,260	2,398	2,489
2025 Minus SFT at 5.0%	2,012	2,088	2,317	2,112	2,169	2,299	2,314	2,147	2,278	2,364
2030	2,129	2,209	2,451	2,235	2,294	2,432	2,448	2,271	2,410	2,501
2030 Minus SFT at 5.7%	2,008	2,083	2,311	2,107	2,163	2,293	2,308	2,142	2,273	2,359
2035	2,140	2,220	2,463	2,246	2,306	2,444	2,460	2,283	2,422	2,514
2035 Minus SFT at 6.4%	2,003	2,078	2,306	2,102	2,158	2,288	2,303	2,136	2,267	2,353

Source: Experian Micromarketer, October 2015. Growth rates and allowance for SFT are derived from Experian Retail Planner 13, Figure 1a (for growth rates) / Figure 5 (for SFT)

Table 3
Survey Area Retail Expenditure Forecasts (2013 prices)

	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)	Total (£m)
2015	114.0	74.7	52.2	53.0	43.8	65.0	27.4	27.3	44.2	9.3	510.9
2020	118.2	77.6	53.3	54.0	44.6	66.7	28.1	27.7	45.2	9.6	525.2
2025	122.5	80.7	54.6	55.3	45.7	68.7	28.9	28.3	46.4	9.8	540.9
2030	126.7	83.7	55.9	56.5	46.6	70.5	29.7	28.9	47.5	10.1	556.1
2035	130.3	86.5	57.0	57.6	47.6	72.1	30.3	29.5	48.5	10.4	569.8
Change 2015-35	16.3	11.8	4.8	4.6	3.8	7.1	2.9	2.2	4.4	1.1	58.9

Source: Tables 1 & 2

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling

Table 4
Convenience Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)	Zone 10 (%)
Convenience goods floorspace in Elmbridge										
Weybridge district centre stores (zone 3)										
Waitrose, High Street, Weybridge	1.3%	0.6%	31.8%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Morrisons, Monument Hill, Weybridge	2.3%	1.0%	12.1%	9.0%	2.2%	0.0%	0.5%	6.2%	0.3%	0.0%
Other stores, Weybridge district centre	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total, Weybridge district centre	3.6%	1.6%	45.8%	9.0%	2.2%	0.0%	0.5%	7.1%	0.3%	0.0%
Weybridge other stores (zone 3)										
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	10.3%	0.0%	14.9%	5.4%	1.2%	0.4%	2.6%	9.6%	1.6%	6.6%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	0.8%	1.0%	2.9%	0.4%	0.3%	0.0%	0.6%	0.2%	1.1%	1.4%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0%	0.8%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0%	0.0%	6.4%	0.8%	0.0%	0.4%	0.0%	0.0%	0.3%	0.0%
Sub-total, Weybridge other	11.1%	1.9%	32.0%	6.6%	1.6%	0.8%	3.2%	9.8%	3.1%	8.1%
Walton-on-Thames town centre stores (zone 4)										
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0%	6.6%	6.1%	29.7%	3.2%	0.3%	0.9%	8.2%	0.3%	0.0%
Aldi, Church Street, Walton on Thames	1.7%	0.5%	4.5%	11.7%	4.1%	0.0%	0.7%	6.5%	0.9%	0.4%
Waitrose, Hepworth Way, Walton on Thames	0.0%	1.2%	0.0%	6.8%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Sub-total, Walton-on-Thames town centre	1.7%	8.4%	10.6%	48.1%	7.3%	0.3%	1.7%	15.3%	1.3%	0.4%
Walton-on-Thames other stores (zone 4)										
Tesco Express, Hershams Road, Walton-on-Thames	1.4%	0.0%	0.0%	7.0%	1.0%	0.0%	0.2%	1.8%	0.0%	0.0%
Sub-total, Walton-on-Thames other	1.4%	0.0%	0.0%	7.0%	1.0%	0.0%	0.2%	1.8%	0.0%	0.0%
East Molesey district centre stores (zone 5)										
Tesco Metro, Walton Road, East Molesey	0.0%	0.0%	0.0%	0.3%	18.6%	2.6%	7.3%	1.7%	0.0%	0.0%
Other stores, East Molesey district centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%	0.3%	0.0%	0.0%	0.0%
Sub-total, East Molesey district centre	0.0%	0.0%	0.0%	0.3%	19.5%	2.8%	7.6%	1.7%	0.0%	0.0%
Molesey, other stores (zone 5)										
Tesco, Hurst Road, West Molesey	0.0%	0.0%	0.0%	9.8%	37.8%	1.3%	9.7%	2.3%	0.0%	0.0%
Sainsbury's Local, Walton Road, West Molesey	0.9%	0.2%	0.2%	0.3%	10.2%	0.0%	0.4%	5.8%	0.0%	0.0%
Sub-total, Molesey other	0.9%	0.2%	0.2%	10.2%	48.0%	1.3%	10.1%	8.1%	0.0%	0.0%
Esher district centre stores (zone 7)										
Waitrose, High Street, Esher	0.0%	0.0%	0.0%	0.0%	4.2%	17.4%	43.2%	0.2%	0.2%	0.0%
Sub-total, Esher district centre	0.0%	0.0%	0.0%	0.0%	4.2%	17.4%	43.2%	0.2%	0.2%	0.0%
Hershams district centre stores (zone 8)										
Waitrose, Hershams Centre, Hershams	0.3%	0.0%	4.0%	7.4%	3.8%	0.0%	1.9%	47.5%	0.0%	0.0%
Sub-total, Hershams district centre	0.3%	0.0%	4.0%	7.4%	3.8%	0.0%	1.9%	47.5%	0.0%	0.0%
Cobham district centre stores (zone 9)										
Waitrose, Between Streets, Cobham	0.0%	0.4%	0.7%	0.0%	0.0%	0.0%	0.8%	0.0%	40.0%	7.9%
Sainsbury's Local, High Street, Cobham	1.0%	0.0%	1.2%	0.8%	0.2%	1.3%	3.1%	3.2%	10.1%	0.4%
Sub-total, Cobham district centre	1.0%	0.4%	2.0%	0.8%	0.2%	1.3%	3.9%	3.2%	50.1%	8.4%
Cobham other stores (zone 9)										
Sainsbury's, Bridge Way, Cobham	0.3%	0.0%	1.2%	0.8%	0.8%	8.2%	7.8%	0.9%	30.9%	10.0%
Sub-total, Cobham other	0.3%	0.0%	1.2%	0.8%	0.8%	8.2%	7.8%	0.9%	30.9%	10.0%
Other locations										
Co-Operative, Hare Lane, Claygate	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%	4.2%	0.0%	0.0%	0.0%
Budgens, Manor Road North, Hinchley Wood	0.0%	0.0%	0.0%	0.3%	0.0%	2.7%	3.1%	0.0%	0.0%	0.0%
Sub-total, other locations	0.0%	0.0%	0.0%	0.3%	0.0%	19.0%	7.4%	0.0%	0.0%	0.0%
Total for main stores & centres in Elmbridge (A)	20.5%	12.5%	95.9%	90.5%	88.6%	51.2%	87.4%	95.7%	85.8%	26.8%
Convenience goods floorspace outside Elmbridge										
Other stores in survey area										
Tesco Extra, Station Road, Addlestone (zone 1)	25.2%	0.9%	2.3%	1.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Sainsbury's, Guildford Street, Chertsey (zone 1)	12.4%	1.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Station Approach, West Byfleet (zone 1)	8.7%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	8.7%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	0.7%	36.2%	0.0%	1.5%	0.3%	3.8%	0.0%	0.0%	0.0%	0.0%
Budgens, High Street, Shepperton (zone 2)	0.7%	14.7%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.0%	5.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Sub-total, other stores in survey area (B)	48.8%	58.7%	3.1%	2.7%	0.3%	3.8%	0.0%	1.0%	0.2%	9.1%
Stores outside survey area										
Waitrose, Claremont Road, Surbiton	0.0%	0.0%	0.0%	0.0%	0.2%	17.0%	1.4%	0.0%	0.0%	0.0%
Asda, Forsyth Road, Sheenwater, Woking	5.3%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	3.1%
Waitrose, Oldfield Road, Hampton	0.0%	5.6%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Morrisons, Goldsworth Road, Woking	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%
Tesco, Oxshott Road, Leatherhead	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%	0.0%	7.6%	0.0%
Sainsbury's, Victoria Road, Surbiton	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	2.9%	0.0%	0.0%	0.0%
All other foodstores outside survey area	2.9%	10.8%	0.2%	1.7%	7.9%	16.4%	5.4%	1.2%	3.1%	46.9%
Sub-total, stores outside survey area (C)	11.6%	16.4%	0.7%	1.7%	8.1%	39.9%	9.9%	1.2%	10.9%	56.4%
Total for stores outside survey area (B+C)	60.4%	75.1%	3.9%	4.4%	8.4%	43.7%	9.9%	2.2%	11.1%	65.5%
Local convenience goods										
Local / other shops in survey area (D)	19.1%	12.4%	0.3%	5.1%	2.9%	5.1%	2.7%	2.1%	3.1%	7.7%
Total (A+B+C+D)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: NEMS Household Survey, September 2015

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling

Table 5a
Convenience Goods Allocation 2015 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2015	114.0	74.7	52.2	53.0	43.8	65.0	27.4	27.3	44.2	9.3	510.9	100.0
Convenience goods floorspace in Elmbridge												
Weybridge district centre stores (zone 3)												
Waitrose, High Street, Weybridge	1.5	0.5	16.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	18.8	3.7%
Morrisons, Monument Hill, Weybridge	2.6	0.8	6.3	4.8	1.0	0.0	0.1	1.7	0.1	0.0	17.4	3.4%
Other stores, Weybridge district centre	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.2%
Sub-total, Weybridge district centre	4.2	1.2	23.9	4.8	1.0	0.0	0.1	1.9	0.1	0.0	37.3	7.3%
Weybridge other stores (zone 3)												
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	11.7	0.0	7.8	2.9	0.5	0.3	0.7	2.6	0.7	0.6	27.9	5.5%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1.0	0.8	1.5	0.2	0.2	0.0	0.2	0.1	0.5	0.1	4.4	0.9%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0	0.6	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	0.9%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0	0.0	3.3	0.4	0.0	0.3	0.0	0.0	0.1	0.0	4.2	0.8%
Sub-total, Weybridge other	12.7	1.4	16.7	3.5	0.7	0.5	0.9	2.7	1.3	0.8	41.2	8.1%
Walton-on-Thames town centre stores (zone 4)												
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0	5.0	3.2	15.7	1.4	0.2	0.3	2.2	0.1	0.0	28.1	5.5%
Aldi, Church Street, Walton on Thames	2.0	0.4	2.3	6.2	1.8	0.0	0.2	1.8	0.4	0.0	15.1	3.0%
Waitrose, Hepworth Way, Walton on Thames	0.0	0.9	0.0	3.6	0.0	0.0	0.0	0.1	0.0	0.0	4.7	0.9%
Sub-total, Walton-on-Thames town centre	2.0	6.3	5.5	25.5	3.2	0.2	0.5	4.2	0.6	0.0	47.9	9.4%
Walton-on-Thames other stores (zone 4)												
Tesco Express, Hershaw Road, Walton-on-Thames	1.6	0.0	0.0	3.7	0.4	0.0	0.1	0.5	0.0	0.0	6.3	1.2%
Sub-total, Walton-on-Thames other	1.6	0.0	0.0	3.7	0.4	0.0	0.1	0.5	0.0	0.0	6.3	1.2%
East Molesey district centre stores (zone 5)												
Tesco Metro, Walton Road, East Molesey	0.0	0.0	0.0	0.1	8.1	1.7	2.0	0.5	0.0	0.0	12.4	2.4%
Other stores, East Molesey district centre	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.0	0.0	0.6	0.1%
Sub-total, East Molesey district centre	0.0	0.0	0.0	0.1	8.6	1.8	2.1	0.5	0.0	0.0	13.1	2.6%
Molesey, other stores (zone 5)												
Tesco, Hurst Road, West Molesey	0.0	0.0	0.0	5.2	16.5	0.9	2.6	0.6	0.0	0.0	25.9	5.1%
Sainsbury's Local, Walton Road, West Molesey	1.1	0.1	0.1	0.2	4.5	0.0	0.1	1.6	0.0	0.0	7.7	1.5%
Sub-total, Molesey other	1.1	0.1	0.1	5.4	21.0	0.9	2.8	2.2	0.0	0.0	33.6	6.6%
Esher district centre stores (zone 7)												
Waitrose, High Street, Esher	0.0	0.0	0.0	0.0	1.8	11.3	11.8	0.1	0.1	0.0	25.1	4.9%
Sub-total, Esher district centre	0.0	0.0	0.0	0.0	1.8	11.3	11.8	0.1	0.1	0.0	25.1	4.9%
Hersham district centre stores (zone 8)												
Waitrose, Hershaw Centre, Hershaw	0.4	0.0	2.1	3.9	1.7	0.0	0.5	12.9	0.0	0.0	21.5	4.2%
Sub-total, Hershaw district centre	0.4	0.0	2.1	3.9	1.7	0.0	0.5	12.9	0.0	0.0	21.5	4.2%
Cobham district centre stores (zone 9)												
Waitrose, Between Streets, Cobham	0.0	0.3	0.4	0.0	0.0	0.0	0.2	0.0	17.7	0.7	19.3	3.8%
Sainsbury's Local, High Street, Cobham	1.2	0.0	0.6	0.4	0.1	0.8	0.8	0.9	4.5	0.0	9.4	1.8%
Sub-total, Cobham district centre	1.2	0.3	1.0	0.4	0.1	0.8	1.1	0.9	22.1	0.8	28.7	5.6%
Cobham other stores (zone 9)												
Sainsbury's, Bridge Way, Cobham	0.3	0.0	0.6	0.4	0.3	5.4	2.1	0.3	13.7	0.9	24.1	4.7%
Sub-total, Cobham other	0.3	0.0	0.6	0.4	0.3	5.4	2.1	0.3	13.7	0.9	24.1	4.7%
Other locations												
Co-Operative, Hare Lane, Claygate	0.0	0.0	0.0	0.0	0.0	10.7	1.2	0.0	0.0	0.0	11.8	2.3%
Budgens, Manor Road North, Hinchley Wood	0.0	0.0	0.0	0.2	0.0	1.7	0.9	0.0	0.0	0.0	2.8	0.5%
Sub-total, other locations	0.0	0.0	0.0	0.2	0.0	12.4	2.0	0.0	0.0	0.0	14.6	2.9%
Total for main stores & centres in Elmbridge (A)	23.4	9.3	50.0	48.0	38.8	33.3	24.0	26.1	37.9	2.5	293.3	57.4%
Convenience goods floorspace outside Elmbridge												
Other stores in survey area												
Tesco Extra, Station Road, Addlestone (zone 1)	28.8	0.7	1.2	0.5	0.0	0.0	0.0	0.2	0.0	0.0	31.4	6.1%
Sainsbury's, Guildford Street, Chertsey (zone 1)	14.1	1.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.7	3.1%
Waitrose, Station Approach, West Byfleet (zone 1)	10.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.8	11.0	2.2%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	0.8	27.0	0.0	0.8	0.2	2.5	0.0	0.0	0.0	0.0	31.3	6.1%
Budgens, High Street, Shepperton (zone 2)	0.8	11.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	11.9	2.3%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.1	3.7	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.1	1.0%
Sub-total, other stores in survey area (B)	55.6	43.8	1.6	1.4	0.2	2.5	0.0	0.3	0.1	0.8	106.4	20.8%
Stores outside survey area												
Waitrose, Claremont Road, Surbiton	0.0	0.0	0.0	0.0	0.1	11.0	0.4	0.0	0.0	0.0	11.5	2.2%
Asda, Forsyth Road, Sheenwater, Woking	6.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3	6.7	1.3%
Waitrose, Oldfield Road, Hampton	0.0	4.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	4.5	0.9%
Morrisons, Goldsworth Road, Woking	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.4	0.9%
Tesco, Oxshott Road, Leatherhead	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	3.4	0.0	4.1	0.8%
Sainsbury's, Victoria Road, Surbiton	0.0	0.0	0.0	0.0	0.0	3.2	0.8	0.0	0.0	0.0	4.0	0.8%
All other foodstores outside survey area	3.3	8.0	0.1	0.9	3.5	10.7	1.5	0.3	1.4	4.4	34.1	6.7%
Sub-total, stores outside survey area (C)	13.2	12.3	0.4	0.9	3.5	25.9	2.7	0.3	4.8	5.2	69.3	13.6%
Total for stores outside survey area (B+C)	68.8	56.1	2.0	2.3	3.7	28.4	2.7	0.6	4.9	6.1	175.7	34.4%
Local convenience goods												
Local / other shops in survey area (D)	21.8	9.3	0.1	2.7	1.3	3.3	0.7	0.6	1.4	0.7	41.9	8.2%
Overall total (A+B+C+D)	114.0	74.7	52.2	53.0	43.8	65.0	27.4	27.3	44.2	9.3	510.9	100.0%

Source: Table 3, Table 4

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling

Table 5b
Convenience Goods Allocation 2020 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2020	118.2	77.6	53.3	54.0	44.6	66.7	28.1	27.7	45.2	9.6	525.2	100.0
Convenience goods floorspace in Elmbridge												
Weybridge district centre stores (zone 3)												
Waitrose, High Street, Weybridge	1.6	0.5	17.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	19.2	3.7%
Morrisons, Monument Hill, Weybridge	2.7	0.8	6.5	4.9	1.0	0.0	0.1	1.7	0.1	0.0	17.9	3.4%
Other stores, Weybridge district centre	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.2%
Sub-total, Weybridge district centre	4.3	1.3	24.4	4.9	1.0	0.0	0.1	2.0	0.1	0.0	38.1	7.3%
Weybridge other stores (zone 3)												
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	12.2	0.0	7.9	2.9	0.6	0.3	0.7	2.7	0.7	0.6	28.6	5.5%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1.0	0.8	1.5	0.2	0.2	0.0	0.2	0.1	0.5	0.1	4.6	0.9%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0	0.7	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.9%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0	0.0	3.4	0.4	0.0	0.3	0.0	0.0	0.1	0.0	4.2	0.8%
Sub-total, Weybridge other	13.2	1.5	17.1	3.5	0.7	0.6	0.9	2.7	1.4	0.8	42.3	8.1%
Walton-on-Thames town centre stores (zone 4)												
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0	5.2	3.3	16.0	1.4	0.2	0.3	2.3	0.1	0.0	28.8	5.5%
Aldi, Church Street, Walton on Thames	2.1	0.4	2.4	6.3	1.8	0.0	0.2	1.8	0.4	0.0	15.5	2.9%
Waitrose, Hepworth Way, Walton on Thames	0.0	0.9	0.0	3.7	0.0	0.0	0.0	0.1	0.0	0.0	4.8	0.9%
Sub-total, Walton-on-Thames town centre	2.1	6.5	5.7	26.0	3.3	0.2	0.5	4.2	0.6	0.0	49.0	9.3%
Walton-on-Thames other stores (zone 4)												
Tesco Express, Hershams Road, Walton-on-Thames	1.7	0.0	0.0	3.8	0.4	0.0	0.1	0.5	0.0	0.0	6.5	1.2%
Sub-total, Walton-on-Thames other	1.7	0.0	0.0	3.8	0.4	0.0	0.1	0.5	0.0	0.0	6.5	1.2%
East Molesey district centre stores (zone 5)												
Tesco Metro, Walton Road, East Molesey	0.0	0.0	0.0	0.1	8.3	1.7	2.0	0.5	0.0	0.0	12.7	2.4%
Other stores, East Molesey district centre	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.0	0.0	0.7	0.1%
Sub-total, East Molesey district centre	0.0	0.0	0.0	0.1	8.7	1.9	2.1	0.5	0.0	0.0	13.3	2.5%
Molesey, other stores (zone 5)												
Tesco, Hurst Road, West Molesey	0.0	0.0	0.0	5.3	16.9	0.9	2.7	0.6	0.0	0.0	26.4	5.0%
Sainsbury's Local, Walton Road, West Molesey	1.1	0.1	0.1	0.2	4.6	0.0	0.1	1.6	0.0	0.0	7.9	1.5%
Sub-total, Molesey other	1.1	0.1	0.1	5.5	21.4	0.9	2.8	2.2	0.0	0.0	34.3	6.5%
Esher district centre stores (zone 7)												
Waitrose, High Street, Esher	0.0	0.0	0.0	0.0	1.9	11.6	12.1	0.1	0.1	0.0	25.8	4.9%
Sub-total, Esher district centre	0.0	0.0	0.0	0.0	1.9	11.6	12.1	0.1	0.1	0.0	25.8	4.9%
Hersham district centre stores (zone 8)												
Waitrose, Hershams Centre, Hersham	0.4	0.0	2.1	4.0	1.7	0.0	0.5	13.2	0.0	0.0	21.9	4.2%
Sub-total, Hersham district centre	0.4	0.0	2.1	4.0	1.7	0.0	0.5	13.2	0.0	0.0	21.9	4.2%
Cobham district centre stores (zone 9)												
Waitrose, Between Streets, Cobham	0.0	0.3	0.4	0.0	0.0	0.0	0.2	0.0	18.1	0.8	19.7	3.8%
Sainsbury's Local, High Street, Cobham	1.2	0.0	0.6	0.4	0.1	0.9	0.9	0.9	4.6	0.0	9.6	1.8%
Sub-total, Cobham district centre	1.2	0.3	1.0	0.4	0.1	0.9	1.1	0.9	22.6	0.8	29.3	5.6%
Cobham other stores (zone 9)												
Sainsbury's, Bridge Way, Cobham	0.3	0.0	0.6	0.4	0.4	5.5	2.2	0.3	14.0	1.0	24.6	4.7%
Sub-total, Cobham other	0.3	0.0	0.6	0.4	0.4	5.5	2.2	0.3	14.0	1.0	24.6	4.7%
Other locations												
Co-Operative, Hare Lane, Claygate	0.0	0.0	0.0	0.0	0.0	10.9	1.2	0.0	0.0	0.0	12.1	2.3%
Budgens, Manor Road North, Hinchley Wood	0.0	0.0	0.0	0.2	0.0	1.8	0.9	0.0	0.0	0.0	2.8	0.5%
Sub-total, other locations	0.0	0.0	0.0	0.2	0.0	12.7	2.1	0.0	0.0	0.0	15.0	2.8%
Total for main stores & centres in Elmbridge (A)	24.2	9.7	51.1	48.9	39.6	34.2	24.6	26.6	38.8	2.6	300.1	57.1%
Convenience goods floorspace outside Elmbridge												
Other stores in survey area												
Tesco Extra, Station Road, Addlestone (zone 1)	29.8	0.7	1.2	0.5	0.0	0.0	0.0	0.2	0.0	0.0	32.5	6.2%
Sainsbury's, Guildford Street, Chertsey (zone 1)	14.7	1.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.2	3.1%
Waitrose, Station Approach, West Byfleet (zone 1)	10.3	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.8	11.4	2.2%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	0.9	28.1	0.0	0.8	0.2	2.6	0.0	0.0	0.0	0.0	32.5	6.2%
Budgens, High Street, Shepperton (zone 2)	0.8	11.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	12.3	2.4%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.2	3.9	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.3	1.0%
Sub-total, other stores in survey area (B)	57.7	45.6	1.7	1.5	0.2	2.6	0.0	0.3	0.1	0.9	110.4	21.0%
Stores outside survey area												
Waitrose, Claremont Road, Surbiton	0.0	0.0	0.0	0.0	0.1	11.3	0.4	0.0	0.0	0.0	11.8	2.2%
Asda, Forsyth Road, Sheerwater, Woking	6.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3	6.9	1.3%
Waitrose, Oldfield Road, Hampton	0.0	4.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	4.6	0.9%
Morrisons, Goldsworth Road, Woking	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.6	0.9%
Tesco, Oxshott Road, Leatherhead	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	3.4	0.0	4.2	0.8%
Sainsbury's, Victoria Road, Surbiton	0.0	0.0	0.0	0.0	0.0	3.3	0.8	0.0	0.0	0.0	4.1	0.8%
All other foodstores outside survey area	3.5	8.4	0.1	0.9	3.5	11.0	1.5	0.3	1.4	4.5	35.1	6.7%
Sub-total, stores outside survey area (C)	13.7	12.7	0.4	0.9	3.6	26.6	2.8	0.3	4.9	5.4	71.4	13.6%
Total for stores outside survey area (B+C)	71.4	58.3	2.1	2.4	3.8	29.2	2.8	0.6	5.0	6.3	181.8	34.6%
Local convenience goods												
Local / other shops in survey area (D)	22.6	9.6	0.1	2.8	1.3	3.4	0.8	0.6	1.4	0.7	43.3	8.3%
Overall total (A+B+C+D)	118.2	77.6	53.3	54.0	44.6	66.7	28.1	27.7	45.2	9.6	525.2	100.0%

Source: Table 3, Table 4

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling

Table 5c
Convenience Goods Allocation 2025 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2025	122.5	80.7	54.6	55.3	45.7	68.7	28.9	28.3	46.4	9.8	540.9	100.0
Convenience goods floorspace in Elmbridge												
Weybridge district centre stores (zone 3)												
Waitrose, High Street, Weybridge	1.6	0.5	17.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0	19.7	3.7%
Morrisons, Monument Hill, Weybridge	2.8	0.8	6.6	5.0	1.0	0.0	0.1	1.8	0.1	0.0	18.3	3.4%
Other stores, Weybridge district centre	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.2%
Sub-total, Weybridge district centre	4.5	1.3	25.0	5.0	1.0	0.0	0.1	2.0	0.1	0.0	39.1	7.2%
Weybridge other stores (zone 3)												
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	12.6	0.0	8.1	3.0	0.6	0.3	0.8	2.7	0.8	0.7	29.5	5.4%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1.0	0.8	1.6	0.2	0.2	0.0	0.2	0.1	0.5	0.1	4.7	0.9%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0	0.7	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.9%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0	0.0	3.5	0.4	0.0	0.3	0.0	0.0	0.2	0.0	4.4	0.8%
Sub-total, Weybridge other	13.7	1.5	17.5	3.6	0.7	0.6	0.9	2.8	1.4	0.8	43.5	8.0%
Walton-on-Thames town centre stores (zone 4)												
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0	5.4	3.4	16.4	1.5	0.2	0.3	2.3	0.2	0.0	29.5	5.5%
Aldi, Church Street, Walton on Thames	2.1	0.4	2.4	6.4	1.9	0.0	0.2	1.9	0.4	0.0	15.9	2.9%
Waitrose, Hepworth Way, Walton on Thames	0.0	1.0	0.0	3.7	0.0	0.0	0.0	0.2	0.0	0.0	4.9	0.9%
Sub-total, Walton-on-Thames town centre	2.1	6.8	5.8	26.6	3.3	0.2	0.5	4.3	0.6	0.0	50.3	9.3%
Walton-on-Thames other stores (zone 4)												
Tesco Express, Hershams Road, Walton-on-Thames	1.7	0.0	0.0	3.9	0.5	0.0	0.1	0.5	0.0	0.0	6.6	1.2%
Sub-total, Walton-on-Thames other	1.7	0.0	0.0	3.9	0.5	0.0	0.1	0.5	0.0	0.0	6.6	1.2%
East Molesey district centre stores (zone 5)												
Tesco Metro, Walton Road, East Molesey	0.0	0.0	0.0	0.1	8.5	1.8	2.1	0.5	0.0	0.0	13.0	2.4%
Other stores, East Molesey district centre	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.0	0.0	0.7	0.1%
Sub-total, East Molesey district centre	0.0	0.0	0.0	0.1	8.9	1.9	2.2	0.5	0.0	0.0	13.7	2.5%
Molesey, other stores (zone 5)												
Tesco, Hurst Road, West Molesey	0.0	0.0	0.0	5.4	17.2	0.9	2.8	0.6	0.0	0.0	27.0	5.0%
Sainsbury's Local, Walton Road, West Molesey	1.2	0.2	0.1	0.2	4.7	0.0	0.1	1.7	0.0	0.0	8.1	1.5%
Sub-total, Molesey other	1.2	0.2	0.1	5.6	21.9	0.9	2.9	2.3	0.0	0.0	35.1	6.5%
Esher district centre stores (zone 7)												
Waitrose, High Street, Esher	0.0	0.0	0.0	0.0	1.9	11.9	12.5	0.1	0.1	0.0	26.5	4.9%
Sub-total, Esher district centre	0.0	0.0	0.0	0.0	1.9	11.9	12.5	0.1	0.1	0.0	26.5	4.9%
Hershams district centre stores (zone 8)												
Waitrose, Hershams Centre, Hershams	0.4	0.0	2.2	4.1	1.7	0.0	0.6	13.5	0.0	0.0	22.4	4.1%
Sub-total, Hershams district centre	0.4	0.0	2.2	4.1	1.7	0.0	0.6	13.5	0.0	0.0	22.4	4.1%
Cobham district centre stores (zone 9)												
Waitrose, Between Streets, Cobham	0.0	0.3	0.4	0.0	0.0	0.0	0.2	0.0	18.5	0.8	20.3	3.7%
Sainsbury's Local, High Street, Cobham	1.3	0.0	0.7	0.5	0.1	0.9	0.9	0.9	4.7	0.0	9.9	1.8%
Sub-total, Cobham district centre	1.3	0.3	1.1	0.5	0.1	0.9	1.1	0.9	23.2	0.8	30.1	5.6%
Cobham other stores (zone 9)												
Sainsbury's, Bridge Way, Cobham	0.3	0.0	0.6	0.4	0.4	5.7	2.3	0.3	14.3	1.0	25.3	4.7%
Sub-total, Cobham other	0.3	0.0	0.6	0.4	0.4	5.7	2.3	0.3	14.3	1.0	25.3	4.7%
Other locations												
Co-Operative, Hare Lane, Claygate	0.0	0.0	0.0	0.0	0.0	11.3	1.2	0.0	0.0	0.0	12.5	2.3%
Budgens, Manor Road North, Hinchley Wood	0.0	0.0	0.0	0.2	0.0	1.8	0.9	0.0	0.0	0.0	2.9	0.5%
Sub-total, other locations	0.0	0.0	0.0	0.2	0.0	13.1	2.1	0.0	0.0	0.0	15.4	2.8%
Total for main stores & centres in Elmbridge (A)	25.1	10.1	52.4	50.0	40.5	35.2	25.3	27.1	39.8	2.6	308.0	56.9%
Convenience goods floorspace outside Elmbridge												
Other stores in survey area												
Tesco Extra, Station Road, Addlestone (zone 1)	30.9	0.7	1.3	0.5	0.0	0.0	0.0	0.2	0.0	0.0	33.7	6.2%
Sainsbury's, Guildford Street, Chertsey (zone 1)	15.2	1.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.8	3.1%
Waitrose, Station Approach, West Byfleet (zone 1)	10.7	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.9	11.8	2.2%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	0.9	29.2	0.0	0.8	0.2	2.6	0.0	0.0	0.0	0.0	33.7	6.2%
Budgens, High Street, Shepperton (zone 2)	0.9	11.8	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	12.8	2.4%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.2	4.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.5	1.0%
Sub-total, other stores in survey area (B)	59.8	47.4	1.7	1.5	0.2	2.6	0.0	0.3	0.1	0.9	114.4	21.2%
Stores outside survey area												
Waitrose, Claremont Road, Surbiton	0.0	0.0	0.0	0.0	0.1	11.6	0.4	0.0	0.0	0.0	12.1	2.2%
Asda, Forsyth Road, Sheerwater, Woking	6.5	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3	7.2	1.3%
Waitrose, Oldfield Road, Hampton	0.0	4.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	4.8	0.9%
Morrisons, Goldsworth Road, Woking	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.7	0.9%
Tesco, Oxshott Road, Leatherhead	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.0	3.5	0.0	4.3	0.8%
Sainsbury's, Victoria Road, Surbiton	0.0	0.0	0.0	0.0	0.0	3.4	0.8	0.0	0.0	0.0	4.3	0.8%
All other foodstores outside survey area	3.6	8.7	0.1	1.0	3.6	11.3	1.6	0.3	1.5	4.6	36.2	6.7%
Sub-total, stores outside survey area (C)	14.2	13.2	0.4	1.0	3.7	27.4	2.9	0.3	5.1	5.6	73.7	13.6%
Total for stores outside survey area (B+C)	74.0	60.6	2.1	2.4	3.9	30.0	2.9	0.6	5.2	6.4	188.1	34.8%
Local convenience goods												
Local / other shops in survey area (D)	23.4	10.0	0.2	2.8	1.3	3.5	0.8	0.6	1.4	0.8	44.8	8.3%
Overall total (A+B+C+D)	122.5	80.7	54.6	55.3	45.7	68.7	28.9	28.3	46.4	9.8	540.9	100.0%

Source: Table 3, Table 4

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling

Table 5d
Convenience Goods Allocation 2030 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2030	126.7	83.7	55.9	56.5	46.6	70.5	29.7	28.9	47.5	10.1	556.1	100.0
Convenience goods floorspace in Elmbridge												
Weybridge district centre stores (zone 3)												
Waitrose, High Street, Weybridge	1.7	0.5	17.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	20.2	3.6%
Morrisons, Monument Hill, Weybridge	2.9	0.9	6.8	5.1	1.0	0.0	0.1	1.8	0.1	0.0	18.8	3.4%
Other stores, Weybridge district centre	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.2%
Sub-total, Weybridge district centre	4.6	1.4	25.6	5.1	1.0	0.0	0.1	2.1	0.1	0.0	40.1	7.2%
Weybridge other stores (zone 3)												
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	13.1	0.0	8.3	3.1	0.6	0.3	0.8	2.8	0.8	0.7	30.3	5.4%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1.1	0.9	1.6	0.2	0.2	0.0	0.2	0.1	0.5	0.1	4.8	0.9%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0	0.7	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.9%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0	0.0	3.6	0.4	0.0	0.3	0.0	0.0	0.2	0.0	4.5	0.8%
Sub-total, Weybridge other	14.1	1.6	17.9	3.7	0.7	0.6	1.0	2.8	1.5	0.8	44.7	8.0%
Walton-on-Thames town centre stores (zone 4)												
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0	5.6	3.4	16.8	1.5	0.2	0.3	2.4	0.2	0.0	30.2	5.4%
Aldi, Church Street, Walton on Thames	2.2	0.5	2.5	6.6	1.9	0.0	0.2	1.9	0.4	0.0	16.3	2.9%
Waitrose, Hepworth Way, Walton on Thames	0.0	1.0	0.0	3.8	0.0	0.0	0.0	0.2	0.0	0.0	5.0	0.9%
Sub-total, Walton-on-Thames town centre	2.2	7.0	5.9	27.2	3.4	0.2	0.5	4.4	0.6	0.0	51.5	9.3%
Walton-on-Thames other stores (zone 4)												
Tesco Express, Hershams Road, Walton-on-Thames	1.8	0.0	0.0	4.0	0.5	0.0	0.1	0.5	0.0	0.0	6.8	1.2%
Sub-total, Walton-on-Thames other	1.8	0.0	0.0	4.0	0.5	0.0	0.1	0.5	0.0	0.0	6.8	1.2%
East Molesey district centre stores (zone 5)												
Tesco Metro, Walton Road, East Molesey	0.0	0.0	0.0	0.1	8.7	1.8	2.2	0.5	0.0	0.0	13.3	2.4%
Other stores, East Molesey district centre	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.0	0.0	0.7	0.1%
Sub-total, East Molesey district centre	0.0	0.0	0.0	0.1	9.1	2.0	2.2	0.5	0.0	0.0	14.0	2.5%
Molesey, other stores (zone 5)												
Tesco, Hurst Road, West Molesey	0.0	0.0	0.0	5.6	17.6	0.9	2.9	0.7	0.0	0.0	27.6	5.0%
Sainsbury's Local, Walton Road, West Molesey	1.2	0.2	0.1	0.2	4.8	0.0	0.1	1.7	0.0	0.0	8.3	1.5%
Sub-total, Molesey other	1.2	0.2	0.1	5.7	22.4	0.9	3.0	2.3	0.0	0.0	35.9	6.4%
Esher district centre stores (zone 7)												
Waitrose, High Street, Esher	0.0	0.0	0.0	0.0	2.0	12.3	12.8	0.1	0.1	0.0	27.2	4.9%
Sub-total, Esher district centre	0.0	0.0	0.0	0.0	2.0	12.3	12.8	0.1	0.1	0.0	27.2	4.9%
Hershams district centre stores (zone 8)												
Waitrose, Hershams Centre, Hershams	0.4	0.0	2.2	4.2	1.8	0.0	0.6	13.7	0.0	0.0	22.9	4.1%
Sub-total, Hershams district centre	0.4	0.0	2.2	4.2	1.8	0.0	0.6	13.7	0.0	0.0	22.9	4.1%
Cobham district centre stores (zone 9)												
Waitrose, Between Streets, Cobham	0.0	0.3	0.4	0.0	0.0	0.0	0.2	0.0	19.0	0.8	20.7	3.7%
Sainsbury's Local, High Street, Cobham	1.3	0.0	0.7	0.5	0.1	0.9	0.9	0.9	4.8	0.0	10.1	1.8%
Sub-total, Cobham district centre	1.3	0.3	1.1	0.5	0.1	0.9	1.1	0.9	23.8	0.8	30.9	5.6%
Cobham other stores (zone 9)												
Sainsbury's, Bridge Way, Cobham	0.4	0.0	0.7	0.5	0.4	5.8	2.3	0.3	14.7	1.0	25.9	4.7%
Sub-total, Cobham other	0.4	0.0	0.7	0.5	0.4	5.8	2.3	0.3	14.7	1.0	25.9	4.7%
Other locations												
Co-Operative, Hare Lane, Claygate	0.0	0.0	0.0	0.0	0.0	11.6	1.3	0.0	0.0	0.0	12.8	2.3%
Budgens, Manor Road North, Hinchley Wood	0.0	0.0	0.0	0.2	0.0	1.9	0.9	0.0	0.0	0.0	3.0	0.5%
Sub-total, other locations	0.0	0.0	0.0	0.2	0.0	13.4	2.2	0.0	0.0	0.0	15.8	2.8%
Total for main stores & centres in Elmbridge (A)	26.0	10.5	53.6	51.1	41.3	36.1	25.9	27.7	40.7	2.7	315.6	56.7%
Convenience goods floorspace outside Elmbridge												
Other stores in survey area												
Tesco Extra, Station Road, Addlestone (zone 1)	32.0	0.8	1.3	0.5	0.0	0.0	0.0	0.2	0.0	0.0	34.8	6.3%
Sainsbury's, Guildford Street, Chertsey (zone 1)	15.7	1.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.4	3.1%
Waitrose, Station Approach, West Byfleet (zone 1)	11.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.9	12.2	2.2%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	0.9	30.3	0.0	0.8	0.2	2.7	0.0	0.0	0.0	0.0	34.9	6.3%
Budgens, High Street, Shepperton (zone 2)	0.9	12.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	13.3	2.4%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.3	4.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.7	1.0%
Sub-total, other stores in survey area (B)	61.8	49.1	1.8	1.5	0.2	2.7	0.0	0.3	0.1	0.9	118.4	21.3%
Stores outside survey area												
Waitrose, Claremont Road, Surbiton	0.0	0.0	0.0	0.0	0.1	12.0	0.4	0.0	0.0	0.0	12.5	2.2%
Asda, Forsyth Road, Sheerwater, Woking	6.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3	7.4	1.3%
Waitrose, Oldfield Road, Hampton	0.0	4.7	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	5.0	0.9%
Morrisons, Goldsworth Road, Woking	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.9	0.9%
Tesco, Oxshott Road, Leatherhead	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.0	3.6	0.0	4.4	0.8%
Sainsbury's, Victoria Road, Surbiton	0.0	0.0	0.0	0.0	0.0	3.5	0.9	0.0	0.0	0.0	4.4	0.8%
All other foodstores outside survey area	3.7	9.0	0.1	1.0	3.7	11.6	1.6	0.3	1.5	4.7	37.3	6.7%
Sub-total, stores outside survey area (C)	14.7	13.7	0.4	1.0	3.8	28.1	2.9	0.3	5.2	5.7	75.8	13.6%
Total for stores outside survey area (B+C)	76.5	62.8	2.2	2.5	3.9	30.8	2.9	0.6	5.3	6.6	194.3	34.9%
Local convenience goods												
Local / other shops in survey area (D)	24.2	10.4	0.2	2.9	1.4	3.6	0.8	0.6	1.5	0.8	46.3	8.3%
Overall total (A+B+C+D)	126.7	83.7	55.9	56.5	46.6	70.5	29.7	28.9	47.5	10.1	556.1	100.0%

Source: Table 3, Table 4

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling

Table 5e
Convenience Goods Allocation 2035 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2035	130.3	86.5	57.0	57.6	47.6	72.1	30.3	29.5	48.5	10.4	569.8	100.0
Convenience goods floorspace in Elmbridge												
Weybridge district centre stores (zone 3)												
Waitrose, High Street, Weybridge	1.7	0.5	18.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	20.7	3.6%
Morrisons, Monument Hill, Weybridge	3.0	0.9	6.9	5.2	1.1	0.0	0.1	1.8	0.1	0.0	19.2	3.4%
Other stores, Weybridge district centre	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.2%
Sub-total, Weybridge district centre	4.8	1.4	26.1	5.2	1.1	0.0	0.1	2.1	0.1	0.0	40.9	7.2%
Weybridge other stores (zone 3)												
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	13.4	0.0	8.5	3.1	0.6	0.3	0.8	2.8	0.8	0.7	31.0	5.4%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1.1	0.9	1.6	0.2	0.2	0.0	0.2	0.1	0.5	0.1	5.0	0.9%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0	0.7	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.9%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0	0.0	3.6	0.4	0.0	0.3	0.0	0.0	0.2	0.0	4.5	0.8%
Sub-total, Weybridge other	14.5	1.6	18.3	3.8	0.8	0.6	1.0	2.9	1.5	0.8	45.7	8.0%
Walton-on-Thames town centre stores (zone 4)												
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0	5.7	3.5	17.1	1.5	0.2	0.3	2.4	0.2	0.0	30.9	5.4%
Aldi, Church Street, Walton on Thames	2.3	0.5	2.5	6.7	2.0	0.0	0.2	1.9	0.5	0.0	16.6	2.9%
Waitrose, Hepworth Way, Walton on Thames	0.0	1.1	0.0	3.9	0.0	0.0	0.0	0.2	0.0	0.0	5.1	0.9%
Sub-total, Walton-on-Thames town centre	2.3	7.3	6.1	27.7	3.5	0.2	0.5	4.5	0.6	0.0	52.6	9.2%
Walton-on-Thames other stores (zone 4)												
Tesco Express, Hershams Road, Walton-on-Thames	1.8	0.0	0.0	4.0	0.5	0.0	0.1	0.5	0.0	0.0	7.0	1.2%
Sub-total, Walton-on-Thames other	1.8	0.0	0.0	4.0	0.5	0.0	0.1	0.5	0.0	0.0	7.0	1.2%
East Molesey district centre stores (zone 5)												
Tesco Metro, Walton Road, East Molesey	0.0	0.0	0.0	0.1	8.9	1.9	2.2	0.5	0.0	0.0	13.6	2.4%
Other stores, East Molesey district centre	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.0	0.0	0.7	0.1%
Sub-total, East Molesey district centre	0.0	0.0	0.0	0.1	9.3	2.0	2.3	0.5	0.0	0.0	14.3	2.5%
Molesey, other stores (zone 5)												
Tesco, Hurst Road, West Molesey	0.0	0.0	0.0	5.7	18.0	1.0	2.9	0.7	0.0	0.0	28.2	4.9%
Sainsbury's Local, Walton Road, West Molesey	1.2	0.2	0.1	0.2	4.9	0.0	0.1	1.7	0.0	0.0	8.4	1.5%
Sub-total, Molesey other	1.2	0.2	0.1	5.8	22.8	1.0	3.1	2.4	0.0	0.0	36.6	6.4%
Esher district centre stores (zone 7)												
Waitrose, High Street, Esher	0.0	0.0	0.0	0.0	2.0	12.5	13.1	0.1	0.1	0.0	27.8	4.9%
Sub-total, Esher district centre	0.0	0.0	0.0	0.0	2.0	12.5	13.1	0.1	0.1	0.0	27.8	4.9%
Hershams district centre stores (zone 8)												
Waitrose, Hershams Centre, Hershams	0.4	0.0	2.3	4.2	1.8	0.0	0.6	14.0	0.0	0.0	23.3	4.1%
Sub-total, Hershams district centre	0.4	0.0	2.3	4.2	1.8	0.0	0.6	14.0	0.0	0.0	23.3	4.1%
Cobham district centre stores (zone 9)												
Waitrose, Between Streets, Cobham	0.0	0.3	0.4	0.0	0.0	0.0	0.2	0.0	19.4	0.8	21.2	3.7%
Sainsbury's Local, High Street, Cobham	1.3	0.0	0.7	0.5	0.1	0.9	0.9	1.0	4.9	0.0	10.4	1.8%
Sub-total, Cobham district centre	1.3	0.3	1.1	0.5	0.1	0.9	1.2	1.0	24.3	0.9	31.6	5.5%
Cobham other stores (zone 9)												
Sainsbury's, Bridge Way, Cobham	0.4	0.0	0.7	0.5	0.4	5.9	2.4	0.3	15.0	1.0	26.5	4.7%
Sub-total, Cobham other	0.4	0.0	0.7	0.5	0.4	5.9	2.4	0.3	15.0	1.0	26.5	4.7%
Other locations												
Co-Operative, Hare Lane, Claygate	0.0	0.0	0.0	0.0	0.0	11.8	1.3	0.0	0.0	0.0	13.1	2.3%
Budgens, Manor Road North, Hinchley Wood	0.0	0.0	0.0	0.2	0.0	1.9	0.9	0.0	0.0	0.0	3.0	0.5%
Sub-total, other locations	0.0	0.0	0.0	0.2	0.0	13.7	2.2	0.0	0.0	0.0	16.2	2.8%
Total for main stores & centres in Elmbridge (A)	26.7	10.8	54.7	52.1	42.2	36.9	26.5	28.2	41.6	2.8	322.5	56.6%
Convenience goods floorspace outside Elmbridge												
Other stores in survey area												
Tesco Extra, Station Road, Addlestone (zone 1)	32.9	0.8	1.3	0.6	0.0	0.0	0.0	0.2	0.0	0.0	35.8	6.3%
Sainsbury's, Guildford Street, Chertsey (zone 1)	16.1	1.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.9	3.1%
Waitrose, Station Approach, West Byfleet (zone 1)	11.4	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.9	12.6	2.2%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	1.0	31.3	0.0	0.9	0.2	2.8	0.0	0.0	0.0	0.0	36.0	6.3%
Budgens, High Street, Shepperton (zone 2)	0.9	12.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	13.7	2.4%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.3	4.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.9	1.0%
Sub-total, other stores in survey area (B)	63.6	50.8	1.8	1.6	0.2	2.8	0.0	0.3	0.1	0.9	122.0	21.4%
Stores outside survey area												
Waitrose, Claremont Road, Surbiton	0.0	0.0	0.0	0.0	0.1	12.2	0.4	0.0	0.0	0.0	12.7	2.2%
Asda, Forsyth Road, Sheerwater, Woking	6.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3	7.6	1.3%
Waitrose, Oldfield Road, Hampton	0.0	4.9	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	5.2	0.9%
Morrisons, Goldsworth Road, Woking	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	5.0	0.9%
Tesco, Oxshott Road, Leatherhead	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.0	3.7	0.0	4.5	0.8%
Sainsbury's, Victoria Road, Surbiton	0.0	0.0	0.0	0.0	0.0	3.6	0.9	0.0	0.0	0.0	4.5	0.8%
All other foodstores outside survey area	3.8	9.3	0.1	1.0	3.8	11.8	1.7	0.3	1.5	4.9	38.2	6.7%
Sub-total, stores outside survey area (C)	15.1	14.2	0.4	1.0	3.9	28.8	3.0	0.3	5.3	5.8	77.8	13.7%
Total for stores outside survey area (B+C)	78.7	64.9	2.2	2.6	4.0	31.5	3.0	0.7	5.4	6.8	199.7	35.1%
Local convenience goods												
Local / other shops in survey area (D)	24.9	10.7	0.2	2.9	1.4	3.7	0.8	0.6	1.5	0.8	47.5	8.3%
Overall total (A+B+C+D)	130.3	86.5	57.0	57.6	47.6	72.1	30.3	29.5	48.5	10.4	569.8	100.0%

Source: Table 3, Table 4

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling

Table 6: Existing Comparison Goods Floorspace in Elmbridge

	Total net floorspace (sq.m)	Net Conv Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sqm net)	Average Turnover 2015 (£m)	Actual Turnover 2015 (£m) (Table 5a)	Inflow (%)	Inflow (£m)	Actual / Over including Inflow (£m)	Difference from Avg Turnover 2015 (£m)
Weybridge district centre stores (zone 3)										
Waitrose, High Street, Weybridge	1,228	82%	1,010	12,385	12.5	18.8	10%	2.1	20.9	8.4
Morrisons, Monument Hill, Weybridge	3,716	75%	2,787	12,677	35.3	17.4	10%	1.9	19.4	-15.9
Other stores, Weybridge district centre	1,666	100%	1,666	2,500	4.2	1.0	5%	0.1	1.0	-3.1
Sub-total, Weybridge district centre	6,610	-	5,462	9,520	52.0	37.3	-	4.1	41.3	-10.7
Weybridge other stores (zone 3)										
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	6,776	53%	3,567	11,456	40.9	27.9	30%	11.9	39.8	-1.1
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1,068	95%	1,019	10,963	11.2	4.4	30%	1.9	6.3	-4.8
Sainsbury's Local, Temple Market, Weybridge (zone 3)	379	95%	360	12,010	4.3	4.7	0%	0.0	4.7	0.4
Tesco Express, Queens Road, Weybridge (zone 3)	179	95%	170	11,456	2.0	4.2	0%	0.0	4.2	2.2
Sub-total, Weybridge other	8,402	-	5,117	11,397	58.3	41.2	-	13.8	55.0	-3.3
Walton-on-Thames town centre stores (zone 4)										
Sainsbury's, New Zealand Avenue, Walton on Thames	3,716	70%	2,601	12,010	31.2	28.1	10%	3.1	31.2	0.0
Aldi, Church Street, Walton on Thames	1,488	80%	1,190	9,568	11.4	15.1	5%	0.8	15.9	4.5
Waitrose, Hepworth Way, Walton on Thames	960	90%	864	12,385	10.7	4.7	5%	0.2	4.9	-5.8
Sub-total, Walton-on-Thames town centre	6,164	-	4,656	11,456	53.3	47.9	-	4.2	52.1	-1.3
Walton-on-Thames other stores (zone 4)										
Tesco Express, Hershams Road, Walton-on-Thames	371	95%	352	11,456	4.0	6.3	0%	0.0	6.3	2.3
Sub-total, Walton-on-Thames other	371	-	352	11,456	4.0	6.3	-	0.0	6.3	2.3
East Molesey district centre stores (zone 5)										
Tesco Metro, Walton Road, East Molesey	542	85%	461	11,456	5.3	12.4	5%	0.7	13.1	7.8
Other stores, East Molesey district centre	923	100%	923	2,500	2.3	0.6	0%	0.0	0.6	-1.7
Sub-total, East Molesey district centre	1,465	-	1,384	5,482	7.6	13.1	-	0.7	13.7	6.1
Molesey, other stores (zone 5)										
Tesco, Hurst Road, West Molesey	1,457	76%	1,103	11,456	12.6	25.9	10%	2.9	28.7	16.1
Sainsbury's Local, Walton Road, West Molesey	227	95%	216	12,010	2.6	7.7	0%	0.0	7.7	5.1
Sub-total, Molesey other	1,684	-	1,319	11,547	15.2	33.6	-	2.9	36.4	21.2
Esher district centre stores (zone 7)										
Waitrose, High Street, Esher	1,354	82%	1,113	12,385	13.8	25.1	10%	2.8	27.9	14.1
Sub-total, Esher district centre	1,354	-	1,113	12,385	13.8	25.1	-	2.8	27.9	14.1
Hershams district centre stores (zone 8)										
Waitrose, Hershams Centre, Hershams	1,743	82%	1,433	12,385	17.7	21.5	5%	1.1	22.7	4.9
Sub-total, Hershams district centre	1,743	-	1,433	12,385	17.7	21.5	-	1.1	22.7	4.9
Cobham district centre stores (zone 9)										
Waitrose, Between Streets, Cobham	2,000	82%	1,644	12,385	20.4	19.3	10%	2.1	21.4	1.1
Sainsbury's Local, High Street, Cobham	350	95%	333	12,010	4.0	9.4	0%	0.0	9.4	5.4
Sub-total, Cobham district centre	2,350	-	1,976	12,322	24.4	28.7	-	2.1	30.8	6.5
Cobham other stores (zone 9)										
Sainsbury's, Bridge Way, Cobham	5,793	65%	3,765	12,010	45.2	24.1	35%	13.0	37.0	-8.2
Sub-total, Cobham other	5,793	-	3,765	12,010	45.2	24.1	-	13.0	37.0	-8.2
Other locations										
Co-Operative, Hare Lane, Claygate	245	95%	232	7,713	1.8	11.8	0%	0.0	11.8	10.0
Budgens, Manor Road North, Hinchley Wood	227	95%	216	7,713	1.7	2.8	0%	0.0	2.8	1.1
Sub-total, other locations	472	-	448	7,713	3.5	14.6	-	0.0	14.6	11.1

Elmbridge Borough Council
 Retail Assessment 2015
 Convenience Capacity Modelling

Table 7
 Convenience goods floorspace commitments

Proposed development	Net Convenience Floorspace (sq.m)	Company Average Sales (£/sq.m net)	Average turnover 2015 (£m)	Average turnover 2020 (£m)
Lidl, Molesey Road, Hersham	1,126	-	2.4	2.4
Total	1,126	-	2.4	2.4

Source: Elmbridge Borough Council / planning application documents

Elmbridge Borough Council
 Retail Assessment 2015
 Convenience Capacity Modelling

Table 8
 Borough-wide convenience goods capacity forecasts

	CONVENIENCE GOODS				
	2015	2020	2025	2030	2035
Residents Spending in Elmbridge Borough (£m)	293.3	300.1	308.0	315.6	322.5
Existing Shop Floorspace within Elmbridge Borough (sq.m net)	27,025	27,025	27,025	27,025	27,025
Sales per sq.m net £	10,851	10,918	10,940	10,962	10,984
Sales from existing floorspace (£m)	293.3	295.1	295.6	296.2	296.8
Sales from committed floorspace (£m)	2.4	2.4	2.4	2.4	2.4
Residual spending to support new convenience goods floorspace (£m)	290.8	2.6	9.9	16.9	23.2
Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,024	12,048	12,072	12,096
Capacity for new floorspace (sq.m net)	0	216	822	1,401	1,918
Capacity for new floorspace (sq.m net, rounded)	0	200	800	1,400	1,900

Elmbridge Borough Council

Retail Assessment 2015

Convenience Capacity Modelling (alternative population scenario)

Table B1
Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
2015	55,859	35,293	22,217	24,750	19,901	27,901	11,686	12,528	19,128	3,879	233,142
2020	58,428	36,988	22,645	25,211	20,230	28,214	11,867	12,775	19,523	4,035	239,918
2025	60,855	38,658	23,074	25,672	20,560	28,527	12,048	13,022	19,919	4,165	246,500
2030	63,128	40,179	23,502	26,134	20,889	28,840	12,230	13,269	20,314	4,292	252,777
2035	65,044	41,638	23,930	26,595	21,219	29,153	12,411	13,516	20,709	4,402	258,618
Change 2015-35	<i>9,185</i>	<i>6,345</i>	<i>1,713</i>	<i>1,845</i>	<i>1,318</i>	<i>1,252</i>	<i>725</i>	<i>988</i>	<i>1,581</i>	<i>523</i>	25,476

Source: Experian Micromarketer (October 2014)

adjusted figures

Table B1a
Survey Area Postal Sectors

Zone	Postal Sectors	Zone Name
Zone 1	KT14 6/7, KT15 1/2/3, KT16 8/9	Chertsey, Addlestone & West Byfleet
Zone 2	TW16 5/6/7, TW17 0/8/9	Sunbury & Shepperton
Zone 3	KT13 0/8/9	Weybridge
Zone 4	KT12 1/2/3	Walton-on-Thames
Zone 5	KT8 0/1/2/9 (partial sector)	Molesey
Zone 6	KT6 5, KT7 0, KT10 0	Thames Ditton & Claygate
Zone 7	KT10 8/9	Esher
Zone 8	KT12 4/5	Hersham
Zone 9	KT11 1/2/3, KT22 0	Cobham & Oxshott
Zone 10	GU23 6	East of Woking

Source: NEMS Household Survey, September 2015

Elmbridge Borough Council

Retail Assessment 2015

Convenience Capacity Modelling (alternative population scenario)

Table B2

Survey Area Retail Expenditure Forecasts Per Capita (2013 prices) - Convenience Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
2013	2,153	2,233	2,479	2,260	2,320	2,459	2,476	2,297	2,437	2,529
2015	2,099	2,178	2,417	2,204	2,262	2,398	2,414	2,240	2,377	2,466
2015 Minus SFT at 2.8%	2,041	2,117	2,349	2,142	2,199	2,331	2,346	2,177	2,310	2,397
2020	2,108	2,187	2,427	2,212	2,271	2,408	2,424	2,249	2,386	2,476
2020 Minus SFT at 4.0%	2,023	2,099	2,330	2,124	2,181	2,311	2,327	2,159	2,291	2,377
2025	2,118	2,198	2,439	2,223	2,283	2,420	2,436	2,260	2,398	2,489
2025 Minus SFT at 5.0%	2,012	2,088	2,317	2,112	2,169	2,299	2,314	2,147	2,278	2,364
2030	2,129	2,209	2,451	2,235	2,294	2,432	2,448	2,271	2,410	2,501
2030 Minus SFT at 5.7%	2,008	2,083	2,311	2,107	2,163	2,293	2,308	2,142	2,273	2,359
2035	2,140	2,220	2,463	2,246	2,306	2,444	2,460	2,283	2,422	2,514
2035 Minus SFT at 6.4%	2,003	2,078	2,306	2,102	2,158	2,288	2,303	2,136	2,267	2,353

Source: Experian Micromarketer, October 2015. Growth rates and allowance for SFT are derived from Experian Retail Planner 13, Figure 1a (for growth rates) / Figure 5 (for SFT)

Table B3

Survey Area Retail Expenditure Forecasts (2013 prices)

	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)	Total (£m)
2015	114.0	74.7	52.2	53.0	43.8	65.0	27.4	27.3	44.2	9.3	510.9
2020	118.2	77.6	52.8	53.5	44.1	65.2	27.6	27.6	44.7	9.6	521.0
2025	122.5	80.7	53.5	54.2	44.6	65.6	27.9	28.0	45.4	9.8	532.1
2030	126.7	83.7	54.3	55.1	45.2	66.1	28.2	28.4	46.2	10.1	544.1
2035	130.3	86.5	55.2	55.9	45.8	66.7	28.6	28.9	47.0	10.4	555.1
Change 2015-35	16.3	11.8	3.0	2.9	2.0	1.7	1.2	1.6	2.8	1.1	44.2

Source: Tables 1 & 2

Elmbridge Borough Council
 Retail Assessment 2015
 Convenience Capacity Modelling (alternative population scenario)

Table B4
 Convenience Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)	Zone 10 (%)
Convenience goods floorspace in Elmbridge										
Weybridge district centre stores (zone 3)										
Waitrose, High Street, Weybridge	1.3%	0.6%	31.8%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Morrisons, Monument Hill, Weybridge	2.3%	1.0%	12.1%	9.0%	2.2%	0.0%	0.5%	6.2%	0.3%	0.0%
Other stores, Weybridge district centre	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total, Weybridge district centre	3.6%	1.6%	45.8%	9.0%	2.2%	0.0%	0.5%	7.1%	0.3%	0.0%
Weybridge other stores (zone 3)										
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	10.3%	0.0%	14.9%	5.4%	1.2%	0.4%	2.6%	9.6%	1.6%	6.6%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	0.8%	1.0%	2.9%	0.4%	0.3%	0.0%	0.6%	0.2%	1.1%	1.4%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0%	0.8%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0%	0.0%	6.4%	0.8%	0.0%	0.4%	0.0%	0.0%	0.3%	0.0%
Sub-total, Weybridge other	11.1%	1.9%	32.0%	6.6%	1.6%	0.8%	3.2%	9.8%	3.1%	8.1%
Walton-on-Thames town centre stores (zone 4)										
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0%	6.6%	6.1%	29.7%	3.2%	0.3%	0.9%	8.2%	0.3%	0.0%
Aldi, Church Street, Walton on Thames	1.7%	0.5%	4.5%	11.7%	4.1%	0.0%	0.7%	6.5%	0.9%	0.4%
Waitrose, Hepworth Way, Walton on Thames	0.0%	1.2%	0.0%	6.8%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Sub-total, Walton-on-Thames town centre	1.7%	8.4%	10.6%	48.1%	7.3%	0.3%	1.7%	15.3%	1.3%	0.4%
Walton-on-Thames other stores (zone 4)										
Tesco Express, Hershams Road, Walton-on-Thames	1.4%	0.0%	0.0%	7.0%	1.0%	0.0%	0.2%	1.8%	0.0%	0.0%
Sub-total, Walton-on-Thames other	1.4%	0.0%	0.0%	7.0%	1.0%	0.0%	0.2%	1.8%	0.0%	0.0%
East Molesey district centre stores (zone 5)										
Tesco Metro, Walton Road, East Molesey	0.0%	0.0%	0.0%	0.3%	18.6%	2.6%	7.3%	1.7%	0.0%	0.0%
Other stores, East Molesey district centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%	0.3%	0.0%	0.0%	0.0%
Sub-total, East Molesey district centre	0.0%	0.0%	0.0%	0.3%	19.5%	2.8%	7.6%	1.7%	0.0%	0.0%
Molesey, other stores (zone 5)										
Tesco, Hurst Road, West Molesey	0.0%	0.0%	0.0%	9.8%	37.8%	1.3%	9.7%	2.3%	0.0%	0.0%
Sainsbury's Local, Walton Road, West Molesey	0.9%	0.2%	0.2%	0.3%	10.2%	0.0%	0.4%	5.8%	0.0%	0.0%
Sub-total, Molesey other	0.9%	0.2%	0.2%	10.2%	48.0%	1.3%	10.1%	8.1%	0.0%	0.0%
Esher district centre stores (zone 7)										
Waitrose, High Street, Esher	0.0%	0.0%	0.0%	0.0%	4.2%	17.4%	43.2%	0.2%	0.2%	0.0%
Sub-total, Esher district centre	0.0%	0.0%	0.0%	0.0%	4.2%	17.4%	43.2%	0.2%	0.2%	0.0%
Hershams district centre stores (zone 8)										
Waitrose, Hershams Centre, Hershams	0.3%	0.0%	4.0%	7.4%	3.8%	0.0%	1.9%	47.5%	0.0%	0.0%
Sub-total, Hershams district centre	0.3%	0.0%	4.0%	7.4%	3.8%	0.0%	1.9%	47.5%	0.0%	0.0%
Cobham district centre stores (zone 9)										
Waitrose, Between Streets, Cobham	0.0%	0.4%	0.7%	0.0%	0.0%	0.0%	0.8%	0.0%	40.0%	7.9%
Sainsbury's Local, High Street, Cobham	1.0%	0.0%	1.2%	0.8%	0.2%	1.3%	3.1%	3.2%	10.1%	0.4%
Sub-total, Cobham district centre	1.0%	0.4%	2.0%	0.8%	0.2%	1.3%	3.9%	3.2%	50.1%	8.4%
Cobham other stores (zone 9)										
Sainsbury's, Bridge Way, Cobham	0.3%	0.0%	1.2%	0.8%	0.8%	8.2%	7.8%	0.9%	30.9%	10.0%
Sub-total, Cobham other	0.3%	0.0%	1.2%	0.8%	0.8%	8.2%	7.8%	0.9%	30.9%	10.0%
Other locations										
Co-Operative, Hare Lane, Claygate	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%	4.2%	0.0%	0.0%	0.0%
Budgens, Manor Road North, Hinchley Wood	0.0%	0.0%	0.0%	0.3%	0.0%	2.7%	3.1%	0.0%	0.0%	0.0%
Sub-total, other locations	0.0%	0.0%	0.0%	0.3%	0.0%	19.0%	7.4%	0.0%	0.0%	0.0%
Total for main stores & centres in Elmbridge (A)	20.5%	12.5%	95.9%	90.5%	88.6%	51.2%	87.4%	95.7%	85.8%	26.8%
Convenience goods floorspace outside Elmbridge										
Other stores in survey area										
Tesco Extra, Station Road, Addlestone (zone 1)	25.2%	0.9%	2.3%	1.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Sainsbury's, Guildford Street, Chertsey (zone 1)	12.4%	1.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Station Approach, West Byfleet (zone 1)	8.7%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	8.7%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	0.7%	36.2%	0.0%	1.5%	0.3%	3.8%	0.0%	0.0%	0.0%	0.0%
Budgens, High Street, Shepperton (zone 2)	0.7%	14.7%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.0%	5.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Sub-total, other stores in survey area (B)	48.8%	58.7%	3.1%	2.7%	0.3%	3.8%	0.0%	1.0%	0.2%	9.1%
Stores outside survey area										
Waitrose, Claremont Road, Surbiton	0.0%	0.0%	0.0%	0.0%	0.2%	17.0%	1.4%	0.0%	0.0%	0.0%
Asda, Forsyth Road, Sheenwater, Woking	5.3%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	3.1%
Waitrose, Oldfield Road, Hampton	0.0%	5.6%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Morrisons, Goldsworth Road, Woking	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%
Tesco, Oxshott Road, Leatherhead	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%	0.0%	7.6%	0.0%
Sainsbury's, Victoria Road, Surbiton	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	2.9%	0.0%	0.0%	0.0%
All other foodstores outside survey area	2.9%	10.8%	0.2%	1.7%	7.9%	16.4%	5.4%	1.2%	3.1%	46.9%
Sub-total, stores outside survey area (C)	11.6%	16.4%	0.7%	1.7%	8.1%	39.9%	9.9%	1.2%	10.9%	56.4%
Total for stores outside survey area (B+C)	60.4%	75.1%	3.9%	4.4%	8.4%	43.7%	9.9%	2.2%	11.1%	65.5%
Local convenience goods										
Local / other shops in survey area (D)	19.1%	12.4%	0.3%	5.1%	2.9%	5.1%	2.7%	2.1%	3.1%	7.7%
Total (A+B+C+D)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: NEMS Household Survey, September 2015

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling (alternative population scenario)

Table B5a
Convenience Goods Allocation 2015 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2015	114.0	74.7	52.2	53.0	43.8	65.0	27.4	27.3	44.2	9.3	510.9	100.0
Convenience goods floorspace in Elmbridge												
Weybridge district centre stores (zone 3)												
Waitrose, High Street, Weybridge	1.5	0.5	16.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	18.8	3.7%
Morrisons, Monument Hill, Weybridge	2.6	0.8	6.3	4.8	1.0	0.0	0.1	1.7	0.1	0.0	17.4	3.4%
Other stores, Weybridge district centre	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.2%
Sub-total, Weybridge district centre	4.2	1.2	23.9	4.8	1.0	0.0	0.1	1.9	0.1	0.0	37.3	7.3%
Weybridge other stores (zone 3)												
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	11.7	0.0	7.8	2.9	0.5	0.3	0.7	2.6	0.7	0.6	27.9	5.5%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1.0	0.8	1.5	0.2	0.2	0.0	0.2	0.1	0.5	0.1	4.4	0.9%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0	0.6	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	0.9%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0	0.0	3.3	0.4	0.0	0.3	0.0	0.0	0.1	0.0	4.2	0.8%
Sub-total, Weybridge other	12.7	1.4	16.7	3.5	0.7	0.5	0.9	2.7	1.3	0.8	41.2	8.1%
Walton-on-Thames town centre stores (zone 4)												
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0	5.0	3.2	15.7	1.4	0.2	0.3	2.2	0.1	0.0	28.1	5.5%
Aldi, Church Street, Walton on Thames	2.0	0.4	2.3	6.2	1.8	0.0	0.2	1.8	0.4	0.0	15.1	3.0%
Waitrose, Hepworth Way, Walton on Thames	0.0	0.9	0.0	3.6	0.0	0.0	0.0	0.1	0.0	0.0	4.7	0.9%
Sub-total, Walton-on-Thames town centre	2.0	6.3	5.5	25.5	3.2	0.2	0.5	4.2	0.6	0.0	47.9	9.4%
Walton-on-Thames other stores (zone 4)												
Tesco Express, Hershaw Road, Walton-on-Thames	1.6	0.0	0.0	3.7	0.4	0.0	0.1	0.5	0.0	0.0	6.3	1.2%
Sub-total, Walton-on-Thames other	1.6	0.0	0.0	3.7	0.4	0.0	0.1	0.5	0.0	0.0	6.3	1.2%
East Molesey district centre stores (zone 5)												
Tesco Metro, Walton Road, East Molesey	0.0	0.0	0.0	0.1	8.1	1.7	2.0	0.5	0.0	0.0	12.4	2.4%
Other stores, East Molesey district centre	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.0	0.0	0.6	0.1%
Sub-total, East Molesey district centre	0.0	0.0	0.0	0.1	8.6	1.8	2.1	0.5	0.0	0.0	13.1	2.6%
Molesey, other stores (zone 5)												
Tesco, Hurst Road, West Molesey	0.0	0.0	0.0	5.2	16.5	0.9	2.6	0.6	0.0	0.0	25.9	5.1%
Sainsbury's Local, Walton Road, West Molesey	1.1	0.1	0.1	0.2	4.5	0.0	0.1	1.6	0.0	0.0	7.7	1.5%
Sub-total, Molesey other	1.1	0.1	0.1	5.4	21.0	0.9	2.8	2.2	0.0	0.0	33.6	6.6%
Esher district centre stores (zone 7)												
Waitrose, High Street, Esher	0.0	0.0	0.0	0.0	1.8	11.3	11.8	0.1	0.1	0.0	25.1	4.9%
Sub-total, Esher district centre	0.0	0.0	0.0	0.0	1.8	11.3	11.8	0.1	0.1	0.0	25.1	4.9%
Hersham district centre stores (zone 8)												
Waitrose, Hershaw Centre, Hershaw	0.4	0.0	2.1	3.9	1.7	0.0	0.5	12.9	0.0	0.0	21.5	4.2%
Sub-total, Hershaw district centre	0.4	0.0	2.1	3.9	1.7	0.0	0.5	12.9	0.0	0.0	21.5	4.2%
Cobham district centre stores (zone 9)												
Waitrose, Between Streets, Cobham	0.0	0.3	0.4	0.0	0.0	0.0	0.2	0.0	17.7	0.7	19.3	3.8%
Sainsbury's Local, High Street, Cobham	1.2	0.0	0.6	0.4	0.1	0.8	0.8	0.9	4.5	0.0	9.4	1.8%
Sub-total, Cobham district centre	1.2	0.3	1.0	0.4	0.1	0.8	1.1	0.9	22.1	0.8	28.7	5.6%
Cobham other stores (zone 9)												
Sainsbury's, Bridge Way, Cobham	0.3	0.0	0.6	0.4	0.3	5.4	2.1	0.3	13.7	0.9	24.1	4.7%
Sub-total, Cobham other	0.3	0.0	0.6	0.4	0.3	5.4	2.1	0.3	13.7	0.9	24.1	4.7%
Other locations												
Co-Operative, Hare Lane, Claygate	0.0	0.0	0.0	0.0	0.0	10.7	1.2	0.0	0.0	0.0	11.8	2.3%
Budgens, Manor Road North, Hinchley Wood	0.0	0.0	0.0	0.2	0.0	1.7	0.9	0.0	0.0	0.0	2.8	0.5%
Sub-total, other locations	0.0	0.0	0.0	0.2	0.0	12.4	2.0	0.0	0.0	0.0	14.6	2.9%
Total for main stores & centres in Elmbridge (A)	23.4	9.3	50.0	48.0	38.8	33.3	24.0	26.1	37.9	2.5	293.3	57.4%
Convenience goods floorspace outside Elmbridge												
Other stores in survey area												
Tesco Extra, Station Road, Addlestone (zone 1)	28.8	0.7	1.2	0.5	0.0	0.0	0.0	0.2	0.0	0.0	31.4	6.1%
Sainsbury's, Guildford Street, Chertsey (zone 1)	14.1	1.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.7	3.1%
Waitrose, Station Approach, West Byfleet (zone 1)	10.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.8	11.0	2.2%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	0.8	27.0	0.0	0.8	0.2	2.5	0.0	0.0	0.0	0.0	31.3	6.1%
Budgens, High Street, Shepperton (zone 2)	0.8	11.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	11.9	2.3%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.1	3.7	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.1	1.0%
Sub-total, other stores in survey area (B)	55.6	43.8	1.6	1.4	0.2	2.5	0.0	0.3	0.1	0.8	106.4	20.8%
Stores outside survey area												
Waitrose, Claremont Road, Surbiton	0.0	0.0	0.0	0.0	0.1	11.0	0.4	0.0	0.0	0.0	11.5	2.2%
Asda, Forsyth Road, Sheerwater, Woking	6.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3	6.7	1.3%
Waitrose, Oldfield Road, Hampton	0.0	4.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	4.5	0.9%
Morrisons, Goldsworth Road, Woking	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.4	0.9%
Tesco, Oxshott Road, Leatherhead	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	3.4	0.0	4.1	0.8%
Sainsbury's, Victoria Road, Surbiton	0.0	0.0	0.0	0.0	0.0	3.2	0.8	0.0	0.0	0.0	4.0	0.8%
All other foodstores outside survey area	3.3	8.0	0.1	0.9	3.5	10.7	1.5	0.3	1.4	4.4	34.1	6.7%
Sub-total, stores outside survey area (C)	13.2	12.3	0.4	0.9	3.5	25.9	2.7	0.3	4.8	5.2	69.3	13.6%
Total for stores outside survey area (B+C)	68.8	56.1	2.0	2.3	3.7	28.4	2.7	0.6	4.9	6.1	175.7	34.4%
Local convenience goods												
Local / other shops in survey area (D)	21.8	9.3	0.1	2.7	1.3	3.3	0.7	0.6	1.4	0.7	41.9	8.2%
Overall total (A+B+C+D)	114.0	74.7	52.2	53.0	43.8	65.0	27.4	27.3	44.2	9.3	510.9	100.0%

Source: Table B3, Table B4

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling (alternative population scenario)

Table B5b
Convenience Goods Allocation 2020 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2020	118.2	77.6	52.8	53.5	44.1	65.2	27.6	27.6	44.7	9.6	521.0	100.0
Convenience goods floorspace in Elmbridge												
Weybridge district centre stores (zone 3)												
Waitrose, High Street, Weybridge	1.6	0.5	16.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	19.1	3.7%
Morrisons, Monument Hill, Weybridge	2.7	0.8	6.4	4.8	1.0	0.0	0.1	1.7	0.1	0.0	17.7	3.4%
Other stores, Weybridge district centre	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.2%
Sub-total, Weybridge district centre	4.3	1.3	24.2	4.8	1.0	0.0	0.1	2.0	0.1	0.0	37.8	7.3%
Weybridge other stores (zone 3)												
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	12.2	0.0	7.9	2.9	0.5	0.3	0.7	2.6	0.7	0.6	28.5	5.5%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1.0	0.8	1.5	0.2	0.2	0.0	0.2	0.1	0.5	0.1	4.5	0.9%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0	0.7	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.9%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0	0.0	3.4	0.4	0.0	0.3	0.0	0.0	0.1	0.0	4.2	0.8%
Sub-total, Weybridge other	13.2	1.5	16.9	3.5	0.7	0.5	0.9	2.7	1.4	0.8	42.0	8.1%
Walton-on-Thames town centre stores (zone 4)												
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0	5.2	3.2	15.9	1.4	0.2	0.3	2.3	0.1	0.0	28.5	5.5%
Aldi, Church Street, Walton on Thames	2.1	0.4	2.4	6.2	1.8	0.0	0.2	1.8	0.4	0.0	15.4	2.9%
Waitrose, Hepworth Way, Walton on Thames	0.0	0.9	0.0	3.6	0.0	0.0	0.0	0.1	0.0	0.0	4.7	0.9%
Sub-total, Walton-on-Thames town centre	2.1	6.5	5.6	25.8	3.2	0.2	0.5	4.2	0.6	0.0	48.6	9.3%
Walton-on-Thames other stores (zone 4)												
Tesco Express, Hershams Road, Walton-on-Thames	1.7	0.0	0.0	3.8	0.4	0.0	0.1	0.5	0.0	0.0	6.4	1.2%
Sub-total, Walton-on-Thames other	1.7	0.0	0.0	3.8	0.4	0.0	0.1	0.5	0.0	0.0	6.4	1.2%
East Molesey district centre stores (zone 5)												
Tesco Metro, Walton Road, East Molesey	0.0	0.0	0.0	0.1	8.2	1.7	2.0	0.5	0.0	0.0	12.5	2.4%
Other stores, East Molesey district centre	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.0	0.0	0.6	0.1%
Sub-total, East Molesey district centre	0.0	0.0	0.0	0.1	8.6	1.8	2.1	0.5	0.0	0.0	13.2	2.5%
Molesey, other stores (zone 5)												
Tesco, Hurst Road, West Molesey	0.0	0.0	0.0	5.3	16.7	0.9	2.7	0.6	0.0	0.0	26.1	5.0%
Sainsbury's Local, Walton Road, West Molesey	1.1	0.1	0.1	0.2	4.5	0.0	0.1	1.6	0.0	0.0	7.8	1.5%
Sub-total, Molesey other	1.1	0.1	0.1	5.4	21.2	0.9	2.8	2.2	0.0	0.0	33.9	6.5%
Esher district centre stores (zone 7)												
Waitrose, High Street, Esher	0.0	0.0	0.0	0.0	1.9	11.3	11.9	0.1	0.1	0.0	25.3	4.8%
Sub-total, Esher district centre	0.0	0.0	0.0	0.0	1.9	11.3	11.9	0.1	0.1	0.0	25.3	4.8%
Hershams district centre stores (zone 8)												
Waitrose, Hershams Centre, Hershams	0.4	0.0	2.1	3.9	1.7	0.0	0.5	13.1	0.0	0.0	21.8	4.2%
Sub-total, Hershams district centre	0.4	0.0	2.1	3.9	1.7	0.0	0.5	13.1	0.0	0.0	21.8	4.2%
Cobham district centre stores (zone 9)												
Waitrose, Between Streets, Cobham	0.0	0.3	0.4	0.0	0.0	0.0	0.2	0.0	17.9	0.8	19.5	3.7%
Sainsbury's Local, High Street, Cobham	1.2	0.0	0.6	0.4	0.1	0.8	0.8	0.9	4.5	0.0	9.5	1.8%
Sub-total, Cobham district centre	1.2	0.3	1.0	0.4	0.1	0.8	1.1	0.9	22.4	0.8	29.0	5.6%
Cobham other stores (zone 9)												
Sainsbury's, Bridge Way, Cobham	0.3	0.0	0.6	0.4	0.4	5.4	2.2	0.3	13.8	1.0	24.3	4.7%
Sub-total, Cobham other	0.3	0.0	0.6	0.4	0.4	5.4	2.2	0.3	13.8	1.0	24.3	4.7%
Other locations												
Co-Operative, Hare Lane, Claygate	0.0	0.0	0.0	0.0	0.0	10.7	1.2	0.0	0.0	0.0	11.9	2.3%
Budgens, Manor Road North, Hinchley Wood	0.0	0.0	0.0	0.2	0.0	1.7	0.9	0.0	0.0	0.0	2.8	0.5%
Sub-total, other locations	0.0	0.0	0.0	0.2	0.0	12.4	2.0	0.0	0.0	0.0	14.6	2.8%
Total for main stores & centres in Elmbridge (A)	24.2	9.7	50.6	48.4	39.1	33.4	24.1	26.4	38.4	2.6	296.9	57.0%
Convenience goods floorspace outside Elmbridge												
Other stores in survey area												
Tesco Extra, Station Road, Addlestone (zone 1)	29.8	0.7	1.2	0.5	0.0	0.0	0.0	0.2	0.0	0.0	32.5	6.2%
Sainsbury's, Guildford Street, Chertsey (zone 1)	14.7	1.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.2	3.1%
Waitrose, Station Approach, West Byfleet (zone 1)	10.3	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.8	11.4	2.2%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	0.9	28.1	0.0	0.8	0.2	2.5	0.0	0.0	0.0	0.0	32.4	6.2%
Budgens, High Street, Shepperton (zone 2)	0.8	11.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	12.3	2.4%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.2	3.9	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.3	1.0%
Sub-total, other stores in survey area (B)	57.7	45.6	1.7	1.4	0.2	2.5	0.0	0.3	0.1	0.9	110.3	21.2%
Stores outside survey area												
Waitrose, Claremont Road, Surbiton	0.0	0.0	0.0	0.0	0.1	11.1	0.4	0.0	0.0	0.0	11.5	2.2%
Asda, Forsyth Road, Sheerwater, Woking	6.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3	6.9	1.3%
Waitrose, Oldfield Road, Hampton	0.0	4.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	4.6	0.9%
Morrisons, Goldsworth Road, Woking	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.6	0.9%
Tesco, Oxshott Road, Leatherhead	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	3.4	0.0	4.2	0.8%
Sainsbury's, Victoria Road, Surbiton	0.0	0.0	0.0	0.0	0.0	3.2	0.8	0.0	0.0	0.0	4.0	0.8%
All other foodstores outside survey area	3.5	8.4	0.1	0.9	3.5	10.7	1.5	0.3	1.4	4.5	34.8	6.7%
Sub-total, stores outside survey area (C)	13.7	12.7	0.4	0.9	3.6	26.0	2.7	0.3	4.9	5.4	70.7	13.6%
Total for stores outside survey area (B+C)	71.4	58.3	2.0	2.4	3.7	28.5	2.7	0.6	5.0	6.3	180.9	34.7%
Local convenience goods												
Local / other shops in survey area (D)	22.6	9.6	0.1	2.7	1.3	3.3	0.7	0.6	1.4	0.7	43.2	8.3%
Overall total (A+B+C+D)	118.2	77.6	52.8	53.5	44.1	65.2	27.6	27.6	44.7	9.6	521.0	100.0%

Source: Table B3, Table B4

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling (alternative population scenario)

Table B5c
Convenience Goods Allocation 2025 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2025	122.5	80.7	53.5	54.2	44.6	65.6	27.9	28.0	45.4	9.8	532.1	100.0
Convenience goods floorspace in Elmbridge												
Weybridge district centre stores (zone 3)												
Waitrose, High Street, Weybridge	1.6	0.5	17.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	19.4	3.6%
Morrisons, Monument Hill, Weybridge	2.8	0.8	6.5	4.9	1.0	0.0	0.1	1.7	0.1	0.0	18.0	3.4%
Other stores, Weybridge district centre	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.2%
Sub-total, Weybridge district centre	4.5	1.3	24.5	4.9	1.0	0.0	0.1	2.0	0.1	0.0	38.4	7.2%
Weybridge other stores (zone 3)												
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	12.6	0.0	8.0	2.9	0.6	0.3	0.7	2.7	0.7	0.7	29.1	5.5%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1.0	0.8	1.5	0.2	0.2	0.0	0.2	0.1	0.5	0.1	4.6	0.9%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0	0.7	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.9%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0	0.0	3.4	0.4	0.0	0.3	0.0	0.0	0.1	0.0	4.3	0.8%
Sub-total, Weybridge other	13.7	1.5	17.1	3.6	0.7	0.5	0.9	2.7	1.4	0.8	42.9	8.1%
Walton-on-Thames town centre stores (zone 4)												
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0	5.4	3.3	16.1	1.4	0.2	0.3	2.3	0.1	0.0	29.0	5.5%
Aldi, Church Street, Walton on Thames	2.1	0.4	2.4	6.3	1.8	0.0	0.2	1.8	0.4	0.0	15.6	2.9%
Waitrose, Hepworth Way, Walton on Thames	0.0	1.0	0.0	3.7	0.0	0.0	0.0	0.1	0.0	0.0	4.8	0.9%
Sub-total, Walton-on-Thames town centre	2.1	6.8	5.7	26.1	3.2	0.2	0.5	4.3	0.6	0.0	49.5	9.3%
Walton-on-Thames other stores (zone 4)												
Tesco Express, Hershams Road, Walton-on-Thames	1.7	0.0	0.0	3.8	0.4	0.0	0.1	0.5	0.0	0.0	6.5	1.2%
Sub-total, Walton-on-Thames other	1.7	0.0	0.0	3.8	0.4	0.0	0.1	0.5	0.0	0.0	6.5	1.2%
East Molesey district centre stores (zone 5)												
Tesco Metro, Walton Road, East Molesey	0.0	0.0	0.0	0.1	8.3	1.7	2.0	0.5	0.0	0.0	12.6	2.4%
Other stores, East Molesey district centre	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.0	0.0	0.6	0.1%
Sub-total, East Molesey district centre	0.0	0.0	0.0	0.1	8.7	1.9	2.1	0.5	0.0	0.0	13.3	2.5%
Molesey, other stores (zone 5)												
Tesco, Hurst Road, West Molesey	0.0	0.0	0.0	5.3	16.8	0.9	2.7	0.6	0.0	0.0	26.4	5.0%
Sainsbury's Local, Walton Road, West Molesey	1.2	0.2	0.1	0.2	4.6	0.0	0.1	1.6	0.0	0.0	7.9	1.5%
Sub-total, Molesey other	1.2	0.2	0.1	5.5	21.4	0.9	2.8	2.3	0.0	0.0	34.3	6.4%
Esher district centre stores (zone 7)												
Waitrose, High Street, Esher	0.0	0.0	0.0	0.0	1.9	11.4	12.0	0.1	0.1	0.0	25.5	4.8%
Sub-total, Esher district centre	0.0	0.0	0.0	0.0	1.9	11.4	12.0	0.1	0.1	0.0	25.5	4.8%
Hershams district centre stores (zone 8)												
Waitrose, Hershams Centre, Hershams	0.4	0.0	2.1	4.0	1.7	0.0	0.5	13.3	0.0	0.0	22.1	4.1%
Sub-total, Hershams district centre	0.4	0.0	2.1	4.0	1.7	0.0	0.5	13.3	0.0	0.0	22.1	4.1%
Cobham district centre stores (zone 9)												
Waitrose, Between Streets, Cobham	0.0	0.3	0.4	0.0	0.0	0.0	0.2	0.0	18.1	0.8	19.8	3.7%
Sainsbury's Local, High Street, Cobham	1.3	0.0	0.6	0.4	0.1	0.8	0.9	0.9	4.6	0.0	9.7	1.8%
Sub-total, Cobham district centre	1.3	0.3	1.0	0.4	0.1	0.8	1.1	0.9	22.7	0.8	29.5	5.5%
Cobham other stores (zone 9)												
Sainsbury's, Bridge Way, Cobham	0.3	0.0	0.6	0.4	0.4	5.4	2.2	0.3	14.0	1.0	24.6	4.6%
Sub-total, Cobham other	0.3	0.0	0.6	0.4	0.4	5.4	2.2	0.3	14.0	1.0	24.6	4.6%
Other locations												
Co-Operative, Hare Lane, Claygate	0.0	0.0	0.0	0.0	0.0	10.8	1.2	0.0	0.0	0.0	11.9	2.2%
Budgens, Manor Road North, Hinchley Wood	0.0	0.0	0.0	0.2	0.0	1.7	0.9	0.0	0.0	0.0	2.8	0.5%
Sub-total, other locations	0.0	0.0	0.0	0.2	0.0	12.5	2.1	0.0	0.0	0.0	14.7	2.8%
Total for main stores & centres in Elmbridge (A)	25.1	10.1	51.2	49.1	39.5	33.6	24.4	26.8	38.9	2.6	301.3	56.6%
Convenience goods floorspace outside Elmbridge												
Other stores in survey area												
Tesco Extra, Station Road, Addlestone (zone 1)	30.9	0.7	1.2	0.5	0.0	0.0	0.0	0.2	0.0	0.0	33.6	6.3%
Sainsbury's, Guildford Street, Chertsey (zone 1)	15.2	1.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.8	3.2%
Waitrose, Station Approach, West Byfleet (zone 1)	10.7	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.9	11.8	2.2%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	0.9	29.2	0.0	0.8	0.2	2.5	0.0	0.0	0.0	0.0	33.6	6.3%
Budgens, High Street, Shepperton (zone 2)	0.9	11.8	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	12.8	2.4%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.2	4.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.5	1.0%
Sub-total, other stores in survey area (B)	59.8	47.4	1.7	1.5	0.2	2.5	0.0	0.3	0.1	0.9	114.2	21.5%
Stores outside survey area												
Waitrose, Claremont Road, Surbiton	0.0	0.0	0.0	0.0	0.1	11.1	0.4	0.0	0.0	0.0	11.6	2.2%
Asda, Forsyth Road, Sheerwater, Woking	6.5	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3	7.2	1.3%
Waitrose, Oldfield Road, Hampton	0.0	4.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	4.8	0.9%
Morrisons, Goldsworth Road, Woking	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.7	0.9%
Tesco, Oxshott Road, Leatherhead	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	3.4	0.0	4.2	0.8%
Sainsbury's, Victoria Road, Surbiton	0.0	0.0	0.0	0.0	0.0	3.3	0.8	0.0	0.0	0.0	4.1	0.8%
All other foodstores outside survey area	3.6	8.7	0.1	0.9	3.5	10.8	1.5	0.3	1.4	4.6	35.5	6.7%
Sub-total, stores outside survey area (C)	14.2	13.2	0.4	0.9	3.6	26.1	2.8	0.3	5.0	5.6	72.1	13.5%
Total for stores outside survey area (B+C)	74.0	60.6	2.1	2.4	3.8	28.6	2.8	0.6	5.1	6.4	186.3	35.0%
Local convenience goods												
Local / other shops in survey area (D)	23.4	10.0	0.1	2.8	1.3	3.4	0.8	0.6	1.4	0.8	44.5	8.4%
Overall total (A+B+C+D)	122.5	80.7	53.5	54.2	44.6	65.6	27.9	28.0	45.4	9.8	532.1	100.0%

Source: Table B3, Table B4

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling (alternative population scenario)

Table B5d
Convenience Goods Allocation 2030 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2030	126.7	83.7	54.3	55.1	45.2	66.1	28.2	28.4	46.2	10.1	544.1	100.0
Convenience goods floorspace in Elmbridge												
Weybridge district centre stores (zone 3)												
Waitrose, High Street, Weybridge	1.7	0.5	17.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	19.7	3.6%
Morrisons, Monument Hill, Weybridge	2.9	0.9	6.6	5.0	1.0	0.0	0.1	1.8	0.1	0.0	18.4	3.4%
Other stores, Weybridge district centre	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.2%
Sub-total, Weybridge district centre	4.6	1.4	24.9	5.0	1.0	0.0	0.1	2.0	0.1	0.0	39.1	7.2%
Weybridge other stores (zone 3)												
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	13.1	0.0	8.1	3.0	0.6	0.3	0.7	2.7	0.8	0.7	29.8	5.5%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1.1	0.9	1.6	0.2	0.2	0.0	0.2	0.1	0.5	0.1	4.8	0.9%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0	0.7	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.9%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0	0.0	3.5	0.4	0.0	0.3	0.0	0.0	0.2	0.0	4.3	0.8%
Sub-total, Weybridge other	14.1	1.6	17.4	3.6	0.7	0.5	0.9	2.8	1.4	0.8	43.9	8.1%
Walton-on-Thames town centre stores (zone 4)												
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0	5.6	3.3	16.3	1.4	0.2	0.3	2.3	0.2	0.0	29.6	5.4%
Aldi, Church Street, Walton on Thames	2.2	0.5	2.4	6.4	1.9	0.0	0.2	1.9	0.4	0.0	15.9	2.9%
Waitrose, Hepworth Way, Walton on Thames	0.0	1.0	0.0	3.7	0.0	0.0	0.0	0.2	0.0	0.0	4.9	0.9%
Sub-total, Walton-on-Thames town centre	2.2	7.0	5.8	26.5	3.3	0.2	0.5	4.3	0.6	0.0	50.4	9.3%
Walton-on-Thames other stores (zone 4)												
Tesco Express, Hershams Road, Walton-on-Thames	1.8	0.0	0.0	3.9	0.4	0.0	0.1	0.5	0.0	0.0	6.7	1.2%
Sub-total, Walton-on-Thames other	1.8	0.0	0.0	3.9	0.4	0.0	0.1	0.5	0.0	0.0	6.7	1.2%
East Molesey district centre stores (zone 5)												
Tesco Metro, Walton Road, East Molesey	0.0	0.0	0.0	0.1	8.4	1.7	2.1	0.5	0.0	0.0	12.8	2.4%
Other stores, East Molesey district centre	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.0	0.0	0.7	0.1%
Sub-total, East Molesey district centre	0.0	0.0	0.0	0.1	8.8	1.9	2.1	0.5	0.0	0.0	13.5	2.5%
Molesey, other stores (zone 5)												
Tesco, Hurst Road, West Molesey	0.0	0.0	0.0	5.4	17.1	0.9	2.7	0.6	0.0	0.0	26.7	4.9%
Sainsbury's Local, Walton Road, West Molesey	1.2	0.2	0.1	0.2	4.6	0.0	0.1	1.7	0.0	0.0	8.1	1.5%
Sub-total, Molesey other	1.2	0.2	0.1	5.6	21.7	0.9	2.9	2.3	0.0	0.0	34.8	6.4%
Esher district centre stores (zone 7)												
Waitrose, High Street, Esher	0.0	0.0	0.0	0.0	1.9	11.5	12.2	0.1	0.1	0.0	25.7	4.7%
Sub-total, Esher district centre	0.0	0.0	0.0	0.0	1.9	11.5	12.2	0.1	0.1	0.0	25.7	4.7%
Hershams district centre stores (zone 8)												
Waitrose, Hershams Centre, Hershams	0.4	0.0	2.2	4.1	1.7	0.0	0.5	13.5	0.0	0.0	22.4	4.1%
Sub-total, Hershams district centre	0.4	0.0	2.2	4.1	1.7	0.0	0.5	13.5	0.0	0.0	22.4	4.1%
Cobham district centre stores (zone 9)												
Waitrose, Between Streets, Cobham	0.0	0.3	0.4	0.0	0.0	0.0	0.2	0.0	18.4	0.8	20.2	3.7%
Sainsbury's Local, High Street, Cobham	1.3	0.0	0.7	0.4	0.1	0.9	0.9	0.9	4.7	0.0	9.8	1.8%
Sub-total, Cobham district centre	1.3	0.3	1.1	0.4	0.1	0.9	1.1	0.9	23.1	0.8	30.0	5.5%
Cobham other stores (zone 9)												
Sainsbury's, Bridge Way, Cobham	0.4	0.0	0.6	0.4	0.4	5.5	2.2	0.3	14.3	1.0	25.0	4.6%
Sub-total, Cobham other	0.4	0.0	0.6	0.4	0.4	5.5	2.2	0.3	14.3	1.0	25.0	4.6%
Other locations												
Co-Operative, Hare Lane, Claygate	0.0	0.0	0.0	0.0	0.0	10.8	1.2	0.0	0.0	0.0	12.0	2.2%
Budgens, Manor Road North, Hinchley Wood	0.0	0.0	0.0	0.2	0.0	1.8	0.9	0.0	0.0	0.0	2.8	0.5%
Sub-total, other locations	0.0	0.0	0.0	0.2	0.0	12.6	2.1	0.0	0.0	0.0	14.9	2.7%
Total for main stores & centres in Elmbridge (A)	26.0	10.5	52.1	49.8	40.1	33.9	24.7	27.2	39.6	2.7	306.5	56.3%
Convenience goods floorspace outside Elmbridge												
Other stores in survey area												
Tesco Extra, Station Road, Addlestone (zone 1)	32.0	0.8	1.2	0.5	0.0	0.0	0.0	0.2	0.0	0.0	34.8	6.4%
Sainsbury's, Guildford Street, Chertsey (zone 1)	15.7	1.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.4	3.2%
Waitrose, Station Approach, West Byfleet (zone 1)	11.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.9	12.2	2.2%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	0.9	30.3	0.0	0.8	0.2	2.5	0.0	0.0	0.0	0.0	34.7	6.4%
Budgens, High Street, Shepperton (zone 2)	0.9	12.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	13.3	2.4%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.3	4.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.7	1.1%
Sub-total, other stores in survey area (B)	61.8	49.1	1.7	1.5	0.2	2.5	0.0	0.3	0.1	0.9	118.1	21.7%
Stores outside survey area												
Waitrose, Claremont Road, Surbiton	0.0	0.0	0.0	0.0	0.1	11.2	0.4	0.0	0.0	0.0	11.7	2.1%
Asda, Forsyth Road, Sheerwater, Woking	6.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3	7.4	1.4%
Waitrose, Oldfield Road, Hampton	0.0	4.7	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	5.0	0.9%
Morrisons, Goldsworth Road, Woking	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.9	0.9%
Tesco, Oxshott Road, Leatherhead	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	3.5	0.0	4.3	0.8%
Sainsbury's, Victoria Road, Surbiton	0.0	0.0	0.0	0.0	0.0	3.3	0.8	0.0	0.0	0.0	4.1	0.8%
All other foodstores outside survey area	3.7	9.0	0.1	1.0	3.6	10.9	1.5	0.3	1.4	4.7	36.3	6.7%
Sub-total, stores outside survey area (C)	14.7	13.7	0.4	1.0	3.7	26.4	2.8	0.3	5.0	5.7	73.7	13.5%
Total for stores outside survey area (B+C)	76.5	62.8	2.1	2.4	3.8	28.9	2.8	0.6	5.1	6.6	191.8	35.3%
Local convenience goods												
Local / other shops in survey area (D)	24.2	10.4	0.2	2.8	1.3	3.4	0.8	0.6	1.4	0.8	45.8	8.4%
Overall total (A+B+C+D)	126.7	83.7	54.3	55.1	45.2	66.1	28.2	28.4	46.2	10.1	544.1	100.0%

Source: Table B3, Table B4

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling (alternative population scenario)

Table B5e
Convenience Goods Allocation 2035 - Spend (£) 2013 Prices

Zone Centre/Store	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)	Total (£m)	Total (%)
Total Available Spend - 2035	130.3	86.5	55.2	55.9	45.8	66.7	28.6	28.9	47.0	10.4	555.1	100.0
Convenience goods floorspace in Elmbridge												
Weybridge district centre stores (zone 3)												
Waitrose, High Street, Weybridge	1.7	0.5	17.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	20.1	3.6%
Morrisons, Monument Hill, Weybridge	3.0	0.9	6.7	5.1	1.0	0.0	0.1	1.8	0.1	0.0	18.7	3.4%
Other stores, Weybridge district centre	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.2%
Sub-total, Weybridge district centre	4.8	1.4	25.3	5.1	1.0	0.0	0.1	2.0	0.1	0.0	39.8	7.2%
Weybridge other stores (zone 3)												
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	13.4	0.0	8.2	3.0	0.6	0.3	0.7	2.8	0.8	0.7	30.5	5.5%
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1.1	0.9	1.6	0.2	0.2	0.0	0.2	0.1	0.5	0.1	4.9	0.9%
Sainsbury's Local, Temple Market, Weybridge (zone 3)	0.0	0.7	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.9%
Tesco Express, Queens Road, Weybridge (zone 3)	0.0	0.0	3.5	0.4	0.0	0.3	0.0	0.0	0.2	0.0	4.4	0.8%
Sub-total, Weybridge other	14.5	1.6	17.7	3.7	0.7	0.6	0.9	2.8	1.4	0.8	44.8	8.1%
Walton-on-Thames town centre stores (zone 4)												
Sainsbury's, New Zealand Avenue, Walton on Thames	0.0	5.7	3.4	16.6	1.5	0.2	0.3	2.4	0.2	0.0	30.2	5.4%
Aldi, Church Street, Walton on Thames	2.3	0.5	2.5	6.5	1.9	0.0	0.2	1.9	0.4	0.0	16.2	2.9%
Waitrose, Hepworth Way, Walton on Thames	0.0	1.1	0.0	3.8	0.0	0.0	0.0	0.2	0.0	0.0	5.0	0.9%
Sub-total, Walton-on-Thames town centre	2.3	7.3	5.9	26.9	3.3	0.2	0.5	4.4	0.6	0.0	51.3	9.2%
Walton-on-Thames other stores (zone 4)												
Tesco Express, Hershams Road, Walton-on-Thames	1.8	0.0	0.0	3.9	0.5	0.0	0.1	0.5	0.0	0.0	6.8	1.2%
Sub-total, Walton-on-Thames other	1.8	0.0	0.0	3.9	0.5	0.0	0.1	0.5	0.0	0.0	6.8	1.2%
East Molesey district centre stores (zone 5)												
Tesco Metro, Walton Road, East Molesey	0.0	0.0	0.0	0.1	8.5	1.7	2.1	0.5	0.0	0.0	13.0	2.3%
Other stores, East Molesey district centre	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0	0.0	0.0	0.7	0.1%
Sub-total, East Molesey district centre	0.0	0.0	0.0	0.1	8.9	1.9	2.2	0.5	0.0	0.0	13.6	2.5%
Molesey, other stores (zone 5)												
Tesco, Hurst Road, West Molesey	0.0	0.0	0.0	5.5	17.3	0.9	2.8	0.7	0.0	0.0	27.1	4.9%
Sainsbury's Local, Walton Road, West Molesey	1.2	0.2	0.1	0.2	4.7	0.0	0.1	1.7	0.0	0.0	8.2	1.5%
Sub-total, Molesey other	1.2	0.2	0.1	5.7	22.0	0.9	2.9	2.3	0.0	0.0	35.3	6.4%
Esher district centre stores (zone 7)												
Waitrose, High Street, Esher	0.0	0.0	0.0	0.0	1.9	11.6	12.3	0.1	0.1	0.0	26.0	4.7%
Sub-total, Esher district centre	0.0	0.0	0.0	0.0	1.9	11.6	12.3	0.1	0.1	0.0	26.0	4.7%
Hershams district centre stores (zone 8)												
Waitrose, Hershams Centre, Hershams	0.4	0.0	2.2	4.1	1.8	0.0	0.6	13.7	0.0	0.0	22.8	4.1%
Sub-total, Hershams district centre	0.4	0.0	2.2	4.1	1.8	0.0	0.6	13.7	0.0	0.0	22.8	4.1%
Cobham district centre stores (zone 9)												
Waitrose, Between Streets, Cobham	0.0	0.3	0.4	0.0	0.0	0.0	0.2	0.0	18.8	0.8	20.5	3.7%
Sainsbury's Local, High Street, Cobham	1.3	0.0	0.7	0.5	0.1	0.9	0.9	0.9	4.7	0.0	10.0	1.8%
Sub-total, Cobham district centre	1.3	0.3	1.1	0.5	0.1	0.9	1.1	0.9	23.5	0.9	30.5	5.5%
Cobham other stores (zone 9)												
Sainsbury's, Bridge Way, Cobham	0.4	0.0	0.7	0.4	0.4	5.5	2.2	0.3	14.5	1.0	25.4	4.6%
Sub-total, Cobham other	0.4	0.0	0.7	0.4	0.4	5.5	2.2	0.3	14.5	1.0	25.4	4.6%
Other locations												
Co-Operative, Hare Lane, Claygate	0.0	0.0	0.0	0.0	0.0	10.9	1.2	0.0	0.0	0.0	12.1	2.2%
Budgens, Manor Road North, Hinchley Wood	0.0	0.0	0.0	0.2	0.0	1.8	0.9	0.0	0.0	0.0	2.8	0.5%
Sub-total, other locations	0.0	0.0	0.0	0.2	0.0	12.7	2.1	0.0	0.0	0.0	15.0	2.7%
Total for main stores & centres in Elmbridge (A)	26.7	10.8	52.9	50.6	40.6	34.1	25.0	27.6	40.3	2.8	311.4	56.1%
Convenience goods floorspace outside Elmbridge												
Other stores in survey area												
Tesco Extra, Station Road, Addlestone (zone 1)	32.9	0.8	1.3	0.5	0.0	0.0	0.0	0.2	0.0	0.0	35.7	6.4%
Sainsbury's, Guildford Street, Chertsey (zone 1)	16.1	1.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.9	3.2%
Waitrose, Station Approach, West Byfleet (zone 1)	11.4	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.9	12.6	2.3%
Tesco Extra, Escot Road, Sunbury-on-Thames (zone 2)	1.0	31.3	0.0	0.8	0.0	2.6	0.0	0.0	0.0	0.0	35.8	6.5%
Budgens, High Street, Shepperton (zone 2)	0.9	12.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	13.7	2.5%
Marks & Spencer, Staines Road West, Sunbury-on-Thames (zone 2)	1.3	4.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.9	1.1%
Sub-total, other stores in survey area (B)	63.6	50.8	1.7	1.5	0.2	2.6	0.0	0.3	0.1	0.9	121.6	21.9%
Stores outside survey area												
Waitrose, Claremont Road, Surbiton	0.0	0.0	0.0	0.0	0.1	11.3	0.4	0.0	0.0	0.0	11.8	2.1%
Asda, Forsyth Road, Sheerwater, Woking	6.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3	7.6	1.4%
Waitrose, Oldfield Road, Hampton	0.0	4.9	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	5.1	0.9%
Morrisons, Goldsworth Road, Woking	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	5.0	0.9%
Tesco, Oxshott Road, Leatherhead	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	3.6	0.0	4.3	0.8%
Sainsbury's, Victoria Road, Surbiton	0.0	0.0	0.0	0.0	0.0	3.3	0.8	0.0	0.0	0.0	4.1	0.7%
All other foodstores outside survey area	3.8	9.3	0.1	1.0	3.6	10.9	1.6	0.3	1.5	4.9	37.0	6.7%
Sub-total, stores outside survey area (C)	15.1	14.2	0.4	1.0	3.7	26.6	2.8	0.3	5.1	5.8	75.1	13.5%
Total for stores outside survey area (B+C)	78.7	64.9	2.1	2.5	3.9	29.1	2.8	0.6	5.2	6.8	196.7	35.4%
Local convenience goods												
Local / other shops in survey area (D)	24.9	10.7	0.2	2.9	1.3	3.4	0.8	0.6	1.5	0.8	47.0	8.5%
Overall total (A+B+C+D)	130.3	86.5	55.2	55.9	45.8	66.7	28.6	28.9	47.0	10.4	555.1	100.0%

Source: Table B3, Table B4

Elmbridge Borough Council
Retail Assessment 2015
Convenience Capacity Modelling (alternative population scenario)

Table B6: Existing Comparison Goods Floorspace in Elmbridge

	Total net floorspace (sqm)	Net Conv Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sqm net)	Average Turnover 2015 (£m)	Actual Turnover 2015 (£m) (Table 5a)	Inflow (%)	Inflow (£m)	Actual T/over including inflow (£m)	Difference from Avg Turnover 2015 (£m)
Weybridge district centre stores (zone 3)										
Waitrose, High Street, Weybridge	1,228	82%	1,010	12,385	12.5	18.8	10%	2.1	20.9	8.4
Morrisons, Monument Hill, Weybridge	3,716	75%	2,787	12,677	35.3	17.4	10%	1.9	19.4	-15.9
Other stores, Weybridge district centre	1,666	100%	1,666	2,500	4.2	1.0	5%	0.1	1.0	-3.1
Sub-total, Weybridge district centre	6,610	-	5,462	9,520	52.0	37.3	-	4.1	41.3	-10.7
Weybridge other stores (zone 3)										
Tesco Extra, Brooklands Centre, Weybridge (zone 3)	6,776	53%	3,567	11,456	40.9	27.9	30%	11.9	39.8	-1.1
Marks & Spencer, Brooklands Centre, Weybridge (zone 3) (food hall)	1,068	95%	1,019	10,963	11.2	4.4	30%	1.9	6.3	-4.8
Sainsbury's Local, Temple Market, Weybridge (zone 3)	379	95%	360	12,010	4.3	4.7	0%	0.0	4.7	0.4
Tesco Express, Queens Road, Weybridge (zone 3)	179	95%	170	11,456	2.0	4.2	0%	0.0	4.2	2.2
Sub-total, Weybridge other	8,402	-	5,117	11,397	58.3	41.2	-	13.8	55.0	-3.3
Walton-on-Thames town centre stores (zone 4)										
Sainsbury's, New Zealand Avenue, Walton on Thames	3,716	70%	2,601	12,010	31.2	28.1	10%	3.1	31.2	0.0
Aldi, Church Street, Walton on Thames	1,488	80%	1,190	9,568	11.4	15.1	5%	0.8	15.9	4.5
Waitrose, Hepworth Way, Walton on Thames	960	90%	864	12,385	10.7	4.7	5%	0.2	4.9	-5.8
Sub-total, Walton-on-Thames town centre	6,164	-	4,656	11,456	53.3	47.9	-	4.2	52.1	-1.3
Walton-on-Thames other stores (zone 4)										
Tesco Express, Hershams Road, Walton-on-Thames	371	95%	352	11,456	4.0	6.3	0%	0.0	6.3	2.3
Sub-total, Walton-on-Thames other	371	-	352	11,456	4.0	6.3	-	0.0	6.3	2.3
East Moseley district centre stores (zone 5)										
Tesco Metro, Walton Road, East Moseley	542	85%	461	11,456	5.3	12.4	5%	0.7	13.1	7.8
Other stores, East Moseley district centre	923	100%	923	2,500	2.3	0.6	0%	0.0	0.6	-1.7
Sub-total, East Moseley district centre	1,465	-	1,384	5,482	7.6	13.1	-	0.7	13.7	6.1
Moseley, other stores (zone 5)										
Tesco, Hurst Road, West Moseley	1,457	76%	1,103	11,456	12.6	25.9	10%	2.9	28.7	16.1
Sainsbury's Local, Walton Road, West Moseley	227	95%	216	12,010	2.6	7.7	0%	0.0	7.7	5.1
Sub-total, Moseley other	1,684	-	1,319	11,547	15.2	33.6	-	2.9	36.4	21.2
Esher district centre stores (zone 7)										
Waitrose, High Street, Esher	1,354	82%	1,113	12,385	13.8	25.1	10%	2.8	27.9	14.1
Sub-total, Esher district centre	1,354	-	1,113	12,385	13.8	25.1	-	2.8	27.9	14.1
Hershams district centre stores (zone 8)										
Waitrose, Hershams Centre, Hershams	1,743	82%	1,433	12,385	17.7	21.5	5%	1.1	22.7	4.9
Sub-total, Hershams district centre	1,743	-	1,433	12,385	17.7	21.5	-	1.1	22.7	4.9
Cobham district centre stores (zone 9)										
Waitrose, Between Streets, Cobham	2,000	82%	1,644	12,385	20.4	19.3	10%	2.1	21.4	1.1
Sainsbury's Local, High Street, Cobham	350	95%	333	12,010	4.0	9.4	0%	0.0	9.4	5.4
Sub-total, Cobham district centre	2,350	-	1,976	12,322	24.4	28.7	-	2.1	30.8	6.5
Cobham other stores (zone 9)										
Sainsbury's, Bridge Way, Cobham	5,793	65%	3,765	12,010	45.2	24.1	35%	13.0	37.0	-8.2
Sub-total, Cobham other	5,793	-	3,765	12,010	45.2	24.1	-	13.0	37.0	-8.2
Other locations										
Co-Operative, Hare Lane, Claygate	245	95%	232	7,713	1.8	11.8	0%	0.0	11.8	10.0
Budgens, Manor Road North, Hinchley Wood	227	95%	216	7,713	1.7	2.8	0%	0.0	2.8	-1.1
Sub-total, other locations	472	-	448	7,713	3.5	14.6	-	0.0	14.6	11.1

Elmbridge Borough Council
 Retail Assessment 2015
 Convenience Capacity Modelling (alternative population scenario)

Table B7
 Convenience goods floorspace commitments

Proposed development	Net Convenience Floorspace (sq.m)	Company Average Sales (£/sq.m net)	Average turnover 2015 (£m)	Average turnover 2020 (£m)
Lidl, Molesey Road, Hersham	1,126	-	2.4	0.0
Total	1,126	-	2.4	0.0

Source: Elmbridge Borough Council / planning application documents

Elmbridge Borough Council
 Retail Assessment 2015
 Convenience Capacity Modelling (alternative population scenario)

Table B8
 Borough-wide convenience goods capacity forecasts

	CONVENIENCE GOODS				
	2015	2020	2025	2030	2035
Residents Spending in Elmbridge Borough (£m)	293.3	296.9	301.3	306.5	311.4
Existing Shop Floorspace within Elmbridge Borough (sq.m net)	27,025	27,025	27,025	27,025	27,025
Sales per sq.m net £	10,851	10,918	10,940	10,962	10,984
Sales from existing floorspace (£m)	293.3	295.1	295.6	296.2	296.8
Sales from committed floorspace (£m)	2.4	2.4	2.4	2.4	2.4
Residual spending to support new convenience goods floorspace (£m)	290.8	-0.6	3.2	7.8	12.1
Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,024	12,048	12,072	12,096
Capacity for new floorspace (sq.m net)	0	-48	266	643	1,001
Capacity for new floorspace (sq.m net, rounded)	0	0	300	600	1,000