

*Excluding Internet Shopping and other Special Forms of Trading*

|   |                                      | Zone 1             | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | TOTAL STUDY AREA | LOCAL AUTHORITY AREA |
|---|--------------------------------------|--------------------|--------|--------|--------|--------|--------|--------|--------|--------|------------------|----------------------|
|   |                                      | %                  | %      | %      | %      | %      | %      | %      | %      | %      |                  | Zones 1-2            |
| OXFORD CITY CENTRE  |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
|   | RAILWAY STATION                      | MARKS & SPENCER    | 0.2%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.5%   | 0.2%   | 0.0%   | 0.1%             | 0.1%                 |
|   | QUEEN STREET                         | MARKS & SPENCER    | 2.6%   | 2.9%   | 1.9%   | 0.2%   | 0.0%   | 0.0%   | 0.3%   | 0.2%   | 0.9%             | 2.7%                 |
|   | MAGDALEN STREET                      | SAINSBURYS LOCAL   | 0.4%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.7%   | 1.1%   | 0.3%             | 0.2%                 |
|   | MAGDALEN STREET                      | TESCO METRO        | 2.7%   | 0.4%   | 0.6%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.5%   | 0.5%             | 1.7%                 |
|   | WESTGATE CENTRE                      | SAINSBURYS         | 2.0%   | 1.5%   | 0.0%   | 0.5%   | 0.0%   | 0.0%   | 0.0%   | 2.1%   | 0.7%             | 1.8%                 |
|   | SPEEDWELL STREET                     | TESCO EXPRESS      | 0.0%   | 0.3%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%             | 0.2%                 |
|   | MARKET STREET                        | COVERED MARKET     | 0.9%   | 1.9%   | 0.2%   | 0.5%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.4%             | 1.4%                 |
|   | OTHER LOCAL SHOPS IN THE CITY CENTRE |                    | 1.2%   | 3.8%   | 0.4%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.5%   | 0.7%             | 2.4%                 |
|   | SUB TOTAL:                           |                    | 10.0%  | 10.9%  | 3.0%   | 1.2%   | 0.0%   | 0.5%   | 1.2%   | 4.4%   | 3.7%             | 10.4%                |
| DISTRICT CENTRES  |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
|   | COWLEY CENTRE                        | PRIMARY DISTRICT   | 1.3%   | 7.1%   | 0.7%   | 1.5%   | 0.0%   | 0.0%   | 2.9%   | 0.3%   | 1.8%             | 3.8%                 |
|   | SUMMERTOWN                           | SECONDARY DISTRICT | 14.3%  | 1.2%   | 1.7%   | 1.3%   | 0.8%   | 0.4%   | 0.4%   | 0.0%   | 2.7%             | 8.6%                 |
|   | HEADINGTON                           | SECONDARY DISTRICT | 24.5%  | 1.4%   | 0.9%   | 1.3%   | 0.0%   | 0.6%   | 0.0%   | 0.7%   | 0.2%             | 14.5%                |
|   | COWLEY ROAD                          |                    | 4.0%   | 9.8%   | 3.7%   | 4.9%   | 0.0%   | 0.0%   | 0.5%   | 1.0%   | 0.2%             | 6.5%                 |
|   | BLACKBIRD LEYS                       | SECONDARY DISTRICT | 0.0%   | 2.5%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.3%             | 1.1%                 |
|   | SUB TOTAL:                           |                    | 44.2%  | 21.9%  | 7.0%   | 8.9%   | 0.8%   | 1.0%   | 0.5%   | 5.0%   | 0.7%             | 34.5%                |
| OTHER LOCAL & NEIGHBOURHOOD CENTRES/ STORES WITHIN CITY COUNCIL AREA  |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
|   | ABINGDON ROAD                        | NISA LOCAL         | 0.0%   | 0.1%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%             | 0.1%                 |
|   | ABINGDON ROAD                        | TESCO EXPRESS      | 0.5%   | 0.5%   | 8.8%   | 0.0%   | 0.9%   | 0.0%   | 5.7%   | 1.8%   | 2.0%             | 0.5%                 |
|   | ALBERT STREET                        | AUJ JERICHO        | 0.3%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%             | 0.2%                 |
|   | CHERWELL DRIVE                       | CO-OP              | 0.0%   | 0.4%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.1%             | 0.2%                 |
|   | IFLEY ROAD                           | CO-OP              | 0.0%   | 1.7%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.2%             | 0.8%                 |
|   | OLD MARSTON ROAD                     | CO-OP              | 0.0%   | 0.4%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%             | 0.2%                 |
|   | ROSE HILL                            | CO-OP              | 0.2%   | 2.8%   | 0.0%   | 0.5%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.4%             | 1.3%                 |
|   | WALTON STREET                        | CO-OP              | 1.5%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.2%             | 0.9%                 |
|   | WALTON STREET                        | LONDIS             | 0.2%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%             | 0.1%                 |
|   | SUB TOTAL:                           |                    | 2.6%   | 5.9%   | 8.8%   | 0.5%   | 0.9%   | 0.0%   | 5.7%   | 1.8%   | 3.0%             | 4.0%                 |
| MAJOR OUT-OF-CENTRE STORES  |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
|   | OXFORD RETAIL PARK                   | TESCO SUPERSTORE   | 1.6%   | 19.6%  | 2.9%   | 17.1%  | 0.6%   | 0.4%   | 0.6%   | 1.5%   | 3.5%             | 9.4%                 |
|   | BOTLEY ROAD                          | ALDI               | 4.4%   | 2.7%   | 14.2%  | 1.6%   | 0.3%   | 0.2%   | 0.7%   | 1.0%   | 1.8%             | 3.6%                 |
|   | BOTLEY ROAD                          | WAITROSE           | 4.7%   | 2.0%   | 11.7%  | 1.2%   | 0.0%   | 0.7%   | 0.0%   | 0.0%   | 1.5%             | 3.5%                 |
|   | HEYFORD HILL                         | SAINSBURYS         | 8.3%   | 23.4%  | 9.6%   | 6.1%   | 0.6%   | 0.0%   | 1.2%   | 5.1%   | 0.5%             | 14.9%                |
|   | PEARTREE                             | WAITROSE           | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.3%   | 0.0%             | 0.0%                 |
|   | WATLINGTON ROAD                      | LIDL               | 1.8%   | 5.0%   | 0.6%   | 3.2%   | 0.3%   | 0.0%   | 1.1%   | 0.0%   | 1.3%             | 3.2%                 |
|   | SUB TOTAL:                           |                    | 20.7%  | 52.7%  | 39.0%  | 29.1%  | 1.8%   | 1.3%   | 1.2%   | 7.4%   | 3.3%             | 34.7%                |
| ALL STORES IN OXFORD CITY COUNCIL AREA:                               |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
| 77.4% 91.5% 57.8% 39.7% 3.5% 2.4% 2.1% 19.3% 10.2% 32.2%              |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
| 83.5%   |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                                |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
|   | ABINGDON                             |                    | 0.0%   | 0.4%   | 13.8%  | 0.4%   | 0.2%   | 0.1%   | 0.0%   | 16.4%  | 4.2%             | 0.2%                 |
|   | AYLESBURY                            |                    | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.3%   | 6.6%   | 0.0%   | 0.0%             | 0.7%                 |
|   | BICESTER                             |                    | 0.2%   | 0.4%   | 0.2%   | 0.0%   | 0.0%   | 65.8%  | 5.2%   | 0.0%   | 0.0%             | 0.3%                 |
|   | BRACKLEY                             |                    | 0.3%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.9%   | 0.0%   | 0.0%   | 0.0%             | 0.2%                 |
|   | BOTLEY                               |                    | 0.6%   | 0.0%   | 9.7%   | 0.0%   | 0.0%   | 0.0%   | 0.1%   | 0.5%   | 0.4%             | 0.4%                 |
|   | BUCKINGHAM                           |                    | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.3%   | 0.4%   | 0.0%   | 0.0%             | 0.1%                 |
|   | CARTERTON                            |                    | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 8.7%   | 0.0%   | 0.0%   | 0.0%   | 0.9%             | 0.0%                 |
|   | CHINNOR                              |                    | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 7.4%   | 0.0%   | 0.0%             | 0.7%                 |
|   | CHIPPING NORTON                      |                    | 0.0%   | 0.0%   | 1.9%   | 0.0%   | 0.0%   | 0.3%   | 0.0%   | 0.0%   | 0.5%             | 0.1%                 |
|   | CROUGHTON                            |                    | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.2%   | 0.0%   | 0.0%   | 0.0%   | 0.0%             | 0.0%                 |
|   | DIDCOT                               |                    | 0.0%   | 0.0%   | 1.3%   | 0.0%   | 0.0%   | 0.1%   | 1.0%   | 44.8%  | 9.1%             | 11.2%                |
|   | KIDINGTON                            |                    | 14.3%  | 0.1%   | 1.5%   | 0.4%   | 0.8%   | 17.1%  | 0.2%   | 0.2%   | 1.6%             | 5.3%                 |
|   | LONG HARBOROUGH                      |                    | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.5%   | 0.0%   | 0.0%   | 0.0%   | 0.1%             | 0.0%                 |
|   | THAME                                |                    | 0.0%   | 0.0%   | 0.0%   | 3.3%   | 0.0%   | 1.1%   | 40.7%  | 0.0%   | 1.0%             | 4.0%                 |
|   | WALLINGFORD                          |                    | 0.0%   | 0.2%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 3.8%   | 0.0%   | 0.9%             | 0.1%                 |
|   | WANTAGE                              |                    | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.2%   | 0.0%   | 1.0%   | 56.3%  | 4.7%             | 0.0%                 |
|   | WHEATLEY                             |                    | 2.0%   | 1.7%   | 0.3%   | 51.2%  | 0.0%   | 0.6%   | 11.2%  | 0.9%   | 0.0%             | 3.2%                 |
|   | WITNEY                               |                    | 0.6%   | 0.0%   | 0.0%   | 0.0%   | 67.9%  | 0.9%   | 0.0%   | 0.7%   | 1.6%             | 7.6%                 |
|   | WOOTTON                              |                    | 0.0%   | 0.0%   | 6.9%   | 0.3%   | 0.2%   | 0.0%   | 0.0%   | 0.0%   | 0.0%             | 0.3%                 |
|   | ALL OTHER CENTRES / STORES:          |                    | 4.5%   | 5.7%   | 6.6%   | 4.6%   | 18.0%  | 11.1%  | 25.2%  | 12.9%  | 15.0%            | 11.8%                |
| 16.5%   |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
| ALL OTHER CENTRES / STORES:   |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
| 22.6% 8.5% 42.2% 60.3% 96.5% 97.6% 97.9% 80.7% 89.8% 67.8%            |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
| 100.0%  |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
| TOTAL   |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
| 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |
| 100.0%  |                                      |                    |        |        |        |        |        |        |        |        |                  |                      |

|   |                                      | Zone 1         | Zone 2         | Zone 3        | Zone 4        | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9        | TOTAL<br>STUDY AREA | LOCAL AUTHORITY<br>AREA |
|---|--------------------------------------|----------------|----------------|---------------|---------------|----------------|----------------|----------------|----------------|---------------|---------------------|-------------------------|
|   |                                      | £178.6         | £133.0         | £39.8         | £27.6         | £116.4         | £187.0         | £110.1         | £273.4         | £91.5         | £1,157.4            | £111.6                  |
|   |                                      | %              | %              | %             | %             | %              | %              | %              | %              | %             |                     | Zones 1-2               |
| <b>OXFORD CITY CENTRE</b>   |                                      |                |                |               |               |                |                |                |                |               |                     |                         |
|   | RAILWAY STATION                      | £0.28          | £0.00          | £0.00         | £0.00         | £0.00          | £0.00          | £0.53          | £0.62          | £0.00         | £1.43               | £0.28                   |
|   | QUEEN STREET                         | £4.62          | £3.83          | £0.74         | £0.06         | £0.00          | £0.00          | £0.00          | £0.88          | £0.20         | £10.34              | £8.45                   |
|   | MAGDALEN STREET                      | £0.72          | £0.00          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £1.85          | £1.03         | £3.61               | £0.72                   |
|   | MAGDALEN STREET                      | £4.90          | £0.49          | £0.23         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.46         | £6.07               | £5.38                   |
|   | WESTGATE CENTRE                      | £3.49          | £2.03          | £0.00         | £0.14         | £0.00          | £0.00          | £0.00          | £0.00          | £1.90         | £7.57               | £5.53                   |
|   | SPEEDWELL STREET                     | £0.00          | £0.46          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £0.46               | £0.46                   |
|   | MARKET STREET                        | £1.64          | £2.59          | £0.07         | £0.12         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £4.42               | £4.22                   |
|   | OTHER LOCAL SHOPS IN THE CITY CENTRE | £2.15          | £5.12          | £0.14         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.43         | £7.84               | £7.26                   |
|   | <b>SUB TOTAL:</b>                    | <b>£17.80</b>  | <b>£14.51</b>  | <b>£1.19</b>  | <b>£0.33</b>  | <b>£0.00</b>   | <b>£0.00</b>   | <b>£0.53</b>   | <b>£3.35</b>   | <b>£4.03</b>  | <b>£41.74</b>       | <b>£32.31</b>           |
| <b>DISTRICT CENTRES</b>   |                                      |                |                |               |               |                |                |                |                |               |                     |                         |
|   | COWLEY CENTRE                        | £2.28          | £9.41          | £0.28         | £0.42         | £0.00          | £0.00          | £0.00          | £8.03          | £0.23         | £20.65              | £11.69                  |
|   | SUMMERTOWN                           | £25.53         | £1.56          | £0.68         | £0.35         | £0.88          | £0.82          | £0.00          | £1.00          | £0.00         | £30.80              | £27.08                  |
|   | HEADINGTON                           | £43.85         | £1.87          | £0.38         | £0.36         | £0.00          | £1.12          | £0.00          | £1.86          | £0.21         | £49.65              | £45.72                  |
|   | COWLEY ROAD                          | £7.23          | £12.97         | £1.47         | £1.34         | £0.00          | £0.00          | £0.50          | £2.75          | £0.19         | £26.44              | £20.20                  |
|   | BLACKBIRD LEYS                       | £0.00          | £3.31          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £3.31               | £3.31                   |
|   | <b>SUB TOTAL:</b>                    | <b>£78.89</b>  | <b>£29.12</b>  | <b>£2.80</b>  | <b>£2.47</b>  | <b>£0.88</b>   | <b>£1.94</b>   | <b>£0.50</b>   | <b>£13.64</b>  | <b>£0.62</b>  | <b>£130.86</b>      | <b>£108.01</b>          |
| <b>OTHER LOCAL &amp; NEIGHBOURHOOD CENTRES/ STORES WITHIN CITY COUNCIL AREA</b> |                                      |                |                |               |               |                |                |                |                |               |                     |                         |
|   | ABINGDON ROAD                        | £0.00          | £0.20          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £0.20               | £0.20                   |
|   | ABINGDON ROAD                        | £0.84          | £0.62          | £3.52         | £0.00         | £1.06          | £0.00          | £0.00          | £15.56         | £1.61         | £23.21              | £1.46                   |
|   | ALBERT STREET                        | £0.49          | £0.00          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £0.49               | £0.49                   |
|   | CHERWELL DRIVE                       | £0.00          | £0.56          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £0.56               | £0.56                   |
|   | IFLEY ROAD                           | £0.00          | £2.30          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £2.30               | £2.30                   |
|   | OLD MARSTON ROAD                     | £0.00          | £0.47          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £0.47               | £0.47                   |
|   | ROSE HILL                            | £0.27          | £3.73          | £0.00         | £0.13         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £4.14               | £4.01                   |
|   | WALTON STREET                        | £2.71          | £0.00          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £2.71               | £2.71                   |
|   | WALTON STREET                        | £0.28          | £0.00          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.00         | £0.28               | £0.28                   |
|   | <b>SUB TOTAL:</b>                    | <b>£4.60</b>   | <b>£7.88</b>   | <b>£3.52</b>  | <b>£0.13</b>  | <b>£1.06</b>   | <b>£0.00</b>   | <b>£0.00</b>   | <b>£15.56</b>  | <b>£1.61</b>  | <b>£34.36</b>       | <b>£12.48</b>           |
| <b>MAJOR OUT-OF-CENTRE STORES</b>   |                                      |                |                |               |               |                |                |                |                |               |                     |                         |
|   | OXFORD RETAIL PARK                   | £2.92          | £26.02         | £1.15         | £4.71         | £0.69          | £0.76          | £0.00          | £1.50          | £1.41         | £39.17              | £28.94                  |
|   | BOTLEY ROAD                          | £7.78          | £3.63          | £5.66         | £0.44         | £0.35          | £0.44          | £0.00          | £1.85          | £0.94         | £21.10              | £11.42                  |
|   | BOTLEY ROAD                          | £8.34          | £2.64          | £4.65         | £0.32         | £0.00          | £1.28          | £0.00          | £0.00          | £0.00         | £17.24              | £10.98                  |
|   | HEYFORD HILL                         | £14.81         | £31.17         | £3.83         | £1.67         | £0.66          | £0.00          | £1.27          | £14.00         | £0.47         | £67.88              | £45.98                  |
|   | PEARTREE                             | £0.00          | £0.00          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £0.00          | £0.23         | £0.23               | £0.00                   |
|   | WATLINGTON ROAD                      | £3.14          | £6.67          | £0.22         | £0.89         | £0.39          | £0.00          | £0.00          | £2.89          | £0.00         | £14.20              | £9.80                   |
|   | <b>SUB TOTAL:</b>                    | <b>£37.00</b>  | <b>£70.13</b>  | <b>£15.52</b> | <b>£8.04</b>  | <b>£2.09</b>   | <b>£2.48</b>   | <b>£1.27</b>   | <b>£20.25</b>  | <b>£3.04</b>  | <b>£159.81</b>      | <b>£107.12</b>          |
| <b>ALL STORES IN OXFORD CITY COUNCIL AREA:</b>                                  |                                      | <b>£138.29</b> | <b>£121.64</b> | <b>£23.04</b> | <b>£10.96</b> | <b>£4.02</b>   | <b>£4.42</b>   | <b>£2.29</b>   | <b>£52.80</b>  | <b>£9.30</b>  | <b>£366.78</b>      | <b>£259.94</b>          |
| <b>OTHER STORES OUTSIDE CITY COUNCIL AREA</b>                                   |                                      |                |                |               |               |                |                |                |                |               |                     |                         |
|   | ABINGDON                             | £0.00          | £0.56          | £5.49         | £0.12         | £0.20          | £0.21          | £0.00          | £44.93         | £3.84         | £55.35              | £0.56                   |
|   | AYLESBURY                            | £0.00          | £0.00          | £0.00         | £0.00         | £0.00          | £0.56          | £7.27          | £0.00          | £0.00         | £7.83               | £0.00                   |
|   | BICESTER                             | £0.41          | £0.55          | £0.08         | £0.00         | £0.00          | £123.04        | £5.70          | £0.00          | £0.00         | £129.78             | £0.96                   |
|   | BRACKLEY                             | £0.57          | £0.00          | £0.00         | £0.00         | £0.00          | £1.67          | £0.00          | £0.00          | £0.00         | £2.24               | £0.57                   |
|   | BOTLEY                               | £1.14          | £0.00          | £3.86         | £0.00         | £0.00          | £0.00          | £0.15          | £0.00          | £0.46         | £5.60               | £1.14                   |
|   | BUCKINGHAM                           | £0.00          | £0.00          | £0.00         | £0.00         | £0.00          | £0.61          | £0.48          | £0.00          | £0.00         | £1.09               | £0.00                   |
|   | CARTERTON                            | £0.00          | £0.00          | £0.00         | £0.00         | £10.07         | £0.00          | £0.00          | £0.00          | £0.00         | £10.07              | £0.00                   |
|   | CHINNOR                              | £0.00          | £0.00          | £0.00         | £0.00         | £0.00          | £0.00          | £8.11          | £0.00          | £0.00         | £8.11               | £0.00                   |
|   | CHIPPING NORTON                      | £0.00          | £0.00          | £0.76         | £0.00         | £0.00          | £0.47          | £0.00          | £0.00          | £0.47         | £1.70               | £0.00                   |
|   | CROUGHTON                            | £0.00          | £0.00          | £0.00         | £0.00         | £0.22          | £0.00          | £0.00          | £0.00          | £0.00         | £0.22               | £0.00                   |
|   | DIDCOT                               | £0.00          | £0.00          | £0.51         | £0.00         | £0.00          | £0.22          | £1.06          | £122.53        | £8.37         | £132.70             | £0.00                   |
|   | KIDLINGTON                           | £25.59         | £0.19          | £0.59         | £0.12         | £0.89          | £32.05         | £0.23          | £0.62          | £1.44         | £61.74              | £25.78                  |
|   | LONG HARBOROUGH                      | £0.00          | £0.00          | £0.00         | £0.00         | £0.62          | £0.00          | £0.00          | £0.00          | £0.00         | £0.62               | £0.00                   |
|   | THAME                                | £0.00          | £0.00          | £0.00         | £0.91         | £0.00          | £0.22          | £44.80         | £0.00          | £0.92         | £46.84              | £0.00                   |
|   | WALLINGFORD                          | £0.00          | £0.27          | £0.00         | £0.00         | £0.00          | £0.00          | £0.00          | £10.28         | £0.00         | £10.55              | £0.27                   |
|   | WANTAGE                              | £0.00          | £0.00          | £0.00         | £0.00         | £0.20          | £0.00          | £0.00          | £2.81          | £51.51        | £54.52              | £0.00                   |
|   | WHEATLEY                             | £3.54          | £2.25          | £0.11         | £14.16        | £0.00          | £1.21          | £12.28         | £2.48          | £0.00         | £36.03              | £5.79                   |
|   | WITNEY                               | £1.12          | £0.00          | £0.00         | £0.00         | £79.07         | £1.61          | £0.00          | £1.78          | £1.47         | £85.05              | £1.12                   |
|   | WOOTTON                              | £0.00          | £0.00          | £2.75         | £0.07         | £0.20          | £0.00          | £0.00          | £0.00          | £0.00         | £3.02               | £0.00                   |
|   | ALL OTHER CENTRES / STORES:          | £7.98          | £7.53          | £2.62         | £1.28         | £20.89         | £20.66         | £27.72         | £35.20         | £13.74        | £137.62             | £15.51                  |
| <b>ALL OTHER CENTRES / STORES:</b>  |                                      | <b>£40.35</b>  | <b>£11.36</b>  | <b>£16.79</b> | <b>£16.66</b> | <b>£112.37</b> | <b>£182.53</b> | <b>£107.80</b> | <b>£220.61</b> | <b>£82.22</b> | <b>£790.67</b>      | <b>£51.71</b>           |
| <b>TOTAL</b>  |                                      | <b>£178.64</b> | <b>£133.00</b> | <b>£39.83</b> | <b>£27.63</b> | <b>£116.39</b> | <b>£186.95</b> | <b>£110.09</b> | <b>£273.41</b> | <b>£91.52</b> | <b>£1,157.45</b>    | <b>£311.64</b>          |
|   |                                      | £178.64        | £133.00        | £39.83        | £27.63        | £116.39        | £186.95        | £110.09        | £273.41        | £91.52        | £1,157.45           | £311.64                 |

*Excluding Internet Shopping and other Special Forms of Trading*

|  |                  | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | TOTAL STUDY AREA | LOCAL AUTHORITY AREA Zones 1-2 |
|--|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------------------|--------------------------------|
|  |                  | %      | %      | %      | %      | %      | %      | %      | %      | %      |                  |                                |
| OXFORD CITY CENTRE   |                  |        |        |        |        |        |        |        |        |        |                  |                                |
| RAILWAY STATION  | MARKS & SPENCER  | 20%    | 0%     | 0%     | 0%     | 0%     | 0%     | 37%    | 43%    | 0%     | 100%             | 20%                            |
| QUEEN STREET   | MARKS & SPENCER  | 45%    | 37%    | 7%     | 1%     | 0%     | 0%     | 0%     | 8%     | 2%     | 100%             | 82%                            |
| MAGDALEN STREET  | SAINSBURYS LOCAL | 20%    | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 51%    | 29%    | 100%             | 20%                            |
| MAGDALEN STREET  | TESCO METRO      | 81%    | 8%     | 4%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 89%                            |
| WESTGATE CENTRE  | SAINSBURYS       | 46%    | 27%    | 0%     | 2%     | 0%     | 0%     | 0%     | 0%     | 25%    | 100%             | 73%                            |
| SPEEDWELL STREET   | TESCO EXPRESS    | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                           |
| MARKET STREET  | COVERED MARKET   | 37%    | 58%    | 2%     | 3%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 96%                            |
| OTHER LOCAL SHOPS IN THE CITY CENTRE                                 |                  | 27%    | 65%    | 2%     | 0%     | 0%     | 0%     | 0%     | 0%     | 5%     | 100%             | 93%                            |
| SUB TOTAL - TRADE DRAW:  |                  | 43%    | 35%    | 3%     | 1%     | 0%     | 0%     | 1%     | 8%     | 10%    | 100%             | 77%                            |
| DISTRICT CENTRES   |                  |        |        |        |        |        |        |        |        |        |                  |                                |
| COWLEY CENTRE  |                  | 11%    | 46%    | 1%     | 2%     | 0%     | 0%     | 0%     | 39%    | 1%     | 100%             | 57%                            |
| SUMMERTOWN   |                  | 83%    | 5%     | 2%     | 1%     | 3%     | 3%     | 0%     | 3%     | 0%     | 100%             | 88%                            |
| HEADINGTON   |                  | 88%    | 4%     | 1%     | 1%     | 0%     | 2%     | 0%     | 4%     | 0%     | 100%             | 92%                            |
| COWLEY ROAD  |                  | 27%    | 49%    | 6%     | 5%     | 0%     | 0%     | 2%     | 10%    | 1%     | 100%             | 76%                            |
| BLACKBIRD LEYS   |                  | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                           |
| SUB TOTAL - TRADE DRAW:  |                  | 60%    | 22%    | 2%     | 2%     | 1%     | 1%     | 0%     | 10%    | 0%     | 100%             | 83%                            |
| OTHER LOCAL & NEIGHBOURHOOD CENTRES/ STORES WITHIN CITY COUNCIL AREA |                  |        |        |        |        |        |        |        |        |        |                  |                                |
| ABINGDON ROAD  | NISA LOCAL       | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                           |
| ABINGDON ROAD  | TESCO EXPRESS    | 4%     | 3%     | 45%    | 0%     | 5%     | 0%     | 0%     | 67%    | 7%     | 100%             | 6%                             |
| ALBERT STREET  | AU JERICO        | 100%   | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                           |
| CHERWELL DRIVE   | CO-OP            | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                           |
| IFLEY ROAD   | CO-OP            | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                           |
| OLD MARSTON ROAD   | CO-OP            | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                           |
| ROSE HILL  | CO-OP            | 7%     | 90%    | 0%     | 3%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 97%                            |
| WALTON STREET  | CO-OP            | 100%   | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                           |
| WALTON STREET  | LONDIS           | 100%   | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                           |
| SUB TOTAL - TRADE DRAW:  |                  | 13%    | 23%    | 10%    | 0%     | 3%     | 0%     | 0%     | 45%    | 5%     | 100%             | 36%                            |
| MAJOR OUT-OF-CENTRE STORES   |                  |        |        |        |        |        |        |        |        |        |                  |                                |
| OXFORD RETAIL PARK   | TESCO SUPERSTORE | 7%     | 66%    | 3%     | 12%    | 2%     | 2%     | 0%     | 4%     | 4%     | 100%             | 74%                            |
| BOTLEY ROAD  | ALDI             | 37%    | 17%    | 27%    | 2%     | 2%     | 2%     | 0%     | 9%     | 4%     | 100%             | 54%                            |
| BOTLEY ROAD  | WAITROSE         | 48%    | 15%    | 27%    | 2%     | 0%     | 7%     | 0%     | 0%     | 0%     | 100%             | 64%                            |
| HEYFORD HILL   | SAINSBURYS       | 22%    | 46%    | 6%     | 2%     | 1%     | 0%     | 2%     | 21%    | 1%     | 100%             | 68%                            |
| PEARTREE   | WAITROSE         | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%   | 0%               |                                |
| WATLINGTON ROAD  | LIDL             | 22%    | 47%    | 2%     | 6%     | 3%     | 0%     | 0%     | 20%    | 0%     | 100%             | 69%                            |
| SUB TOTAL - TRADE DRAW:  |                  | 23%    | 44%    | 10%    | 5%     | 1%     | 2%     | 1%     | 13%    | 2%     | 100%             | 67%                            |
| ALL STORES IN OXFORD CITY COUNCIL AREA:                              |                  | 38%    | 33%    | 6%     | 3%     | 1%     | 1%     | 1%     | 14%    | 3%     | 100%             | 71%                            |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                               |                  |        |        |        |        |        |        |        |        |        |                  |                                |
| ABINGDON   |                  | 0%     | 1%     | 10%    | 0%     | 0%     | 0%     | 81%    | 7%     |        | 100%             | 1%                             |
| AYLESBURY  |                  | 0%     | 0%     | 0%     | 0%     | 0%     | 7%     | 93%    | 0%     | 0%     | 100%             | 0%                             |
| BICESTER   |                  | 0%     | 0%     | 0%     | 0%     | 0%     | 95%    | 4%     | 0%     | 0%     | 100%             | 1%                             |
| BRACKLEY   |                  | 26%    | 0%     | 0%     | 0%     | 0%     | 74%    | 0%     | 0%     | 0%     | 100%             | 26%                            |
| BOTLEY   |                  | 20%    | 0%     | 69%    | 0%     | 0%     | 0%     | 3%     | 0%     | 8%     | 100%             | 20%                            |
| BUCKINGHAM   |                  | 0%     | 0%     | 0%     | 0%     | 0%     | 56%    | 44%    | 0%     | 0%     | 100%             | 0%                             |
| CARTERTON  |                  | 0%     | 0%     | 0%     | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 100%             | 0%                             |
| CHINNOR  |                  | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%   | 0%     | 0%     | 100%             | 0%                             |
| CHIPPING NORTON  |                  | 0%     | 0%     | 45%    | 0%     | 0%     | 28%    | 0%     | 0%     | 28%    | 100%             | 0%                             |
| CROUGHTON  |                  | 0%     | 0%     | 0%     | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 100%             | 0%                             |
| DIDCOT   |                  | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 1%     | 92%    | 6%     | 100%             | 0%                             |
| KIDLINGTON   |                  | 41%    | 0%     | 1%     | 0%     | 1%     | 52%    | 0%     | 1%     | 2%     | 100%             | 42%                            |
| LONG HARBOUROUGH   |                  | 0%     | 0%     | 0%     | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 100%             | 0%                             |
| THAME  |                  | 0%     | 0%     | 0%     | 2%     | 0%     | 0%     | 96%    | 0%     | 2%     | 100%             | 0%                             |
| WALLINGFORD  |                  | 0%     | 3%     | 0%     | 0%     | 0%     | 0%     | 0%     | 97%    | 0%     | 100%             | 3%                             |
| WANTAGE  |                  | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 5%     | 94%    | 100%             | 0%                             |
| WHEATLEY   |                  | 10%    | 6%     | 0%     | 39%    | 0%     | 3%     | 34%    | 7%     | 0%     | 100%             | 16%                            |
| WITNEY   |                  | 1%     | 0%     | 0%     | 0%     | 93%    | 2%     | 0%     | 2%     | 2%     | 100%             | 1%                             |
| WOOTTON  |                  | 0%     | 0%     | 91%    | 2%     | 7%     | 0%     | 0%     | 0%     | 0%     | 100%             | 0%                             |
| ALL OTHER CENTRES / STORES:  |                  | 6%     | 5%     | 2%     | 1%     | 15%    | 15%    | 20%    | 26%    | 10%    | 100%             | 11%                            |
| ALL OTHER CENTRES / STORES: TRADE DRAW                               |                  | 5%     | 1%     | 2%     | 2%     | 14%    | 23%    | 14%    | 28%    | 10%    | 100%             | 7%                             |
| TOTAL EXPENDITURE DISTRIBUTION ACROSS STUDY AREA:                    |                  | 15%    | 11%    | 3%     | 2%     | 10%    | 16%    | 10%    | 24%    | 8%     | 100%             | 27%                            |

#### Excluding Internet Shopping and other Special Forms of Trading

| Zone 1  | Zone 2  | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | TOTAL STUDY AREA | LOCAL AUTHORITY AREA |
|---------|---------|--------|--------|--------|--------|--------|--------|--------|------------------|----------------------|
| £178.5  | £133.3  | £39.9  | £27.6  | £116.9 | £187.5 | £110.5 | £274.0 | £91.7  | £1,159.8         | £318.8               |
| %       | %       | %      | %      | %      | %      | %      | %      | %      | %                | Zones 1-2            |
| £0.28   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.53  | £0.62  | £0.00  | £1.43            | £0.28                |
| £4.62   | £3.94   | £0.74  | £0.06  | £0.00  | £0.00  | £0.00  | £0.88  | £0.20  | £10.35           | £8.45                |
| £0.72   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £1.86  | £1.04  | £3.61            | £0.72                |
| £4.89   | £0.49   | £0.23  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.46  | £6.07            | £5.38                |
| £3.49   | £2.04   | £0.00  | £0.14  | £0.00  | £0.00  | £0.00  | £0.00  | £1.91  | £7.57            | £5.53                |
| £0.00   | £0.46   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.46            | £0.46                |
| £1.64   | £2.59   | £0.07  | £0.12  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £4.43            | £4.23                |
| £2.15   | £5.13   | £0.14  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.43  | £7.85            | £7.27                |
| £17.78  | £14.55  | £1.20  | £0.33  | £0.00  | £0.00  | £0.53  | £3.36  | £4.03  | £41.78           | £32.33               |
| £2.28   | £9.43   | £0.28  | £0.42  | £0.00  | £0.00  | £0.00  | £8.05  | £0.23  | £20.69           | £11.71               |
| £25.50  | £1.56   | £0.68  | £0.35  | £0.88  | £0.82  | £0.00  | £1.00  | £0.00  | £30.79           | £27.06               |
| £43.81  | £1.88   | £0.38  | £0.36  | £0.00  | £1.13  | £0.00  | £1.86  | £0.21  | £49.63           | £45.69               |
| £7.23   | £13.00  | £1.47  | £1.34  | £0.00  | £0.50  | £0.52  | £2.75  | £0.19  | £26.48           | £20.23               |
| £0.00   | £3.32   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £3.32            | £3.32                |
| £78.82  | £29.19  | £2.81  | £2.47  | £0.88  | £1.94  | £0.50  | £13.66 | £0.62  | £130.91          | £108.01              |
| £0.00   | £0.20   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.20            | £0.20                |
| £0.84   | £0.62   | £3.53  | £0.00  | £1.06  | £0.00  | £0.00  | £15.59 | £1.61  | £23.26           | £1.46                |
| £0.49   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.49            | £0.49                |
| £0.00   | £0.56   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.56            | £0.56                |
| £0.00   | £2.30   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £2.30            | £2.30                |
| £0.00   | £0.47   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.47            | £0.47                |
| £0.27   | £3.74   | £0.00  | £0.13  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £4.14            | £4.02                |
| £2.71   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £2.71            | £2.71                |
| £0.28   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.28            | £0.28                |
| £4.60   | £7.90   | £3.53  | £0.13  | £1.06  | £0.00  | £0.00  | £15.59 | £1.61  | £34.42           | £12.50               |
| £2.92   | £26.08  | £1.15  | £4.71  | £0.69  | £0.77  | £0.00  | £1.51  | £1.41  | £39.24           | £29.00               |
| £7.78   | £3.64   | £5.67  | £0.44  | £0.35  | £4.44  | £0.00  | £1.86  | £0.94  | £21.12           | £11.42               |
| £8.33   | £2.65   | £4.66  | £0.32  | £0.00  | £1.28  | £0.00  | £0.00  | £0.00  | £17.25           | £10.98               |
| £14.80  | £31.25  | £3.84  | £1.67  | £0.66  | £0.00  | £1.27  | £14.03 | £0.47  | £67.98           | £46.04               |
| £0.00   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.23  | £0.23            | £0.00                |
| £3.14   | £6.68   | £0.22  | £0.89  | £0.39  | £0.00  | £0.00  | £2.90  | £0.00  | £14.22           | £9.82                |
| £36.96  | £70.30  | £15.55 | £8.04  | £2.09  | £2.49  | £1.27  | £20.29 | £3.05  | £160.04          | £107.26              |
| £138.17 | £121.93 | £23.08 | £10.96 | £4.04  | £4.44  | £2.30  | £52.91 | £9.32  | £367.15          | £2                   |

*Excluding Internet Shopping and other Special Forms of Trading*

| Zone 1  | Zone 2  | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | TOTAL STUDY AREA | LOCAL AUTHORITY AREA |
|---------|---------|--------|--------|--------|--------|--------|--------|--------|------------------|----------------------|
| £177.1  | £134.0  | £40.1  | £27.7  | £119.4 | £190.2 | £112.6 | £277.2 | £92.9  | £1,171.2         | £311.1               |
| %       | %       | %      | %      | %      | %      | %      | %      | %      | %                | Zones 1-2            |
| £0.28   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.54  | £0.63  | £0.00  | £1.45            | £0.28                |
| £4.58   | £3.86   | £0.75  | £0.06  | £0.00  | £0.00  | £0.00  | £0.89  | £0.21  | £10.35           | £8.44                |
| £0.72   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £1.88  | £1.05  | £3.64            | £0.72                |
| £4.85   | £0.49   | £0.24  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.47  | £6.04            | £5.34                |
| £3.46   | £2.05   | £0.00  | £0.14  | £0.00  | £0.00  | £0.00  | £0.00  | £1.93  | £7.58            | £5.51                |
| £0.00   | £0.46   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.46            | £0.46                |
| £1.62   | £2.61   | £0.07  | £0.12  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £4.43            | £4.23                |
| £2.13   | £5.16   | £0.14  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.43  | £7.86            | £7.29                |
| £17.64  | £14.63  | £1.20  | £0.33  | £0.00  | £0.00  | £0.54  | £3.40  | £4.08  | £41.82           | £32.27               |
| £2.26   | £9.48   | £0.28  | £0.42  | £0.00  | £0.00  | £0.00  | £8.14  | £0.23  | £20.82           | £11.75               |
| £25.30  | £1.57   | £0.68  | £0.35  | £0.00  | £0.83  | £0.00  | £1.01  | £0.00  | £30.65           | £26.87               |
| £43.46  | £1.89   | £0.38  | £0.36  | £0.00  | £1.14  | £0.00  | £1.89  | £0.21  | £49.33           | £45.35               |
| £7.17   | £13.07  | £1.48  | £1.34  | £0.00  | £0.51  | £2.78  | £0.19  | £26.55 | £20.24           | £20.24               |
| £0.00   | £3.34   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £3.34            | £3.34                |
| £78.20  | £29.35  | £2.82  | £2.48  | £0.90  | £1.97  | £0.51  | £13.83 | £0.63  | £130.69          | £107.55              |
| £0.00   | £0.20   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.20            | £0.20                |
| £0.84   | £0.62   | £3.55  | £1.00  | £1.08  | £0.00  | £0.00  | £15.78 | £1.63  | £23.50           | £1.46                |
| £0.49   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.49            | £0.49                |
| £0.00   | £0.57   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.57            | £0.57                |
| £0.00   | £2.32   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £2.32            | £2.32                |
| £0.00   | £0.48   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.48            | £0.48                |
| £0.27   | £3.76   | £0.13  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £4.16            | £4.03                |
| £2.69   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £2.69            | £2.69                |
| £0.28   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.28            | £0.28                |
| £4.56   | £7.94   | £3.55  | £0.13  | £1.08  | £0.00  | £0.00  | £15.78 | £1.63  | £34.68           | £12.51               |
| £2.90   | £26.22  | £1.16  | £4.72  | £0.71  | £0.78  | £0.00  | £1.53  | £1.43  | £39.43           | £29.12               |
| £7.72   | £3.66   | £5.71  | £0.44  | £0.36  | £4.05  | £0.00  | £1.88  | £0.95  | £21.16           | £11.38               |
| £8.27   | £2.66   | £4.69  | £0.32  | £0.00  | £1.30  | £0.00  | £0.00  | £0.00  | £17.24           | £10.93               |
| £14.68  | £31.42  | £3.86  | £1.68  | £0.67  | £0.00  | £1.30  | £14.19 | £0.48  | £68.27           | £46.10               |
| £0.00   | £0.00   | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.00  | £0.23  | £0.23            | £0.00                |
| £3.11   | £6.72   | £0.22  | £0.89  | £0.40  | £0.00  | £0.00  | £2.93  | £0.00  | £14.28           | £9.83                |
| £36.67  | £70.68  | £15.63 | £8.05  | £2.14  | £2.53  | £1.30  | £20.53 | £3.09  | £160.62          | £107.35              |
| £137.08 | £122.60 | £23.21 | £10.98 | £4.13  | £4.50  | £2.35  | £53.53 | £9.44  | £367.81          | £                    |

| TABLE 6: ALL CONVENIENCE GOODS - 2027 MARKET SHARE ANALYSIS (€M) |                  |         |         |        |        |         |         |         |         |        |                  |                      |
|--|------------------|---------|---------|--------|--------|---------|---------|---------|---------|--------|------------------|----------------------|
| Excluding Internet Shopping and other Special Forms of Trading   |                  |         |         |        |        |         |         |         |         |        |                  |                      |
|  |                  | Zone 1  | Zone 2  | Zone 3 | Zone 4 | Zone 5  | Zone 6  | Zone 7  | Zone 8  | Zone 9 | TOTAL STUDY AREA | LOCAL AUTHORITY AREA |
|  |                  | £180.5  | £138.6  | £40.8  | £28.0  | £123.0  | £194.8  | £116.0  | £283.6  | £95.3  | £1,200.6         | £19.2                |
|  |                  | %       | %       | %      | %      | %       | %       | %       | %       | %      |                  | Zones 1-2            |
| OXFORD CITY CENTRE   |                  |         |         |        |        |         |         |         |         |        |                  |                      |
| RAILWAY STATION  | MARKS & SPENCER  | £0.28   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.56   | £0.64   | £0.00  | £1.49            | £0.28                |
| QUEEN STREET   | MARKS & SPENCER  | £4.67   | £3.99   | £0.76  | £0.06  | £0.00   | £0.00   | £0.00   | £0.91   | £0.21  | £10.61           | £8.66                |
| MAGDALEN STREET  | SAINSBURYS LOCAL | £0.73   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £1.92   | £1.08  | £3.73            | £0.73                |
| MAGDALEN STREET  | TESCO METRO      | £4.95   | £0.51   | £0.24  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.48  | £6.17            | £5.45                |
| WESTGATE CENTRE  | SAINSBURYS       | £3.53   | £2.12   | £0.00  | £0.14  | £0.00   | £0.00   | £0.00   | £0.00   | £1.98  | £7.77            | £5.65                |
| SPEEDWELL STREET   | TESCO EXPRESS    | £0.00   | £0.48   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.48            | £0.48                |
| MARKET STREET  | COVERED MARKET   | £1.66   | £2.70   | £0.07  | £0.13  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £4.55            | £4.35                |
| OTHER LOCAL SHOPS IN THE CITY CENTRE                             |                  | £2.17   | £5.33   | £0.15  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.44  | £8.10            | £7.50                |
| SUB TOTAL:   |                  | £17.99  | £15.13  | £1.22  | £0.33  | £0.00   | £0.00   | £0.56   | £3.48   | £4.19  | £42.90           | £33.12               |
| DISTRICT CENTRES   |                  |         |         |        |        |         |         |         |         |        |                  |                      |
| COWLEY CENTRE  |                  | £2.31   | £9.81   | £0.29  | £0.43  | £0.00   | £0.00   | £0.00   | £8.33   | £0.24  | £21.39           | £12.12               |
| SUMMERTOWN   |                  | £25.80  | £1.62   | £0.69  | £0.35  | £0.93   | £0.85   | £0.00   | £1.04   | £0.00  | £31.28           | £27.42               |
| HEADINGTON   |                  | £44.31  | £1.95   | £0.39  | £0.37  | £0.00   | £1.17   | £0.00   | £1.93   | £0.22  | £50.33           | £46.27               |
| COWLEY ROAD  |                  | £7.31   | £13.52  | £1.51  | £1.36  | £0.00   | £0.00   | £0.52   | £2.85   | £0.19  | £27.26           | £20.83               |
| BLACKBIRD LEYS   |                  | £0.00   | £3.45   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £3.45            | £3.45                |
| SUB TOTAL:   |                  | £79.73  | £30.36  | £2.87  | £2.50  | £0.93   | £2.02   | £0.52   | £14.14  | £0.65  | £133.73          | £110.09              |
| OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA      |                  |         |         |        |        |         |         |         |         |        |                  |                      |
| ABINGDON ROAD  | NISA LOCAL       | £0.00   | £0.20   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.20            | £0.20                |
| ABINGDON ROAD  | TESCO EXPRESS    | £0.85   | £0.65   | £3.61  | £0.00  | £1.12   | £0.00   | £0.00   | £16.14  | £1.67  | £24.04           | £1.50                |
| ALBERT STREET  | AJ JERICHO       | £0.50   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.50            | £0.50                |
| CHERWELL DRIVE   | CO-OP            | £0.00   | £0.59   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.59            | £0.59                |
| IFLEY ROAD   | CO-OP            | £0.00   | £2.39   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £2.39            | £2.39                |
| OLD MARSTON ROAD   | CO-OP            | £0.00   | £0.49   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.49            | £0.49                |
| ROSE HILL  | CO-OP            | £0.28   | £3.89   | £0.00  | £0.13  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £4.30            | £4.17                |
| WALTON STREET  | CO-OP            | £2.74   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £2.74            | £2.74                |
| WALTON STREET  | LONDIS           | £0.28   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.28            | £0.28                |
| SUB TOTAL:   |                  | £4.65   | £8.22   | £3.61  | £0.13  | £1.12   | £0.00   | £0.00   | £16.14  | £1.67  | £35.54           | £12.87               |
| MAJOR OUT-OF-CENTRE STORES                                       |                  |         |         |        |        |         |         |         |         |        |                  |                      |
| OXFORD RETAIL PARK   | TESCO SUPERSTORE | £2.95   | £27.12  | £1.18  | £4.77  | £0.73   | £0.80   | £0.00   | £1.56   | £1.46  | £40.58           | £30.07               |
| BOTLEY ROAD  | ALDI             | £7.87   | £3.79   | £5.80  | £0.44  | £0.37   | £0.46   | £0.00   | £1.92   | £0.98  | £21.63           | £11.65               |
| BOTLEY ROAD  | WAITROSE         | £8.43   | £2.75   | £4.77  | £0.33  | £0.00   | £1.33   | £0.00   | £0.00   | £0.00  | £17.61           | £11.18               |
| HEYFORD HILL   | SAINSBURYS       | £14.97  | £32.50  | £3.92  | £1.70  | £0.69   | £0.00   | £1.34   | £14.52  | £0.49  | £70.12           | £47.46               |
| PEARTREE   | WAITROSE         | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.24  | £0.24            | £0.00                |
| WATLINGTON ROAD  | LIDL             | £3.17   | £6.95   | £0.23  | £0.90  | £0.41   | £0.00   | £0.00   | £3.00   | £0.00  | £14.66           | £10.12               |
| SUB TOTAL:   |                  | £37.39  | £73.11  | £15.90 | £8.14  | £2.20   | £2.59   | £1.34   | £21.00  | £3.17  | £164.84          | £110.49              |
| ALL STORES IN OXFORD CITY COUNCIL AREA:                          |                  | £139.76 | £126.81 | £23.61 | £11.11 | £4.25   | £4.61   | £2.42   | £54.76  | £9.68  | £377.00          | £266.56              |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                           |                  |         |         |        |        |         |         |         |         |        |                  |                      |
| ABINGDON   |                  | £0.00   | £0.59   | £5.63  | £0.12  | £0.21   | £0.22   | £0.00   | £46.60  | £4.00  | £57.36           | £0.59                |
| AYLESBURY  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.58   | £7.66   | £0.00   | £0.00  | £8.24            | £0.00                |
| BICESTER   |                  | £0.42   | £0.57   | £0.08  | £0.00  | £0.00   | £128.20 | £6.01   | £0.00   | £0.00  | £135.28          | £0.99                |
| BRACKLEY   |                  | £0.58   | £0.00   | £0.00  | £0.00  | £0.00   | £1.74   | £0.00   | £0.00   | £0.00  | £2.32            | £0.58                |
| BOTLEY   |                  | £1.15   | £0.00   | £3.96  | £0.00  | £0.00   | £0.00   | £0.15   | £0.00   | £0.48  | £5.74            | £1.15                |
| BUCKINGHAM   |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.63   | £0.51   | £0.00   | £0.00  | £1.14            | £0.00                |
| CARTERTON  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £10.64  | £0.00   | £0.00   | £0.00   | £0.00  | £10.64           | £0.00                |
| CHINNOR  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £8.54   | £0.00   | £0.00  | £8.54            | £0.00                |
| CHIPPING NORTON  |                  | £0.00   | £0.00   | £0.78  | £0.00  | £0.00   | £0.49   | £0.00   | £0.00   | £0.49  | £1.76            | £0.00                |
| CROUGHTON  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.24   | £0.00   | £0.00   | £0.00   | £0.00  | £0.24            | £0.00                |
| DIDCOT   |                  | £0.00   | £0.00   | £0.53  | £0.00  | £0.00   | £0.23   | £1.12   | £127.08 | £8.72  | £137.68          | £0.00                |
| KIDLINGTON   |                  | £25.86  | £0.20   | £0.61  | £0.12  | £0.95   | £33.39  | £0.25   | £0.64   | £1.50  | £63.53           | £26.06               |
| LONG HARBOROUGH  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.65   | £0.00   | £0.00   | £0.00   | £0.00  | £0.65            | £0.00                |
| THAME  |                  | £0.00   | £0.00   | £0.00  | £0.92  | £0.00   | £0.23   | £47.21  | £0.00   | £0.95  | £49.30           | £0.00                |
| WALLINGFORD  |                  | £0.00   | £0.28   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £10.66  | £0.00  | £10.94           | £0.28                |
| WANTAGE  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.21   | £0.00   | £0.00   | £2.91   | £53.62 | £56.75           | £0.00                |
| WHEATLEY   |                  | £3.57   | £2.35   | £0.11  | £14.34 | £0.00   | £1.27   | £12.94  | £2.57   | £0.00  | £37.15           | £5.92                |
| WITNEY   |                  | £1.13   | £0.00   | £0.00  | £0.00  | £83.57  | £1.68   | £0.00   | £1.84   | £1.53  | £89.75           | £1.13                |
| WOOTTON  |                  | £0.00   | £0.00   | £2.81  | £0.07  | £0.21   | £0.00   | £0.00   | £0.00   | £0.00  | £3.10            | £0.00                |
| ALL OTHER CENTRES / STORES:                                      |                  | £8.07   | £7.85   | £2.69  | £1.30  | £22.08  | £21.53  | £29.20  | £36.51  | £14.30 | £143.53          | £15.92               |
| ALL OTHER CENTRES / STORES:                                      |                  | £40.78  | £11.84  | £17.20 | £16.88 | £118.76 | £190.19 | £113.58 | £228.81 | £85.59 | £823.64          | £52.62               |
| TOTAL  |                  | £180.54 | £138.65 | £40.81 | £27.99 | £123.01 | £194.80 | £116.00 | £283.58 | £95.28 | £1,200.64        | £319.18              |
|  |                  | £180.54 | £138.65 | £40.81 | £27.99 | £123.01 | £194.80 | £116.00 | £283.58 | £95.28 | £1,200.64        | £319.18              |

| TABLE 7: ALL CONVENIENCE GOODS - 2032 MARKET SHARE ANALYSIS (£M)<br>Excluding Internet Shopping and other Special Forms of Trading |                  |                       |                       |                      |                      |                       |                       |                       |                       |                      |                                 | LOCAL AUTHORITY<br>AREA<br>£137.0<br>Zones 1-2 |
|--|------------------|-----------------------|-----------------------|----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|---------------------------------|--|
|  |                  | Zone 1<br>£184.2<br>% | Zone 2<br>£142.8<br>% | Zone 3<br>£41.5<br>% | Zone 4<br>£28.3<br>% | Zone 5<br>£126.4<br>% | Zone 6<br>£199.4<br>% | Zone 7<br>£119.3<br>% | Zone 8<br>£290.0<br>% | Zone 9<br>£97.4<br>% | TOTAL<br>STUDY AREA<br>£1,229.2 |  |
| OXFORD CITY CENTRE   |                  |                       |                       |                      |                      |                       |                       |                       |                       |                      |                                 |  |
| RAILWAY STATION  | MARKS & SPENCER  | £0.29                 | £0.00                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.57                 | £0.66                 | £0.00                | £1.52                           | £0.29  |
| QUEEN STREET   | MARKS & SPENCER  | £4.76                 | £4.11                 | £0.77                | £0.07                | £0.00                 | £0.00                 | £0.00                 | £0.93                 | £0.22                | £10.86                          | £8.87  |
| MAGDALEN STREET  | SAINSBURYS LOCAL | £0.74                 | £0.00                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £1.97                 | £1.10                | £3.81                           | £0.74  |
| MAGDALEN STREET  | TESCO METRO      | £5.05                 | £0.52                 | £0.24                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.49                | £6.30                           | £5.57  |
| WESTGATE CENTRE  | SAINSBURYS       | £3.60                 | £2.18                 | £0.00                | £0.14                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £2.02                | £7.95                           | £5.79  |
| SPEEDWELL STREET   | TESCO EXPRESS    | £0.00                 | £0.49                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £0.49                           | £0.49  |
| MARKET STREET  | COVERED MARKET   | £1.69                 | £2.78                 | £0.08                | £0.13                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £4.67                           | £4.47  |
| OTHER LOCAL SHOPS IN THE CITY CENTRE   |                  | £2.21                 | £5.49                 | £0.15                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.45                | £8.31                           | £7.71  |
| SUB TOTAL:   |                  | £18.35                | £15.58                | £1.24                | £0.33                | £0.00                 | £0.00                 | £0.57                 | £3.55                 | £4.28                | £43.92                          | £33.93   |
| DISTRICT CENTRES   |                  |                       |                       |                      |                      |                       |                       |                       |                       |                      |                                 |  |
| COWLEY CENTRE  |                  | £2.35                 | £10.10                | £0.29                | £0.43                | £0.00                 | £0.00                 | £0.00                 | £8.52                 | £0.24                | £21.94                          | £12.45   |
| SUMMERTOWN   |                  | £26.32                | £1.67                 | £0.70                | £0.36                | £0.96                 | £0.87                 | £0.00                 | £1.06                 | £0.00                | £31.94                          | £27.99   |
| HEADINGTON   |                  | £45.21                | £2.01                 | £0.39                | £0.37                | £0.00                 | £1.20                 | £0.00                 | £1.97                 | £0.22                | £51.38                          | £47.22   |
| COWLEY ROAD  |                  | £7.46                 | £13.92                | £1.53                | £1.38                | £0.00                 | £0.00                 | £0.54                 | £2.91                 | £0.20                | £27.93                          | £21.38   |
| BLACKBIRD LEYS   |                  | £0.00                 | £3.56                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £3.56                           | £3.56  |
| SUB TOTAL:   |                  | £81.34                | £31.26                | £2.92                | £2.54                | £0.96                 | £2.07                 | £0.54                 | £14.46                | £0.66                | £136.75                         | £112.61  |
| OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA  |                  |                       |                       |                      |                      |                       |                       |                       |                       |                      |                                 |  |
| ABINGDON ROAD  | NISA LOCAL       | £0.00                 | £0.21                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £0.21                           | £0.21  |
| ABINGDON ROAD  | TESCO EXPRESS    | £0.87                 | £0.66                 | £3.67                | £0.00                | £1.15                 | £0.00                 | £0.00                 | £16.51                | £1.71                | £24.57                          | £1.54  |
| ALBERT STREET  | AJ JERICHO       | £0.51                 | £0.00                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £0.51                           | £0.51  |
| CHERWELL DRIVE   | CO-OP            | £0.00                 | £0.60                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £0.60                           | £0.60  |
| IFLEY ROAD   | CO-OP            | £0.00                 | £2.47                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £2.47                           | £2.47  |
| OLD MARSTON ROAD   | CO-OP            | £0.00                 | £0.51                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £0.51                           | £0.51  |
| ROSE HILL  | CO-OP            | £0.28                 | £4.01                 | £0.00                | £0.13                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £4.42                           | £4.29  |
| WALTON STREET  | CO-OP            | £2.79                 | £0.00                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £2.79                           | £2.79  |
| WALTON STREET  | LONDIS           | £0.29                 | £0.00                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £0.29                           | £0.29  |
| SUB TOTAL:   |                  | £4.75                 | £8.46                 | £3.67                | £0.13                | £1.15                 | £0.00                 | £0.00                 | £16.51                | £1.71                | £36.37                          | £13.21   |
| MAJOR OUT-OF-CENTRE STORES   |                  |                       |                       |                      |                      |                       |                       |                       |                       |                      |                                 |  |
| OXFORD RETAIL PARK   | TESCO SUPERSTORE | £3.01                 | £27.93                | £1.20                | £4.83                | £0.75                 | £0.82                 | £0.00                 | £1.60                 | £1.50                | £41.63                          | £30.94   |
| BOTLEY ROAD  | ALDI             | £8.03                 | £3.90                 | £5.90                | £0.45                | £0.38                 | £0.47                 | £0.00                 | £1.97                 | £1.00                | £22.09                          | £11.93   |
| BOTLEY ROAD  | WAITROSE         | £8.60                 | £2.84                 | £4.84                | £0.33                | £0.00                 | £1.36                 | £0.00                 | £0.00                 | £0.00                | £17.97                          | £11.44   |
| HEYFORD HILL   | SAINSBURYS       | £15.27                | £33.46                | £3.99                | £1.72                | £0.71                 | £0.00                 | £1.37                 | £14.85                | £0.50                | £71.87                          | £48.73   |
| PEARTREE   | WAITROSE         | £0.00                 | £0.00                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £0.00                 | £0.24                | £0.24                           | £0.00  |
| WATLINGTON ROAD  | LIDL             | £3.24                 | £7.16                 | £0.23                | £0.91                | £0.42                 | £0.00                 | £0.00                 | £3.07                 | £0.00                | £15.03                          | £10.39   |
| SUB TOTAL:   |                  | £38.15                | £75.28                | £16.16               | £8.25                | £2.27                 | £2.65                 | £1.37                 | £21.48                | £3.24                | £168.84                         | £113.43  |
| ALL STORES IN OXFORD CITY COUNCIL AREA:  |                  | £142.59               | £130.58               | £23.99               | £11.25               | £4.37                 | £4.72                 | £2.48                 | £56.00                | £9.90                | £385.88                         | £273.17  |
| OTHER STORES OUTSIDE CITY COUNCIL AREA   |                  |                       |                       |                      |                      |                       |                       |                       |                       |                      |                                 |  |
| ABINGDON   |                  | £0.00                 | £0.60                 | £5.72                | £0.12                | £0.21                 | £0.22                 | £0.00                 | £47.65                | £4.08                | £58.62                          | £0.60  |
| AYLESBURY  |                  | £0.00                 | £0.00                 | £0.00                | £0.00                | £0.00                 | £0.60                 | £7.87                 | £0.00                 | £0.00                | £8.47                           | £0.00  |
| BICESTER   |                  | £0.42                 | £0.59                 | £0.09                | £0.00                | £0.00                 | £131.24               | £6.17                 | £0.00                 | £0.00                | £138.51                         | £1.01  |
| BRACKLEY   |                  | £0.59                 | £0.00                 | £0.00                | £0.00                | £0.00                 | £1.78                 | £0.00                 | £0.00                 | £0.00                | £2.37                           | £0.59  |
| BOTLEY   |                  | £1.17                 | £0.00                 | £4.02                | £0.00                | £0.00                 | £0.00                 | £0.16                 | £0.00                 | £0.49                | £5.84                           | £1.17  |
| BUCKINGHAM   |                  | £0.00                 | £0.00                 | £0.00                | £0.00                | £0.00                 | £0.65                 | £0.52                 | £0.00                 | £0.00                | £1.17                           | £0.00  |
| CARTERTON  |                  | £0.00                 | £0.00                 | £0.00                | £0.00                | £10.94                | £0.00                 | £0.00                 | £0.00                 | £0.00                | £10.94                          | £0.00  |
| CHINNOR  |                  | £0.00                 | £0.00                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £8.79                 | £0.00                 | £0.00                | £8.79                           | £0.00  |
| CHIPPING NORTON  |                  | £0.00                 | £0.00                 | £0.79                | £0.00                | £0.00                 | £0.50                 | £0.00                 | £0.00                 | £0.50                | £1.79                           | £0.00  |
| CROUGHTON  |                  | £0.00                 | £0.00                 | £0.00                | £0.00                | £0.24                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £0.24                           | £0.00  |
| DIDCOT   |                  | £0.00                 | £0.00                 | £0.54                | £0.00                | £0.00                 | £0.24                 | £1.15                 | £129.95               | £8.91                | £140.78                         | £0.00  |
| KIDLINGTON   |                  | £26.39                | £0.20                 | £0.62                | £0.12                | £0.97                 | £34.19                | £0.25                 | £0.66                 | £1.54                | £64.94                          | £26.59   |
| LONG HARBOROUGH  |                  | £0.00                 | £0.00                 | £0.00                | £0.00                | £0.67                 | £0.00                 | £1.37                 | £14.85                | £0.50                | £71.87                          | £48.73   |
| THAME  |                  | £0.00                 | £0.00                 | £0.00                | £0.93                | £0.00                 | £0.23                 | £48.53                | £0.00                 | £0.97                | £50.67                          | £0.00  |
| WALLINGFORD  |                  | £0.00                 | £0.29                 | £0.00                | £0.00                | £0.00                 | £0.00                 | £0.00                 | £10.90                | £0.00                | £11.19                          | £0.29  |
| WANTAGE  |                  | £0.00                 | £0.00                 | £0.00                | £0.00                | £0.22                 | £0.00                 | £0.00                 | £2.98                 | £54.81               | £58.01                          | £0.00  |
| WHEATLEY   |                  | £3.65                 | £2.42                 | £0.11                | £14.52               | £0.00                 | £1.30                 | £13.31                | £2.63                 | £0.00                | £37.93                          | £6.06  |
| WITNEY   |                  | £1.15                 | £0.00                 | £0.00                | £0.00                | £85.86                | £1.72                 | £0.00                 | £1.89                 | £1.57                | £92.18                          | £1.15  |
| WOOTTON  |                  | £0.00                 | £0.00                 | £2.86                | £0.07                | £0.21                 | £0.00                 | £0.00                 | £0.00                 | £0.00                | £3.15                           | £0.00  |
| ALL OTHER CENTRES / STORES:  |                  | £8.23                 | £8.08                 | £2.73                | £1.32                | £22.69                | £22.04                | £30.02                | £37.33                | £14.62               | £147.06                         | £16.31   |
| ALL OTHER CENTRES / STORES:  |                  | £41.61                | £12.19                | £17.48               | £17.10               | £122.02               | £194.69               | £116.77               | £233.98               | £87.49               | £843.33                         | £53.80   |
| TOTAL  |                  | £184.20               | £142.78               | £41.47               | £28.34               | £126.38               | £199.41               | £119.26               | £289.98               | £97.39               | £1,229.20                       | £326.97  |
|  |                  | £184.20               | £142.78               | £41.47               | £28.34               | £126.38               | £199.41               | £119.26               | £289.98               | £97.39               | £1,229.20                       | £326.97  |

| TABLE 8: ALL CONVENIENCE GOODS - 2036 MARKET SHARE ANALYSIS (£M) |                  |         |         |        |        |         |         |         |         |        |                  | LOCAL AUTHORITY AREA |
|--|------------------|---------|---------|--------|--------|---------|---------|---------|---------|--------|------------------|----------------------|
| Excluding Internet Shopping and other Special Forms of Trading   |                  |         |         |        |        |         |         |         |         |        |                  | £332.6               |
|  |                  | Zone 1  | Zone 2  | Zone 3 | Zone 4 | Zone 5  | Zone 6  | Zone 7  | Zone 8  | Zone 9 | TOTAL STUDY AREA |                      |
|  |                  | £186.7  | £145.9  | £42.0  | £28.7  | £129.5  | £203.6  | £122.0  | £295.2  | £99.1  | £1,252.7         |                      |
|  |                  | %       | %       | %      | %      | %       | %       | %       | %       | %      |                  | Zones 1-2            |
| OXFORD CITY CENTRE   |                  |         |         |        |        |         |         |         |         |        |                  |                      |
| RAILWAY STATION  | MARKS & SPENCER  | £0.29   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.59   | £0.67   | £0.00  | £1.55            | £0.29                |
| QUEEN STREET   | MARKS & SPENCER  | £4.83   | £4.20   | £0.78  | £0.07  | £0.00   | £0.00   | £0.00   | £0.95   | £0.22  | £11.05           | £9.03                |
| MAGDALEN STREET  | SAINSBURYS LOCAL | £0.75   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £2.00   | £1.12  | £3.88            | £0.75                |
| MAGDALEN STREET  | TESCO METRO      | £5.12   | £0.53   | £0.25  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.50  | £6.39            | £5.65                |
| WESTGATE CENTRE  | SAINSBURYS       | £3.65   | £2.23   | £0.00  | £0.14  | £0.00   | £0.00   | £0.00   | £0.00   | £2.06  | £8.09            | £5.88                |
| SPEEDWELL STREET   | TESCO EXPRESS    | £0.00   | £0.51   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.51            | £0.51                |
| MARKET STREET  | COVERED MARKET   | £1.71   | £2.84   | £0.08  | £0.13  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £4.76            | £4.55                |
| OTHER LOCAL SHOPS IN THE CITY CENTRE                             |                  | £2.24   | £5.61   | £0.15  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.46  | £8.47            | £7.86                |
| SUB TOTAL:   |                  | £18.60  | £15.92  | £1.26  | £0.34  | £0.00   | £0.00   | £0.59   | £3.62   | £4.36  | £44.68           | £34.52               |
| DISTRICT CENTRES   |                  |         |         |        |        |         |         |         |         |        |                  |                      |
| COWLEY CENTRE  |                  | £2.39   | £10.32  | £0.30  | £0.44  | £0.00   | £0.00   | £0.00   | £8.67   | £0.25  | £22.36           | £12.71               |
| SUMMERTOWN   |                  | £26.67  | £1.71   | £0.71  | £0.36  | £0.98   | £0.89   | £0.00   | £1.08   | £0.00  | £32.40           | £28.38               |
| HEADINGTON   |                  | £45.81  | £2.05   | £0.40  | £0.38  | £0.00   | £1.22   | £0.00   | £2.01   | £0.23  | £52.10           | £47.87               |
| COWLEY ROAD  |                  | £7.56   | £14.23  | £1.55  | £1.39  | £0.00   | £0.00   | £0.55   | £2.97   | £0.20  | £28.44           | £21.78               |
| BLACKBIRD LEYS   |                  | £0.00   | £3.64   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £3.64            | £3.64                |
| SUB TOTAL:   |                  | £82.43  | £31.95  | £2.96  | £2.57  | £0.98   | £2.11   | £0.55   | £14.72  | £0.67  | £138.94          | £114.38              |
| OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA      |                  |         |         |        |        |         |         |         |         |        |                  |                      |
| ABINGDON ROAD  | NISA LOCAL       | £0.00   | £0.21   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.21            | £0.21                |
| ABINGDON ROAD  | TESCO EXPRESS    | £0.88   | £0.68   | £3.71  | £0.00  | £1.18   | £0.00   | £0.00   | £16.81  | £1.74  | £25.00           | £1.56                |
| ALBERT STREET  | AL JERICHO       | £0.52   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.52            | £0.52                |
| CHERWELL DRIVE   | CO-OP            | £0.00   | £0.62   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.62            | £0.62                |
| IFLEY ROAD   | CO-OP            | £0.00   | £2.52   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £2.52            | £2.52                |
| OLD MARSTON ROAD   | CO-OP            | £0.00   | £0.52   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.52            | £0.52                |
| ROSE HILL  | CO-OP            | £0.29   | £4.09   | £0.00  | £0.13  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £4.51            | £4.38                |
| WALTON STREET  | CO-OP            | £2.83   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £2.83            | £2.83                |
| WALTON STREET  | LONDIS           | £0.29   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00  | £0.29            | £0.29                |
| SUB TOTAL:   |                  | £4.81   | £8.65   | £3.71  | £0.13  | £1.18   | £0.00   | £0.00   | £16.81  | £1.74  | £37.03           | £13.46               |
| MAJOR OUT-OF-CENTRE STORES                                       |                  |         |         |        |        |         |         |         |         |        |                  |                      |
| OXFORD RETAIL PARK   | TESCO SUPERSTORE | £3.05   | £28.54  | £1.22  | £4.89  | £0.77   | £0.83   | £0.00   | £1.62   | £1.52  | £42.45           | £31.59               |
| BOTLEY ROAD  | ALDI             | £8.13   | £3.98   | £5.97  | £0.45  | £0.39   | £0.48   | £0.00   | £2.00   | £1.02  | £22.44           | £12.12               |
| BOTLEY ROAD  | WAITROSE         | £8.72   | £2.90   | £4.91  | £0.34  | £0.00   | £1.39   | £0.00   | £0.00   | £0.00  | £18.25           | £11.61               |
| HEYFORD HILL   | SAINSBURYS       | £15.47  | £34.20  | £4.04  | £1.74  | £0.73   | £0.00   | £1.40   | £15.12  | £0.51  | £73.21           | £49.67               |
| PEARTREE   | WAITROSE         | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.25  | £0.25            | £0.00                |
| WATLINGTON ROAD  | LIDL             | £3.28   | £7.31   | £0.23  | £0.92  | £0.43   | £0.00   | £0.00   | £0.00   | £3.12  | £15.31           | £10.59               |
| SUB TOTAL:   |                  | £38.65  | £76.93  | £16.37 | £8.34  | £2.32   | £2.71   | £1.40   | £21.87  | £3.29  | £171.90          | £115.59              |
| ALL STORES IN OXFORD CITY COUNCIL AREA:                          |                  | £144.49 | £133.45 | £24.30 | £11.38 | £4.48   | £4.82   | £2.54   | £57.02  | £10.07 | £392.54          | £277.94              |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                           |                  |         |         |        |        |         |         |         |         |        |                  |                      |
| ABINGDON   |                  | £0.00   | £0.62   | £5.79  | £0.13  | £0.22   | £0.22   | £0.00   | £48.51  | £4.16  | £59.65           | £0.62                |
| AYLESBURY  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.61   | £8.05   | £0.00   | £0.00  | £8.66            | £0.00                |
| BICESTER   |                  | £0.43   | £0.60   | £0.09  | £0.00  | £0.00   | £134.02 | £6.32   | £0.00   | £0.00  | £141.45          | £1.03                |
| BRACKLEY   |                  | £0.60   | £0.00   | £0.00  | £0.00  | £0.00   | £1.82   | £0.00   | £0.00   | £0.00  | £2.42            | £0.60                |
| BOTLEY   |                  | £1.19   | £0.00   | £4.07  | £0.00  | £0.00   | £0.00   | £0.16   | £0.00   | £0.50  | £5.92            | £1.19                |
| BUCKINGHAM   |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.66   | £0.53   | £0.00   | £0.00  | £1.19            | £0.00                |
| CARTERTON  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £11.21  | £0.00   | £0.00   | £0.00   | £0.00  | £11.21           | £0.00                |
| CHINNOR  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £8.99   | £0.00   | £0.00  | £8.99            | £0.00                |
| CHIPPING NORTON  |                  | £0.00   | £0.00   | £0.80  | £0.00  | £0.00   | £0.51   | £0.00   | £0.00   | £0.51  | £1.82            | £0.00                |
| CROUGHTON  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.25   | £0.00   | £0.00   | £0.00   | £0.00  | £0.25            | £0.00                |
| DIDCOT   |                  | £0.00   | £0.00   | £0.54  | £0.00  | £0.00   | £0.24   | £1.17   | £132.31 | £9.07  | £143.34          | £0.00                |
| KIDLINGTON   |                  | £26.74  | £0.21   | £0.63  | £0.13  | £1.00   | £34.91  | £0.26   | £0.67   | £1.56  | £66.10           | £26.95               |
| LONG HARBOROUGH  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.69   | £0.00   | £0.00   | £0.00   | £0.00  | £0.69            | £0.00                |
| THAME  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.94   | £0.00   | £49.64  | £0.00   | £0.00  | £51.81           | £0.00                |
| WALLINGFORD  |                  | £0.00   | £0.30   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £11.10  | £0.00  | £12.40           | £0.30                |
| WANTAGE  |                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.23   | £0.00   | £0.00   | £3.03   | £55.78 | £59.03           | £0.00                |
| WHEATLEY   |                  | £3.70   | £2.47   | £0.12  | £14.70 | £0.00   | £1.32   | £13.61  | £2.68   | £0.00  | £38.59           | £6.17                |
| WITNEY   |                  | £1.17   | £0.00   | £0.00  | £0.00  | £87.99  | £1.75   | £0.00   | £1.92   | £1.60  | £94.43           | £1.17                |
| WOOTTON  |                  | £0.00   | £0.00   | £2.90  | £0.07  | £0.22   | £0.00   | £0.00   | £0.00   | £0.00  | £3.19            | £0.00                |
| ALL OTHER CENTRES / STORES:                                      |                  | £8.34   | £8.26   | £2.77  | £1.33  | £23.25  | £22.51  | £30.71  | £38.01  | £14.88 | £150.05          | £16.60               |
| ALL OTHER CENTRES / STORES:                                      |                  | £42.16  | £12.46  | £17.70 | £17.30 | £125.05 | £198.81 | £119.44 | £238.23 | £89.03 | £860.18          | £54.62               |
| TOTAL  |                  | £186.65 | £145.90 | £42.00 | £28.68 | £129.53 | £203.63 | £121.98 | £295.24 | £99.10 | £1,252.72        | £332.56              |
|  |                  | £186.65 | £145.90 | £42.00 | £28.68 | £129.53 | £203.63 | £121.98 | £295.24 | £99.10 | £1,252.72        | £332.56              |





















#### Excluding Internet Shopping and other Special Forms of Trading

| Excluding internet shopping and other special forms of trading         |                    |            |        |        |        |        |        |        |        |        |                  | LOCAL AUTHORITY AREA |        |
|--|--------------------|------------|--------|--------|--------|--------|--------|--------|--------|--------|------------------|----------------------|--------|
|  |                    | Zone 1     | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | TOTAL STUDY AREA | Zones 1-2            |        |
|  |                    | %          | %      | %      | %      | %      | %      | %      | %      | %      |                  |                      |        |
| OXFORD CITY CENTRE   |                    | SUB TOTAL: | 47.76% | 34.46% | 32.61% | 40.84% | 9.01%  | 13.21% | 8.97%  | 17.69% | 14.60%           | 22.65%               | 42.58% |
|  |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| DISTRICT CENTRES   |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| COWLEY CENTRE  | Primary District   | 3.08%      | 27.94% | 4.78%  | 15.64% | 0.31%  | 0.66%  | 4.18%  | 1.47%  | 1.03%  | 4.96%            | 12.77%               |        |
| SUMMERTOWN   | Secondary District | 4.93%      | 0.31%  | 0.15%  | 0.12%  | 0.00%  | 0.02%  | 0.00%  | 0.00%  | 0.00%  | 0.83%            | 3.13%                |        |
| HEADINGTON   | Secondary District | 5.36%      | 1.33%  | 0.41%  | 0.08%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 1.01%            | 3.79%                |        |
| COWLEY ROAD  | Secondary District | 0.96%      | 2.73%  | 1.93%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.08%  | 0.24%  | 0.54%            | 1.65%                |        |
| BLACKBIRD LEYS   | Secondary District | 0.05%      | 0.93%  | 0.00%  | 0.04%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.10%            | 0.39%                |        |
|  |                    | SUB TOTAL: | 14.37% | 33.24% | 7.28%  | 15.88% | 0.31%  | 0.68%  | 4.18%  | 1.56%  | 1.27%            | 7.45%                | 21.73% |
|  |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| OTHER LOCAL/ NEIGHBOURHOOD CENTRES /SHOPPING AREAS WITHIN CITY COUNCIL |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| BARTON   |                    | 0.04%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.01%            | 0.02%                |        |
| CUTTESLOWE   |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%            | 0.00%                |        |
| GRANDPONT  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%            | 0.00%                |        |
| HOLLOW WAY   |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.03%  | 0.00%  | 0.01%            | 0.00%                |        |
| IFFLEY ROAD  |                    | 0.00%      | 0.05%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.01%            | 0.02%                |        |
| LITTLEMORE   |                    | 0.39%      | 2.55%  | 0.34%  | 0.34%  | 0.00%  | 0.00%  | 0.00%  | 0.23%  | 0.00%  | 0.40%            | 1.23%                |        |
| MARSTON  |                    | 0.19%      | 0.20%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.05%            | 0.19%                |        |
| NEW BOTLEY   |                    | 0.00%      | 0.03%  | 2.13%  | 0.07%  | 0.23%  | 0.00%  | 0.00%  | 0.12%  | 0.00%  | 0.14%            | 0.01%                |        |
| NEW HEADINGTON   |                    | 2.03%      | 0.00%  | 0.00%  | 0.14%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.33%            | 1.24%                |        |
| NEW HINKSEY  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%            | 0.00%                |        |
| NEW MARSTON  |                    | 0.35%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.06%            | 0.21%                |        |
| RISINGHURST  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%            | 0.00%                |        |
| ROSE HILL  |                    | 0.17%      | 0.17%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.05%            | 0.17%                |        |
| TEMPLE COWLEY  |                    | 0.00%      | 0.47%  | 0.00%  | 0.13%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.05%            | 0.18%                |        |
| WALTON MANOR   |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%            | 0.00%                |        |
| WATLINGTON   |                    | 0.00%      | 0.00%  | 0.00%  | 0.03%  | 0.00%  | 0.00%  | 0.55%  | 0.19%  | 0.00%  | 0.10%            | 0.00%                |        |
| WILKINS ROAD   |                    | 0.05%      | 0.00%  | 0.00%  | 0.19%  | 0.13%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.03%            | 0.03%                |        |
| WOOD FARM  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%            | 0.00%                |        |
|  |                    | SUB TOTAL: | 3.22%  | 3.48%  | 2.47%  | 0.89%  | 0.36%  | 0.00%  | 0.55%  | 0.58%  | 0.00%            | 1.22%                | 3.32%  |
|  |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:                       |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| BOTLEY ROAD RP   |                    | 11.86%     | 11.36% | 17.78% | 6.96%  | 6.63%  | 5.55%  | 0.23%  | 2.01%  | 2.64%  | 6.15%            | 11.67%               |        |
| OXFORD RP  |                    | 0.85%      | 7.13%  | 0.00%  | 1.38%  | 0.62%  | 0.06%  | 0.06%  | 0.03%  | 0.00%  | 0.99%            | 3.30%                |        |
| HORSPATH DRIWAY RETAIL PARK  |                    | 3.08%      | 0.98%  | 0.00%  | 2.68%  | 0.00%  | 0.00%  | 0.00%  | 0.03%  | 0.00%  | 0.67%            | 2.27%                |        |
|  |                    | SUB TOTAL: | 15.80% | 19.47% | 17.78% | 11.01% | 7.25%  | 5.61%  | 0.30%  | 2.07%  | 2.64%            | 7.81%                | 17.23% |
|  |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| ALL CENTRES / STORES IN OXFORD CITY AREA:                              |                    | 81.15%     | 90.65% | 60.14% | 68.62% | 16.92% | 19.50% | 14.00% | 21.90% | 18.51% | 39.13%           | 84.85%               |        |
|  |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                                 |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| ABINGDON   |                    | 2.04%      | 1.67%  | 20.32% | 1.41%  | 0.90%  | 0.37%  | 0.68%  | 23.19% | 10.40% | 7.62%            | 1.90%                |        |
| ABINGDON-Fairacres RP  |                    | 0.32%      | 0.32%  | 7.85%  | 0.60%  | 0.33%  | 0.28%  | 0.06%  | 6.68%  | 6.94%  | 2.54%            | 0.32%                |        |
| AYLESBURY  |                    | 0.00%      | 0.00%  | 0.04%  | 1.44%  | 0.00%  | 0.13%  | 24.10% | 0.00%  | 0.00%  | 2.66%            | 0.00%                |        |
| BANBURY  |                    | 0.74%      | 0.00%  | 0.19%  | 0.81%  | 2.21%  | 12.07% | 1.50%  | 0.12%  | 0.00%  | 2.49%            | 0.45%                |        |
| BICESTER   |                    | 0.19%      | 0.33%  | 0.09%  | 1.29%  | 0.00%  | 41.88% | 2.27%  | 0.00%  | 1.14%  | 7.16%            | 0.25%                |        |
| BICESTER VILLAGE   |                    | 0.54%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 1.83%  | 0.00%  | 0.00%  | 0.00%  | 0.38%            | 0.33%                |        |
| BICESTER-Launceston Road RP  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 3.72%  | 0.27%  | 0.00%  | 0.00%  | 0.63%            | 0.00%                |        |
| BURFORD  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.25%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.03%            | 0.00%                |        |
| CARTERTON  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.26%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.03%            | 0.00%                |        |
| CARTERTON-West Oxfordshire RP  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%            | 0.00%                |        |
| CHELTENHAM   |                    | 0.05%      | 0.00%  | 0.00%  | 0.35%  | 0.82%  | 0.00%  | 0.00%  | 0.23%  | 0.00%  | 0.15%            | 0.03%                |        |
| CHINNOR  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.71%  | 0.00%  | 0.00%  | 0.08%            | 0.00%                |        |
| DIDCOT   |                    | 0.06%      | 0.00%  | 0.27%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 27.52% | 5.04%  | 6.69%            | 0.04%                |        |
| DIDCOT-Hadden Hill RP  |                    | 0.00%      | 0.06%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.17%  | 0.00%  | 0.04%            | 0.02%                |        |
| DIDCOT-Wallingford Road RP   |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.60%  | 0.10%  | 0.14%            | 0.00%                |        |
| HADDENHAM  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 1.34%  | 0.00%  | 0.00%  | 0.14%            | 0.00%                |        |
| HENLEY   |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.16%  | 0.26%  | 0.00%  | 0.08%            | 0.00%                |        |
| HIGH WYCOMBE   |                    | 3.69%      | 3.12%  | 1.98%  | 7.43%  | 1.15%  | 1.37%  | 22.25% | 1.08%  | 0.27%  | 4.18%            | 3.47%                |        |
| KIDLINGTON   |                    | 1.48%      | 0.11%  | 0.00%  | 0.00%  | 0.00%  | 2.88%  | 0.00%  | 0.05%  | 0.00%  | 0.72%            | 0.94%                |        |
| LONDON   |                    | 2.01%      | 0.38%  | 0.47%  | 0.43%  | 0.24%  | 0.11%  | 1.17%  | 0.64%  | 1.44%  | 0.82%            | 1.37%                |        |
| MILTON KEYNES  |                    | 0.69%      | 0.65%  | 0.09%  | 1.43%  | 1.24%  | 9.54%  | 6.65%  | 0.00%  | 0.72%  | 2.64%            | 0.67%                |        |
| NEWBURY  |                    | 0.00%      | 0.00%  | 0.00%  | 0.36%  | 0.00%  | 0.00%  | 0.00%  | 2.42%  | 12.35% | 1.53%            | 0.00%                |        |
| PRINCES RISEBOROUGH  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.30%  | 0.12%  | 0.00%  | 0.06%            | 0.00%                |        |
| READING  |                    | 3.74%      | 0.59%  | 0.90%  | 0.43%  | 0.16%  | 0.00%  | 3.59%  | 9.86%  | 2.90%  | 3.58%            | 2.51%                |        |
| SEACOURT TOWER RP  |                    | 0.53%      | 0.06%  | 0.23%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.96%  | 0.17%            | 0.34%                |        |
| SWINDON  |                    | 0.00%      | 0.44%  | 0.00%  | 0.00%  | 4.30%  | 0.00%  | 0.00%  | 0.54%  | 2.54%  | 0.79%            | 0.17%                |        |
| SWINDON-Designer Outlet  |                    | 0.00%      | 0.00%  | 0.00%  | 0.00%  | 0.04%  | 0.00%  | 0.00%  | 0.12%  | 1.60%  | 0.16%            | 0.00%                |        |
| THAME  |                    | 0.10%      | 0.00%  | 0.00%  | 4.04%  | 0.00%  | 0.12%  | 19.90% | 0.13%  | 0.00%  | 2.32%            | 0.06%                |        |
| WALLINGFORD  |                    | 0.00%      | 0.00%  | 0.00%  | 0.25%  | 0.00%  | 0.00%  | 0.00%  | 2.06%  | 0.08%  | 0.48%            | 0.00%                |        |
| WANTAGE  |                    | 0.00%      | 0.00%  | 0.04%  | 0.00%  | 0.00%  | 0.00%  | 0.00%  | 0.52%  | 30.32% | 2.48%            | 0.00%                |        |
| WITNEY   |                    | 0.75%      | 0.00%  | 2.90%  | 0.24%  | 69.97% | 2.63%  | 0.00%  | 0.25%  | 2.83%  | 7.84%            | 0.46%                |        |
| WOODSTOCK  |                    | 0.04%      | 0.00%  | 0.16%  | 0.00%  | 0.05%  | 0.42%  | 0.00%  | 0.00%  | 0.00%  | 0.08%            | 0.02%                |        |
| ALL OTHER CENTRES / STORES:  |                    | 1.91%      | 1.62%  | 4.33%  | 10.85% | 1.16%  | 3.15%  | 1.05%  | 1.54%  | 1.87%  | 2.16%            | 1.80%                |        |
|  |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| ALL OTHER CENTRES / STORES:  |                    | 18.85%     | 9.35%  | 39.86% | 31.38% | 83.08% | 80.50% | 86.00% | 78.10% | 81.49% | 60.87%           | 15.15%               |        |
|  |                    |            |        |        |        |        |        |        |        |        |                  |                      |        |
| TOTAL  |                    | 100.0%     | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%           | 100.0%               |        |

*Excluding Internet Shopping and other Special Forms of Trading*

## Notes

**TABLE 3: ALL COMPARISON GOODS - 2016 TRADE DRAW FROM WITHIN DEFINED STUDY AREA (%)**

*Excluding Internet Shopping and other Special Forms of Trading*

| Excluding Internet Shopping and other Special Forms of Trading |                    |                       |        |        |        |        |        |        |        |        |                  |                      |     |
|--|--------------------|-----------------------|--------|--------|--------|--------|--------|--------|--------|--------|------------------|----------------------|-----|
|  |                    | Zone 1                | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | TOTAL STUDY AREA | LOCAL AUTHORITY AREA |     |
|  |                    | %                     | %      | %      | %      | %      | %      | %      | %      | %      | %                | Zones 1-2            |     |
| OXFORD CITY CENTRE   |                    | SUB TOTAL: TRADE DRAW | 32%    | 15%    | 6%     | 5%     | 4%     | 10%    | 4%     | 19%    | 5%               | 100%                 | 48% |
| DISTRICT CENTRES   |                    |                       |        |        |        |        |        |        |        |        |                  |                      |     |
| SUMMERTOWN   | Secondary District | 94%                   | 4%     | 1%     | 0%     | 0%     | 1%     | 0%     | 0%     | 0%     | 100%             | 98%                  |     |
| COWLEY CENTRE  | Primary District   | 10%                   | 58%    | 4%     | 8%     | 1%     | 2%     | 9%     | 7%     | 2%     | 100%             | 67%                  |     |
| HEADINGTON   | Secondary District | 84%                   | 14%    | 2%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 98%                  |     |
| COWLEY ROAD  | Secondary District | 27%                   | 51%    | 14%    | 0%     | 0%     | 0%     | 0%     | 4%     | 4%     | 100%             | 79%                  |     |
| BLACKBIRD LEYS   | Secondary District | 7%                    | 92%    | 0%     | 1%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 99%                  |     |
| SUB TOTAL: TRADE DRAW  |                    | 30%                   | 46%    | 4%     | 6%     | 0%     | 2%     | 6%     | 5%     | 1%     | 100%             | 76%                  |     |
| OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA    |                    |                       |        |        |        |        |        |        |        |        |                  |                      |     |
| BARTON   |                    | 100%                  | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                 |     |
| CUTTESLOWE   |                    | -                     | -      | -      | -      | -      | -      | -      | -      | -      | -                | -                    |     |
| GRANDPONT  |                    | -                     | -      | -      | -      | -      | -      | -      | -      | -      | -                | -                    |     |
| HOLLOW WAY   |                    | 0%                    | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%   | 0%     | 100%             | 0%                   |     |
| IFFLEY ROAD  |                    | 0%                    | 100%   | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                 |     |
| LITTLEMORE   |                    | 15%                   | 65%    | 3%     | 2%     | 0%     | 0%     | 0%     | 14%    | 0%     | 100%             | 80%                  |     |
| MARSTON  |                    | 58%                   | 42%    | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                 |     |
| NEW BOTLEY   |                    | 0%                    | 2%     | 59%    | 1%     | 17%    | 0%     | 0%     | 21%    | 0%     | 100%             | 2%                   |     |
| NEW HEADINGTON   |                    | 99%                   | 0%     | 0%     | 1%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 99%                  |     |
| NEW HINKSEY  |                    | -                     | -      | -      | -      | -      | -      | -      | -      | -      | -                | -                    |     |
| NEW MARSTON  |                    | 100%                  | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                 |     |
| RISINGHURST  |                    | -                     | -      | -      | -      | -      | -      | -      | -      | -      | -                | -                    |     |
| ROSE HILL  |                    | 59%                   | 41%    | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 100%                 |     |
| TEMPLE COWLEY  |                    | 0%                    | 94%    | 0%     | 6%     | 0%     | 0%     | 0%     | 0%     | 0%     | 100%             | 94%                  |     |
| WALTON MANOR   |                    | -                     | -      | -      | -      | -      | -      | -      | -      | -      | -                | -                    |     |
| WATLINGTON   |                    | 0%                    | 0%     | 0%     | 1%     | 0%     | 0%     | 54%    | 45%    | 0%     | 100%             | 0%                   |     |
| WILKINS ROAD   |                    | 29%                   | 0%     | 0%     | 19%    | 52%    | 0%     | 0%     | 0%     | 0%     | 100%             | 29%                  |     |
| WOOD FARM  |                    | -                     | -      | -      | -      | -      | -      | -      | -      | -      | -                | -                    |     |
| SUB TOTAL: TRADE DRAW  |                    | 41%                   | 29%    | 8%     | 2%     | 3%     | 0%     | 5%     | 12%    | 0%     | 100%             | 71%                  |     |
| MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:               |                    |                       |        |        |        |        |        |        |        |        |                  |                      |     |
| BOTLEY ROAD RP   |                    | 29%                   | 19%    | 11%    | 3%     | 11%    | 15%    | 0%     | 8%     | 4%     | 100%             | 48%                  |     |
| OXFORD RP  |                    | 13%                   | 74%    | 0%     | 4%     | 7%     | 1%     | 1%     | 1%     | 0%     | 100%             | 87%                  |     |
| HORSPATH Driftway RP   |                    | 73%                   | 15%    | 0%     | 10%    | 0%     | 0%     | 0%     | 1%     | 0%     | 100%             | 88%                  |     |
| SUB TOTAL: TRADE DRAW  |                    | 31%                   | 25%    | 9%     | 4%     | 10%    | 12%    | 0%     | 6%     | 3%     | 100%             | 56%                  |     |
| TOTAL DRAW TO ALL STORES IN OXFORD CITY AREA:                  |                    |                       |        |        |        |        |        |        |        |        |                  |                      | 55% |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                         |                    |                       |        |        |        |        |        |        |        |        |                  |                      |     |
| ABINGDON   |                    | 4%                    | 2%     | 10%    | 0%     | 1%     | 1%     | 1%     | 70%    | 11%    | 100%             | 6%                   |     |
| ABINGDON-Fairacres RP  |                    | 2%                    | 1%     | 11%    | 1%     | 1%     | 2%     | 0%     | 61%    | 21%    | 100%             | 3%                   |     |
| AYLESBURY  |                    | 0%                    | 0%     | 0%     | 1%     | 0%     | 1%     | 98%    | 0%     | 0%     | 100%             | 0%                   |     |
| BANBURY  |                    | 4%                    | 0%     | 0%     | 1%     | 9%     | 79%    | 6%     | 1%     | 0%     | 100%             | 4%                   |     |
| BICESTER   |                    | 0%                    | 0%     | 0%     | 0%     | 0%     | 94%    | 3%     | 0%     | 1%     | 100%             | 1%                   |     |
| BICESTER VILLAGE   |                    | 21%                   | 0%     | 0%     | 0%     | 0%     | 79%    | 0%     | 0%     | 0%     | 100%             | 21%                  |     |
| BICESTER-Launceston Road RP                                    |                    | 0%                    | 0%     | 0%     | 0%     | 0%     | 96%    | 4%     | 0%     | 0%     | 100%             | 0%                   |     |
| BURFORD  |                    | 0%                    | 0%     | 0%     | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 100%             | 0%                   |     |
| CARTERTON  |                    | 0%                    | 0%     | 0%     | 0%     | 100%   | 0%     | 0%     | 0%     | 0%     | 100%             | 0%                   |     |
| CARTERTON-West Oxfordshire RP                                  |                    | -                     | -      | -      | -      | -      | -      | -      | -      | -      | -                | -                    |     |
| CHELTENHAM   |                    | 5%                    | 0%     | 0%     | 6%     | 53%    | 0%     | 0%     | 36%    | 0%     | 100%             | 5%                   |     |
| CHINNOR  |                    | 0%                    | 0%     | 0%     | 0%     | 0%     | 0%     | 100%   | 0%     | 0%     | 100%             | 0%                   |     |
| DIDCOT   |                    | 0%                    | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 94%    | 6%     | 100%             | 0%                   |     |
| DIDCOT-Hadden Hill RP  |                    | 0%                    | 13%    | 0%     | 0%     | 0%     | 0%     | 0%     | 87%    | 0%     | 100%             | 13%                  |     |
| DIDCOT-Wallingford Road RP                                     |                    | 0%                    | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 94%    | 6%     | 100%             | 0%                   |     |
| HADDENHAM  |                    | 0%                    | 0%     | 0%     | 0%     | 0%     | 0%     | 100%   | 0%     | 0%     | 100%             | 0%                   |     |
| HENLEY   |                    | 0%                    | 0%     | 0%     | 0%     | 0%     | 0%     | 21%    | 79%    | 0%     | 100%             | 0%                   |     |
| HIGH WYCOMBE   |                    | 14%                   | 8%     | 2%     | 5%     | 3%     | 6%     | 56%    | 7%     | 1%     | 100%             | 22%                  |     |
| KIDLINGTON   |                    | 31%                   | 1%     | 0%     | 0%     | 0%     | 66%    | 0%     | 2%     | 0%     | 100%             | 32%                  |     |
| LONDON   |                    | 38%                   | 5%     | 2%     | 1%     | 3%     | 2%     | 15%    | 19%    | 15%    | 100%             | 43%                  |     |
| MILTON KEYNES  |                    | 4%                    | 2%     | 0%     | 1%     | 5%     | 60%    | 25%    | 0%     | 2%     | 100%             | 6%                   |     |
| NEWBURY  |                    | 0%                    | 0%     | 0%     | 1%     | 0%     | 0%     | 0%     | 37%    | 63%    | 100%             | 0%                   |     |
| PRINCES RISEBOROUGH  |                    | 0%                    | 0%     | 0%     | 0%     | 0%     | 0%     | 51%    | 49%    | 0%     | 100%             | 0%                   |     |
| READING  |                    | 15%                   | 2%     | 1%     | 0%     | 0%     | 0%     | 10%    | 65%    | 6%     | 100%             | 17%                  |     |
| SEACOURT TOWER RP  |                    | 46%                   | 3%     | 5%     | 0%     | 0%     | 0%     | 0%     | 0%     | 45%    | 100%             | 50%                  |     |
| SWINDON  |                    | 0%                    | 5%     | 0%     | 0%     | 54%    | 0%     | 0%     | 16%    | 25%    | 100%             | 5%                   |     |
| SWINDON-Designer Outlet  |                    | 0%                    | 0%     | 0%     | 0%     | 2%     | 0%     | 0%     | 18%    | 80%    | 100%             | 0%                   |     |
| THAME  |                    | 1%                    | 0%     | 0%     | 5%     | 0%     | 1%     | 92%    | 1%     | 0%     | 100%             | 1%                   |     |
| WALLINGFORD  |                    | 0%                    | 0%     | 0%     | 1%     | 0%     | 0%     | 0%     | 98%    | 1%     | 100%             | 0%                   |     |
| WANTAGE  |                    | 0%                    | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 5%     | 95%    | 100%             | 0%                   |     |
| WITNEY   |                    | 1%                    | 0%     | 1%     | 0%     | 88%    | 5%     | 0%     | 1%     | 3%     | 100%             | 1%                   |     |
| WOODSTOCK  |                    | 6%                    | 0%     | 7%     | 0%     | 6%     | 81%    | 0%     | 0%     | 0%     | 100%             | 6%                   |     |
| ALL OTHER CENTRES / STORES:                                    |                    | 13%                   | 8%     | 8%     | 13%    | 5%     | 24%    | 5%     | 17%    | 7%     | 100%             | 21%                  |     |
| TOTAL DRAW TO ALL STORES OUTSIDE OXFORD CITY:                  |                    | 5%                    | 2%     | 2%     | 1%     | 14%    | 22%    | 14%    | 30%    | 11%    | 100%             | 6%                   |     |
| TOTAL EXPENDITURE ALLOCATION BY ZONE:                          |                    | 15%                   | 10%    | 4%     | 2%     | 10%    | 17%    | 10%    | 24%    | 8%     | 100%             | 25%                  |     |

*Excluding Internet Shopping and other Special Forms of Trading*

| Excluding internet shopping and other special forms of trading |         |         |        |        |         |         |         |         |         |                  |           | LOCAL AUTHORITY AREA |
|--|---------|---------|--------|--------|---------|---------|---------|---------|---------|------------------|-----------|----------------------|
|  | Zone 1  | Zone 2  | Zone 3 | Zone 4 | Zone 5  | Zone 6  | Zone 7  | Zone 8  | Zone 9  | TOTAL STUDY AREA |           |                      |
|  | £247.16 | £163.96 | £62.60 | £40.97 | £167.23 | £272.14 | £164.48 | £395.26 | £132.71 | £1,646.51        | £411.12   |                      |
|  | £m      | £m      | £m     | £m     | £m      | £m      | £m      | £m      | £m      | £m               | Zones 1-2 |                      |
| OXFORD CITY CENTRE   | £118.05 | £56.51  | £20.41 | £16.73 | £15.06  | £35.95  | £14.75  | £69.94  | £19.37  | £366.78          | £174.56   |                      |
| DISTRICT CENTRES   |         |         |        |        |         |         |         |         |         |                  |           |                      |
| SUMMERTOWN   | £12.19  | £0.51   | £0.10  | £0.05  | £0.00   | £0.07   | £0.00   | £0.00   | £0.00   | £12.91           | £12.70    |                      |
| COWLEY CENTRE  | £7.61   | £45.81  | £3.00  | £6.41  | £0.51   | £1.78   | £6.88   | £5.83   | £1.37   | £79.19           | £53.43    |                      |
| HEADINGTON   | £13.24  | £2.17   | £0.26  | £0.03  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £15.70           | £15.41    |                      |
| COWLEY ROAD  | £2.37   | £4.48   | £1.21  | £0.00  | £0.00   | £0.00   | £0.00   | £0.32   | £0.31   | £8.69            | £6.85     |                      |
| BLACKBIRD LEYS   | £0.12   | £1.52   | £0.00  | £0.02  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.66            | £1.64     |                      |
| OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA    |         |         |        |        |         |         |         |         |         |                  |           |                      |
| BARTON   | £0.09   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.09            | £0.09     |                      |
| CUTTESLOWE   | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00     |                      |
| GRANDPONT  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00     |                      |
| HOLLOW WAY   | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.12   | £0.00   | £0.12            | £0.00     |                      |
| IFFLEY ROAD  | £0.00   | £0.08   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.08            | £0.08     |                      |
| LITTLEMORE   | £0.97   | £4.18   | £0.22  | £0.14  | £0.00   | £0.00   | £0.00   | £0.92   | £0.00   | £6.42            | £5.15     |                      |
| MARSTON  | £0.46   | £0.33   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.80            | £0.80     |                      |
| NEW BOTLEY   | £0.00   | £0.05   | £1.33  | £0.03  | £0.39   | £0.00   | £0.00   | £0.48   | £0.00   | £2.28            | £0.05     |                      |
| NEW HEADINGTON   | £5.02   | £0.00   | £0.00  | £0.06  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £5.08            | £5.02     |                      |
| NEW HINKSEY  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00     |                      |
| NEW MARSTON  | £0.86   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.86            | £0.86     |                      |
| RISINGHURST  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00     |                      |
| ROSE HILL  | £0.42   | £0.29   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.71            | £0.71     |                      |
| TEMPLE COWLEY  | £0.00   | £0.77   | £0.00  | £0.05  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.83            | £0.77     |                      |
| WALTON MANOR   | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00     |                      |
| WATLINGTON   | £0.00   | £0.00   | £0.00  | £0.01  | £0.00   | £0.00   | £0.91   | £0.77   | £0.00   | £1.69            | £0.00     |                      |
| WILKINS ROAD   | £0.12   | £0.00   | £0.00  | £0.08  | £0.21   | £0.00   | £0.00   | £0.00   | £0.00   | £0.41            | £0.12     |                      |
| WOOD FARM  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00     |                      |
| MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:               |         |         |        |        |         |         |         |         |         |                  |           |                      |
| BOTLEY ROAD RP   | £29.32  | £18.63  | £11.13 | £2.85  | £11.08  | £15.10  | £0.39   | £7.94   | £3.51   | £99.94           | £47.95    |                      |
| OXFORD RP  | £2.10   | £11.68  | £0.00  | £0.57  | £1.04   | £0.17   | £0.10   | £0.12   | £0.00   | £15.78           | £13.78    |                      |
| HORSPATH Driftway RP   | £7.62   | £1.61   | £0.00  | £1.10  | £0.00   | £0.00   | £0.00   | £0.14   | £0.00   | £10.47           | £9.24     |                      |
| Oxford City Council Area                                       | £200.57 | £148.63 | £37.65 | £28.11 | £28.29  | £53.07  | £23.02  | £86.58  | £24.56  | £630.49          | £349.20   |                      |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                         |         |         |        |        |         |         |         |         |         |                  |           |                      |
| ABINGDON   | £5.04   | £2.74   | £12.72 | £0.58  | £1.50   | £1.00   | £1.12   | £91.67  | £13.80  | £130.18          | £7.79     |                      |
| ABINGDON-Fairacres RP  | £0.79   | £0.53   | £4.91  | £0.24  | £0.55   | £0.76   | £0.10   | £26.39  | £9.20   | £43.48           | £1.32     |                      |
| AYLESBURY  | £0.00   | £0.00   | £0.03  | £0.29  | £0.00   | £0.36   | £39.64  | £0.00   | £0.00   | £40.62           | £0.00     |                      |
| BANBURY  | £1.83   | £0.00   | £0.12  | £0.33  | £3.70   | £32.85  | £2.47   | £0.47   | £0.00   | £41.77           | £1.83     |                      |
| BICESTER   | £0.47   | £0.54   | £0.06  | £0.53  | £0.00   | £113.98 | £3.74   | £0.00   | £1.51   | £120.82          | £1.01     |                      |
| BICESTER VILLAGE   | £1.33   | £0.00   | £0.00  | £0.00  | £0.00   | £4.97   | £0.00   | £0.00   | £0.00   | £6.30            | £1.33     |                      |
| BICESTER-Launceston Road RP                                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £10.14  | £0.44   | £0.00   | £0.00   | £10.57           | £0.00     |                      |
| BURFORD  | £0.00   | £0.00   | £0.00  | £0.00  | £0.42   | £0.00   | £0.00   | £0.00   | £0.00   | £0.42            | £0.00     |                      |
| CARTERTON  | £0.00   | £0.00   | £0.00  | £0.00  | £0.44   | £0.00   | £0.00   | £0.00   | £0.00   | £0.44            | £0.00     |                      |
| CARTERTON-West Oxfordshire RP                                  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00     |                      |
| CHELTENHAM   | £0.12   | £0.00   | £0.00  | £0.14  | £1.37   | £0.00   | £0.00   | £0.93   | £0.00   | £2.56            | £0.12     |                      |
| CHINNOR  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £1.17   | £0.00   | £0.00   | £1.17            | £0.00     |                      |
| DIDCOT   | £0.14   | £0.00   | £0.17  | £0.00  | £0.00   | £0.00   | £0.00   | £108.79 | £6.70   | £115.80          | £0.14     |                      |
| DIDCOT-Hadden Hill RP  | £0.00   | £0.10   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.66   | £0.00   | £0.75            | £0.10     |                      |
| DIDCOT-Wallingford Road RP                                     | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £2.37   | £0.14   | £2.51            | £0.00     |                      |
| HADDENHAM  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £2.20   | £0.00   | £0.00   | £2.20            | £0.00     |                      |
| HENLEY   | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.27   | £1.04   | £0.00   | £1.32            | £0.00     |                      |
| HIGH WYCOMBE   | £9.12   | £5.11   | £1.24  | £3.05  | £1.92   | £3.72   | £36.59  | £4.26   | £0.35   | £65.36           | £14.23    |                      |
| KIDLINGTON   | £3.66   | £0.17   | £0.00  | £0.00  | £0.00   | £7.84   | £0.00   | £0.19   | £0.00   | £11.86           | £3.83     |                      |
| LONDON   | £4.96   | £0.63   | £0.30  | £0.17  | £0.40   | £0.30   | £1.92   | £2.52   | £1.91   | £13.12           | £5.59     |                      |
| MILTON KEYNES  | £1.71   | £1.07   | £0.06  | £0.59  | £2.08   | £25.95  | £10.94  | £0.00   | £0.96   | £43.34           | £2.77     |                      |
| NEWBURY  | £0.00   | £0.00   | £0.00  | £0.15  | £0.00   | £0.00   | £0.00   | £9.57   | £16.39  | £26.12           | £0.00     |                      |
| PRINCES RISEBOROUGH  | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.49   | £0.47   | £0.00   | £0.96            | £0.00     |                      |
| READING  | £9.23   | £0.96   | £0.56  | £0.18  | £0.28   | £0.00   | £5.91   | £38.97  | £3.85   | £59.94           | £10.20    |                      |
| SEACOURT TOWER RP  | £1.30   | £0.09   | £0.14  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £1.28   | £2.81            | £1.39     |                      |
| SWINDON  | £0.00   | £0.72   | £0.00  | £0.00  | £7.19   | £0.00   | £0.00   | £2.12   | £3.37   | £13.40           | £0.72     |                      |
| SWINDON-Designer Outlet  | £0.00   | £0.00   | £0.00  | £0.00  | £0.06   | £0.00   | £0.00   | £0.48   | £2.12   | £2.66            | £0.00     |                      |
| THAME  | £0.24   | £0.00   | £0.00  | £1.66  | £0.00   | £0.33   | £32.73  | £0.53   | £0.00   | £35.48           | £0.24     |                      |
| WALLINGFORD  | £0.00   | £0.00   | £0.00  | £0.10  | £0.00   | £0.00   | £0.00   | £8.13   | £0.10   | £8.33            | £0.00     |                      |
| WANTAGE  | £0.00   | £0.00   | £0.02  | £0.00  | £0.00   | £0.00   | £0.00   | £2.06   | £40.24  | £42.32           | £0.00     |                      |
| WITNEY   | £1.85   | £0.00   | £1.81  | £0.10  | £117.00 | £7.16   | £0.00   | £0.99   | £3.76   | £132.68          | £1.85     |                      |
| WOODSTOCK  | £0.09   | £0.00   | £0.10  | £0.00  | £0.08   | £1.13   | £0.00   | £0.00   | £0.00   | £1.40            | £0.09     |                      |
| ALL OTHER CENTRES / STORES:                                    | £4.71   | £2.66   | £2.71  | £4.45  | £1.94   | £8.58   | £1.73   | £6.07   | £2.48   | £35.33           | £7.38     |                      |
| All other Centres / stores                                     | £46.59  | £15.33  | £24.95 | £12.85 | £138.93 | £219.07 | £141.45 | £308.68 | £108.15 | £1,016.02        | £61.92    |                      |
| TOTAL  | £247.16 | £163.96 | £62.60 | £40.97 | £167.23 | £272.14 | £164.48 | £395.26 | £132.71 | £1,646.51        | £411.12   |                      |
| Notes:   | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00     |                      |

#### Excluding Internet Shopping and other Special Forms of Trading

| Excluding internet shopping and other special forms of trading |                    |         |         |        |        |         |         |         |         |         |                  | LOCAL AUTHORITY AREA |
|--|--------------------|---------|---------|--------|--------|---------|---------|---------|---------|---------|------------------|----------------------|
|  |                    | Zone 1  | Zone 2  | Zone 3 | Zone 4 | Zone 5  | Zone 6  | Zone 7  | Zone 8  | Zone 9  | TOTAL STUDY AREA |                      |
|  |                    | £274.38 | £184.46 | £70.44 | £45.92 | £191.16 | £308.88 | £187.63 | £447.52 | £150.40 | £1,860.79        | £458.84              |
|  |                    | £m      | £m      | £m     | £m     | £m      | £m      | £m      | £m      | £m      | £m               | Zones 1-2            |
| OXFORD CITY CENTRE   |                    | £131.05 | £63.57  | £22.97 | £18.75 | £17.22  | £40.81  | £16.82  | £79.19  | £21.95  | £412.33          | £194.62              |
| DISTRICT CENTRES   |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| SUMMERTOWN   | Secondary District | £13.53  | £0.57   | £0.11  | £0.06  | £0.00   | £0.08   | £0.00   | £0.00   | £0.00   | £14.34           | £14.10               |
| COWLEY CENTRE  | Primary District   | £8.45   | £51.54  | £3.37  | £7.18  | £0.58   | £2.02   | £7.85   | £6.60   | £1.55   | £89.15           | £59.99               |
| HEADINGTON   | Secondary District | £14.70  | £2.45   | £0.29  | £0.04  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £17.47           | £17.14               |
| COWLEY ROAD  | Secondary District | £2.63   | £5.04   | £1.36  | £0.00  | £0.00   | £0.00   | £0.00   | £0.37   | £0.36   | £9.75            | £7.67                |
| BLACKBIRD LEYS   | Secondary District | £0.13   | £1.71   | £0.00  | £0.02  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.87            | £1.85                |
| OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA    |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| BARTON   |                    | £0.10   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.10            | £0.10                |
| CUTTESLOWE   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| GRANDPONT  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| HOLLOW WAY   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.14   | £0.00   | £0.14            | £0.00                |
| IFFLEY ROAD  |                    | £0.00   | £0.09   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.09            | £0.09                |
| LITTLEMORE   |                    | £1.08   | £4.70   | £0.24  | £0.15  | £0.00   | £0.00   | £0.00   | £1.04   | £0.00   | £7.22            | £5.78                |
| MARSTON  |                    | £0.51   | £0.37   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.89            | £0.89                |
| NEW BOTLEY   |                    | £0.00   | £0.06   | £1.50  | £0.03  | £0.44   | £0.00   | £0.00   | £0.54   | £0.00   | £2.57            | £0.06                |
| NEW HEADINGTON   |                    | £5.58   | £0.00   | £0.00  | £0.06  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £5.64            | £5.58                |
| NEW HINKSEY  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| NEW MARSTON  |                    | £0.96   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.96            | £0.96                |
| RISINGHURST  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| ROSE HILL  |                    | £0.47   | £0.32   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.79            | £0.79                |
| TEMPLE COWLEY  |                    | £0.00   | £0.87   | £0.00  | £0.06  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.93            | £0.87                |
| WALTON MANOR   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| WATLINGTON   |                    | £0.00   | £0.00   | £0.00  | £0.01  | £0.00   | £0.00   | £1.04   | £0.87   | £0.00   | £1.92            | £0.00                |
| WILKINS ROAD   |                    | £0.13   | £0.00   | £0.00  | £0.09  | £0.24   | £0.00   | £0.00   | £0.00   | £0.00   | £0.46            | £0.13                |
| WOOD FARM  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:               |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| BOTLEY ROAD RP   |                    | £32.55  | £20.96  | £12.52 | £3.19  | £12.67  | £17.13  | £0.44   | £8.99   | £3.98   | £112.43          | £53.51               |
| OXFORD RP  |                    | £2.33   | £13.14  | £0.00  | £0.63  | £1.19   | £0.19   | £0.11   | £0.14   | £0.00   | £17.74           | £15.47               |
| HORSYPATH Driftway RP  |                    | £8.46   | £1.81   | £0.00  | £1.23  | £0.00   | £0.00   | £0.00   | £0.16   | £0.00   | £11.66           | £10.28               |
| Oxford City Council Area                                       |                    | £222.66 | £167.21 | £42.37 | £31.51 | £32.34  | £60.23  | £26.26  | £98.02  | £27.84  | £708.45          | £389.87              |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                         |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| ABINGDON   |                    | £5.60   | £3.09   | £14.32 | £0.65  | £1.72   | £1.14   | £1.28   | £103.78 | £15.64  | £147.21          | £8.69                |
| ABINGDON-Fairacres RP  |                    | £0.87   | £0.60   | £5.53  | £0.27  | £0.63   | £0.86   | £0.11   | £29.88  | £10.43  | £49.19           | £1.47                |
| AYLESBURY  |                    | £0.00   | £0.00   | £0.03  | £0.66  | £0.00   | £0.41   | £45.22  | £0.00   | £0.00   | £46.32           | £0.00                |
| BANBURY  |                    | £2.03   | £0.00   | £0.13  | £0.37  | £4.23   | £37.28  | £2.81   | £0.53   | £0.00   | £47.40           | £2.03                |
| BICESTER   |                    | £0.53   | £0.61   | £0.06  | £0.59  | £0.00   | £129.36 | £4.26   | £0.00   | £1.71   | £137.12          | £1.13                |
| BICESTER VILLAGE   |                    | £1.47   | £0.00   | £0.00  | £0.00  | £0.00   | £5.64   | £0.00   | £0.00   | £0.00   | £7.11            | £1.47                |
| BICESTER-launceston Road RP                                    |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £11.50  | £0.50   | £0.00   | £0.00   | £12.00           | £0.00                |
| BURFORD  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.48   | £0.00   | £0.00   | £0.00   | £0.00   | £0.48            | £0.00                |
| CARTERTON  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.50   | £0.00   | £0.00   | £0.00   | £0.00   | £0.50            | £0.00                |
| CARTERTON-West Oxfordshire RP                                  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| CHELTENHAM   |                    | £0.14   | £0.00   | £0.00  | £0.16  | £1.56   | £0.00   | £0.00   | £1.05   | £0.00   | £2.91            | £0.14                |
| CHINNOR  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £1.34   | £0.00   | £0.00   | £1.34            | £0.00                |
| DIDCOT   |                    | £0.16   | £0.00   | £0.19  | £0.00  | £0.00   | £0.00   | £0.00   | £123.17 | £7.59   | £131.11          | £0.16                |
| DIDCOT-Hadden Hill RP  |                    | £0.00   | £0.11   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.74   | £0.00   | £0.85            | £0.11                |
| DIDCOT-Wallingford Road RP                                     |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £2.68   | £0.16   | £2.84            | £0.00                |
| HADDENHAM  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £2.51   | £0.00   | £0.00   | £2.51            | £0.00                |
| HENLEY   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.31   | £1.18   | £0.00   | £1.49            | £0.00                |
| HIGH WYCOMBE   |                    | £10.12  | £5.75   | £1.39  | £3.41  | £2.19   | £4.23   | £41.74  | £4.83   | £0.40   | £74.07           | £15.88               |
| KIDLINGTON   |                    | £0.46   | £0.19   | £0.00  | £0.00  | £0.00   | £8.90   | £0.00   | £0.21   | £0.00   | £13.36           | £4.26                |
| LONDON   |                    | £5.50   | £0.71   | £0.33  | £0.20  | £0.46   | £0.34   | £2.19   | £2.85   | £2.17   | £14.76           | £6.21                |
| MILTON KEYNES  |                    | £1.89   | £1.20   | £0.06  | £0.66  | £2.37   | £29.46  | £12.48  | £0.00   | £1.08   | £49.20           | £3.09                |
| NEWBURY  |                    | £0.00   | £0.00   | £0.00  | £0.16  | £0.00   | £0.00   | £0.00   | £10.84  | £18.58  | £29.58           | £0.00                |
| PRINCES RISEBOROUGH  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.56   | £0.53   | £0.00   | £1.10            | £0.00                |
| READING  |                    | £10.25  | £1.08   | £0.63  | £0.20  | £0.31   | £0.00   | £6.74   | £44.12  | £4.37   | £67.71           | £11.33               |
| SEACOURT TOWER RP  |                    | £1.44   | £0.10   | £0.16  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £1.45   | £3.15            | £1.54                |
| SWINDON  |                    | £0.00   | £0.81   | £0.00  | £0.00  | £8.22   | £0.00   | £0.00   | £2.40   | £3.82   | £15.25           | £0.81                |
| SWINDON-Designer Outlet  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.07   | £0.00   | £0.00   | £0.54   | £2.40   | £3.02            | £0.00                |
| THAME  |                    | £0.26   | £0.00   | £0.00  | £1.86  | £0.00   | £0.37   | £37.34  | £0.60   | £0.00   | £40.43           | £0.26                |
| WALLINGFORD  |                    | £0.00   | £0.00   | £0.00  | £0.12  | £0.00   | £0.00   | £0.00   | £9.20   | £0.11   | £9.43            | £0.00                |
| WANTAGE  |                    | £0.00   | £0.00   | £0.03  | £0.00  | £0.00   | £0.00   | £0.00   | £2.33   | £45.60  | £47.95           | £0.00                |
| WITNEY   |                    | £2.05   | £0.00   | £2.04  | £0.11  | £133.75 | £8.13   | £0.00   | £1.13   | £4.26   | £151.46          | £2.05                |
| WOODSTOCK  |                    | £0.10   | £0.00   | £0.11  | £0.00  | £0.09   | £1.29   | £0.00   | £0.00   | £0.00   | £1.59            | £0.10                |
| ALL OTHER CENTRES / STORES:                                    |                    | £5.23   | £3.00   | £3.05  | £4.98  | £2.21   | £9.73   | £1.97   | £6.88   | £2.81   | £39.87           | £8.23                |
| All other Centres / stores                                     |                    | £51.72  | £17.25  | £28.08 | £14.41 | £158.82 | £248.64 | £161.37 | £349.49 | £122.56 | £1,152.34        | £68.97               |
| TOTAL  |                    | £274.38 | £184.46 | £70.44 | £45.92 | £191.16 | £308.88 | £187.63 | £447.52 | £150.40 | £1,860.79        | £458.84              |
| Notes:   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |

*Excluding Internet Shopping and other Special Forms of Trading*

| Excluding internet shopping and other special forms of trading |                    |         |         |        |        |         |         |         |         |         |                  |                      |
|--|--------------------|---------|---------|--------|--------|---------|---------|---------|---------|---------|------------------|----------------------|
|  |                    | Zone 1  | Zone 2  | Zone 3 | Zone 4 | Zone 5  | Zone 6  | Zone 7  | Zone 8  | Zone 9  | TOTAL STUDY AREA | LOCAL AUTHORITY AREA |
|  |                    | £325.86 | £222.25 | £83.47 | £54.11 | £229.44 | £368.48 | £225.10 | £533.26 | £179.75 | £2,221.72        | £548.11              |
|  |                    | £m      | £m      | £m     | £m     | £m      | £m      | £m      | £m      | £m      | £m               | Zones 1-2            |
| OXFORD CITY CENTRE   |                    | £155.64 | £76.59  | £27.22 | £22.10 | £20.67  | £48.68  | £20.18  | £94.36  | £26.24  | £491.68          | £232.23              |
| DISTRICT CENTRES   |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| SUMMERTOWN   | Secondary District | £16.07  | £0.69   | £0.13  | £0.07  | £0.00   | £0.09   | £0.00   | £0.00   | £0.00   | £17.04           | £16.76               |
| COWLEY CENTRE  | Primary District   | £10.04  | £62.10  | £3.99  | £8.46  | £0.70   | £2.42   | £9.41   | £7.86   | £1.85   | £106.84          | £72.14               |
| HEADINGTON   | Secondary District | £17.46  | £2.95   | £0.34  | £0.04  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £20.79           | £20.40               |
| COWLEY ROAD  | Secondary District | £3.12   | £6.07   | £1.61  | £0.00  | £0.00   | £0.00   | £0.00   | £0.44   | £0.42   | £11.67           | £9.19                |
| BLACKBIRD LEYS   | Secondary District | £0.16   | £2.06   | £0.00  | £0.02  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £2.25            | £2.22                |
| OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA    |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| BARTON   |                    | £0.12   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.12            | £0.12                |
| CUTTESLOWE   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| GRANDPONT  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| HOLLOW WAY   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.17   | £0.00   | £0.17            | £0.00                |
| IFFLEY ROAD  |                    | £0.00   | £0.11   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.11            | £0.11                |
| LITTLEMORE   |                    | £1.28   | £5.66   | £0.29  | £0.18  | £0.00   | £0.00   | £0.00   | £1.24   | £0.00   | £8.66            | £6.94                |
| MARSTON  |                    | £0.61   | £0.45   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.06            | £1.06                |
| NEW BOTLEY   |                    | £0.00   | £0.07   | £1.78  | £0.04  | £0.53   | £0.00   | £0.00   | £0.65   | £0.00   | £3.06            | £0.07                |
| NEW HEADINGTON   |                    | £6.62   | £0.00   | £0.00  | £0.08  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £6.70            | £6.62                |
| NEW HINKSEY  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| NEW MARSTON  |                    | £1.14   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.14            | £1.14                |
| RISINGHURST  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| ROSE HILL  |                    | £0.55   | £0.39   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.94            | £0.94                |
| TEMPLE COWLEY  |                    | £0.00   | £1.05   | £0.00  | £0.07  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.12            | £1.05                |
| WALTON MANOR   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| WATLINGTON   |                    | £0.00   | £0.00   | £0.00  | £0.02  | £0.00   | £0.00   | £1.25   | £1.04   | £0.00   | £2.30            | £0.00                |
| WILKINS ROAD   |                    | £0.16   | £0.00   | £0.00  | £0.10  | £0.29   | £0.00   | £0.00   | £0.00   | £0.00   | £0.55            | £0.16                |
| WOOD FARM  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:               |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| BOTLEY ROAD RP   |                    | £38.66  | £25.25  | £14.84 | £3.76  | £15.20  | £20.44  | £0.53   | £10.71  | £4.75   | £134.15          | £63.91               |
| OXFORD RP  |                    | £2.77   | £15.84  | £0.00  | £0.75  | £1.42   | £0.23   | £0.14   | £0.16   | £0.00   | £21.31           | £18.60               |
| HORSPATH Driftway RP   |                    | £10.05  | £2.19   | £0.00  | £1.45  | £0.00   | £0.00   | £0.00   | £0.19   | £0.00   | £13.87           | £12.24               |
| Oxford City Council Area                                       |                    | £264.44 | £201.47 | £50.20 | £37.14 | £38.82  | £71.86  | £31.51  | £116.81 | £33.27  | £845.50          | £465.91              |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                         |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| ABINGDON   |                    | £6.65   | £3.72   | £16.96 | £0.76  | £2.06   | £1.36   | £1.54   | £123.67 | £18.69  | £175.41          | £10.37               |
| ABINGDON-Fairacres RP  |                    | £1.04   | £0.72   | £6.55  | £0.32  | £0.75   | £1.03   | £0.14   | £35.60  | £12.47  | £58.62           | £1.76                |
| AYLESBURY  |                    | £0.00   | £0.00   | £0.03  | £0.78  | £0.00   | £0.49   | £54.25  | £0.00   | £0.00   | £55.55           | £0.00                |
| BANBURY  |                    | £2.41   | £0.00   | £0.16  | £0.44  | £5.08   | £44.48  | £3.38   | £0.63   | £0.00   | £56.58           | £2.41                |
| BICESTER   |                    | £0.62   | £0.73   | £0.07  | £0.70  | £0.00   | £154.32 | £5.12   | £0.00   | £2.04   | £163.61          | £1.36                |
| BICESTER VILLAGE   |                    | £1.75   | £0.00   | £0.00  | £0.00  | £0.00   | £6.73   | £0.00   | £0.00   | £0.00   | £8.48            | £1.75                |
| BICESTER-launceston Road RP                                    |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £13.72  | £0.60   | £0.00   | £0.00   | £14.32           | £0.00                |
| BURFORD  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.58   | £0.00   | £0.00   | £0.00   | £0.00   | £0.58            | £0.00                |
| CARTERTON  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.60   | £0.00   | £0.00   | £0.00   | £0.00   | £0.60            | £0.00                |
| CARTERTON-West Oxfordshire RP                                  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| CHELTENHAM   |                    | £0.16   | £0.00   | £0.00  | £0.19  | £1.88   | £0.00   | £0.00   | £1.25   | £0.00   | £3.48            | £0.16                |
| CHINNOR  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £1.60   | £0.00   | £0.00   | £1.60            | £0.00                |
| DIDCOT   |                    | £0.19   | £0.00   | £0.23  | £0.00  | £0.00   | £0.00   | £0.00   | £146.77 | £9.07   | £156.25          | £0.19                |
| DIDCOT-Hadden Hill RP  |                    | £0.00   | £0.13   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.89   | £0.00   | £1.02            | £0.13                |
| DIDCOT-Wallingford Road RP                                     |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £3.19   | £0.19   | £3.38            | £0.00                |
| HADDENHAM  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £3.01   | £0.00   | £0.00   | £3.01            | £0.00                |
| HENLEY   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.37   | £1.41   | £0.00   | £1.78            | £0.00                |
| HIGH WYCOMBE   |                    | £12.02  | £6.93   | £1.65  | £4.02  | £2.63   | £5.04   | £50.07  | £5.75   | £0.48   | £88.61           | £18.96               |
| KIDLINGTON   |                    | £4.82   | £0.23   | £0.00  | £0.00  | £0.00   | £10.61  | £0.00   | £0.25   | £0.00   | £15.92           | £5.06                |
| LONDON   |                    | £6.54   | £0.85   | £0.40  | £0.23  | £0.55   | £0.41   | £2.63   | £3.40   | £2.59   | £17.60           | £7.39                |
| MILTON KEYNES  |                    | £2.25   | £1.44   | £0.07  | £0.77  | £2.85   | £35.14  | £14.97  | £0.00   | £1.30   | £58.80           | £3.69                |
| NEWBURY  |                    | £0.00   | £0.00   | £0.00  | £0.19  | £0.00   | £0.00   | £0.00   | £12.92  | £22.20  | £35.32           | £0.00                |
| PRINCES RISEBOROUGH  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.68   | £0.63   | £0.00   | £1.31            | £0.00                |
| READING  |                    | £12.17  | £1.31   | £0.75  | £0.23  | £0.38   | £0.00   | £8.09   | £52.58  | £5.22   | £80.72           | £13.48               |
| SEACOURT TOWER RP  |                    | £1.71   | £0.12   | £0.19  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £1.73   | £3.75            | £1.83                |
| SWINDON  |                    | £0.00   | £0.98   | £0.00  | £0.00  | £9.87   | £0.00   | £0.00   | £2.86   | £4.56   | £18.27           | £0.98                |
| SWINDON-Designer Outlet  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.09   | £0.00   | £0.00   | £0.65   | £2.87   | £3.60            | £0.00                |
| THAME  |                    | £0.31   | £0.00   | £0.00  | £2.19  | £0.00   | £0.44   | £44.79  | £0.72   | £0.00   | £48.45           | £0.31                |
| WALLINGFORD  |                    | £0.00   | £0.00   | £0.00  | £0.14  | £0.00   | £0.00   | £0.00   | £10.97  | £0.14   | £11.24           | £0.00                |
| WANTAGE  |                    | £0.00   | £0.00   | £0.03  | £0.00  | £0.00   | £0.00   | £0.00   | £2.77   | £54.50  | £57.30           | £0.00                |
| WITNEY   |                    | £2.43   | £0.00   | £2.42  | £0.13  | £160.53 | £9.70   | £0.00   | £1.34   | £5.09   | £181.64          | £2.43                |
| WOODSTOCK  |                    | £0.12   | £0.00   | £0.13  | £0.00  | £0.11   | £1.53   | £0.00   | £0.00   | £0.00   | £1.90            | £0.12                |
| ALL OTHER CENTRES / STORES:                                    |                    | £6.21   | £3.61   | £3.62  | £5.87  | £2.66   | £11.61  | £2.36   | £8.19   | £3.36   | £47.50           | £9.82                |
| All other Centres / stores                                     |                    | £61.42  | £20.78  | £33.27 | £16.98 | £190.62 | £296.62 | £193.59 | £416.46 | £146.48 | £1,376.22        | £82.20               |
| TOTAL  |                    | £325.86 | £222.25 | £83.47 | £54.11 | £229.44 | £368.48 | £225.10 | £533.26 | £179.75 | £2,221.72        | £548.11              |
| Notes:   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |

*Excluding Internet Shopping and other Special Forms of Trading*

| Excluding internet shopping and other special forms of trading |                    |         |         |        |        |         |         |         |         |         |                  | LOCAL AUTHORITY AREA |
|--|--------------------|---------|---------|--------|--------|---------|---------|---------|---------|---------|------------------|----------------------|
|  |                    | Zone 1  | Zone 2  | Zone 3 | Zone 4 | Zone 5  | Zone 6  | Zone 7  | Zone 8  | Zone 9  | TOTAL STUDY AREA |                      |
|  |                    | £386.83 | £266.29 | £98.68 | £63.75 | £274.28 | £438.88 | £269.27 | £634.47 | £213.78 | £2,646.23        | £653.12              |
|  |                    | £m      | £m      | £m     | £m     | £m      | £m      | £m      | £m      | £m      | £m               | Zones 1-2            |
| OXFORD CITY CENTRE   |                    | £184.76 | £91.77  | £32.18 | £26.04 | £24.71  | £57.98  | £24.14  | £112.27 | £31.21  | £599.45          | £276.53              |
| DISTRICT CENTRES   |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| SUMMERTOWN   | Secondary District | £19.08  | £0.82   | £0.15  | £0.08  | £0.00   | £0.11   | £0.00   | £0.00   | £0.00   | £22.07           | £19.90               |
| COWLEY CENTRE  | Primary District   | £11.92  | £74.41  | £4.72  | £9.97  | £0.84   | £2.88   | £11.26  | £9.35   | £2.20   | £131.15          | £86.32               |
| HEADINGTON   | Secondary District | £20.72  | £3.53   | £0.40  | £0.05  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £26.74           | £24.25               |
| COWLEY ROAD  | Secondary District | £3.70   | £7.27   | £1.91  | £0.00  | £0.00   | £0.00   | £0.00   | £0.52   | £0.51   | £14.35           | £10.98               |
| BLACKBIRD LEYS   | Secondary District | £0.19   | £2.47   | £0.00  | £0.03  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £2.75            | £2.66                |
| OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA    |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| BARTON   |                    | £0.14   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.16            | £0.14                |
| CUTTESLOWE   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| GRANDPONT  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| HOLLOW WAY   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.20   | £0.00   | £0.19            | £0.00                |
| IFFLEY ROAD  |                    | £0.00   | £0.14   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.14            | £0.14                |
| LITTLEMORE   |                    | £1.52   | £6.79   | £0.34  | £0.21  | £0.00   | £0.00   | £0.00   | £1.48   | £0.00   | £10.55           | £8.31                |
| MARSTON  |                    | £0.72   | £0.54   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.34            | £1.26                |
| NEW BOTLEY   |                    | £0.00   | £0.08   | £2.10  | £0.04  | £0.63   | £0.00   | £0.00   | £0.77   | £0.00   | £3.58            | £0.08                |
| NEW HEADINGTON   |                    | £7.86   | £0.00   | £0.00  | £0.09  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £8.71            | £7.86                |
| NEW HINKSEY  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| NEW MARSTON  |                    | £1.35   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.48            | £1.35                |
| RISINGHURST  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| ROSE HILL  |                    | £0.66   | £0.47   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.19            | £1.12                |
| TEMPLE COWLEY  |                    | £0.00   | £1.26   | £0.00  | £0.08  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.37            | £1.26                |
| WALTON MANOR   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| WATTLINGTON  |                    | £0.00   | £0.00   | £0.00  | £0.02  | £0.00   | £0.00   | £1.49   | £1.23   | £0.00   | £2.77            | £0.00                |
| WILKINS ROAD   |                    | £0.19   | £0.00   | £0.00  | £0.12  | £0.35   | £0.00   | £0.00   | £0.00   | £0.00   | £0.67            | £0.19                |
| WOOD FARM  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:               |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| BOTLEY ROAD RP   |                    | £45.89  | £30.25  | £17.55 | £4.43  | £18.18  | £24.34  | £0.63   | £12.74  | £5.65   | £162.78          | £76.15               |
| OXFORD RP  |                    | £3.29   | £18.97  | £0.00  | £0.88  | £1.70   | £0.28   | £0.16   | £0.19   | £0.00   | £26.11           | £22.26               |
| HORSPATH Driftway RP   |                    | £11.93  | £2.62   | £0.00  | £1.71  | £0.00   | £0.00   | £0.00   | £0.22   | £0.00   | £17.85           | £14.55               |
| Oxford City Council Area                                       |                    | £313.92 | £241.39 | £59.35 | £43.75 | £46.40  | £85.58  | £37.69  | £138.97 | £39.57  | £1,035.42        | £555.31              |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                         |                    |         |         |        |        |         |         |         |         |         |                  |                      |
| ABINGDON   |                    | £7.89   | £4.46   | £20.06 | £0.90  | £2.47   | £1.62   | £1.84   | £147.14 | £22.23  | £201.76          | £12.35               |
| ABINGDON-Fairacres RP  |                    | £1.23   | £0.86   | £7.75  | £0.38  | £0.90   | £1.22   | £0.16   | £42.36  | £14.83  | £67.31           | £2.09                |
| AYLESBURY  |                    | £0.00   | £0.00   | £0.04  | £0.92  | £0.00   | £0.59   | £64.89  | £0.00   | £0.00   | £70.31           | £0.00                |
| BANBURY  |                    | £2.86   | £0.00   | £0.19  | £0.52  | £6.07   | £52.98  | £4.04   | £0.75   | £0.00   | £65.93           | £2.86                |
| BICESTER   |                    | £0.74   | £0.88   | £0.09  | £0.82  | £0.00   | £183.81 | £6.12   | £0.00   | £2.43   | £189.36          | £1.62                |
| BICESTER VILLAGE   |                    | £2.08   | £0.00   | £0.00  | £0.00  | £0.00   | £8.01   | £0.00   | £0.00   | £0.00   | £10.03           | £2.08                |
| BICESTER-Launceston Road RP                                    |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £16.35  | £0.72   | £0.00   | £0.00   | £16.57           | £0.00                |
| BURFORD  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.70   | £0.00   | £0.00   | £0.00   | £0.00   | £0.66            | £0.00                |
| CARTERTON  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.72   | £0.00   | £0.00   | £0.00   | £0.00   | £0.68            | £0.00                |
| CARTERTON-West Oxfordshire RP                                  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| CHELTENHAM   |                    | £0.19   | £0.00   | £0.00  | £0.23  | £2.24   | £0.00   | £0.00   | £1.49   | £0.00   | £4.02            | £0.19                |
| CHINNOR  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £1.92   | £0.00   | £0.00   | £2.03            | £0.00                |
| DIDCOT   |                    | £0.23   | £0.00   | £0.27  | £0.00  | £0.00   | £0.00   | £0.00   | £174.62 | £10.78  | £177.13          | £0.23                |
| DIDCOT-Hadden Hill RP  |                    | £0.00   | £0.15   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £1.05   | £0.00   | £1.16            | £0.15                |
| DIDCOT-Wallingford Road RP                                     |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £3.80   | £0.22   | £3.83            | £0.00                |
| HADDENHAM  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £3.60   | £0.00   | £0.00   | £3.81            | £0.00                |
| HENLEY   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.44   | £1.68   | £0.00   | £2.07            | £0.00                |
| HIGH WYCOMBE   |                    | £14.27  | £8.30   | £1.95  | £4.74  | £3.15   | £6.01   | £59.90  | £6.84   | £0.57   | £110.63          | £22.58               |
| KIDLINGTON   |                    | £5.73   | £0.28   | £0.00  | £0.00  | £0.00   | £12.64  | £0.00   | £0.30   | £0.00   | £19.07           | £6.01                |
| LONDON   |                    | £7.76   | £1.02   | £0.47  | £0.27  | £0.66   | £0.48   | £3.15   | £4.04   | £3.08   | £21.57           | £8.78                |
| MILTON KEYNES  |                    | £2.67   | £1.73   | £0.09  | £0.91  | £3.41   | £41.85  | £17.90  | £0.00   | £1.54   | £69.97           | £4.40                |
| NEWBURY  |                    | £0.00   | £0.00   | £0.00  | £0.23  | £0.00   | £0.00   | £0.00   | £15.37  | £26.41  | £40.38           | £0.00                |
| PRINCES RISEBOROUGH  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.81   | £0.75   | £0.00   | £1.57            | £0.00                |
| READING  |                    | £14.45  | £1.56   | £0.89  | £0.28  | £0.45   | £0.00   | £9.67   | £62.56  | £6.21   | £94.82           | £16.02               |
| SEACOURT TOWER RP  |                    | £2.03   | £0.15   | £0.23  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £2.05   | £4.59            | £2.18                |
| SWINDON  |                    | £0.00   | £1.17   | £0.00  | £0.00  | £11.80  | £0.00   | £0.00   | £3.41   | £5.42   | £20.90           | £1.17                |
| SWINDON-Designer Outlet  |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.10   | £0.00   | £0.00   | £0.77   | £3.41   | £4.13            | £0.00                |
| THAME  |                    | £0.37   | £0.00   | £0.00  | £2.58  | £0.00   | £0.53   | £53.58  | £0.85   | £0.00   | £61.33           | £0.37                |
| WALLINGFORD  |                    | £0.00   | £0.00   | £0.00  | £0.16  | £0.00   | £0.00   | £0.00   | £13.05  | £0.16   | £12.76           | £0.00                |
| WANTAGE  |                    | £0.00   | £0.00   | £0.04  | £0.00  | £0.00   | £0.00   | £0.00   | £3.30   | £64.82  | £65.75           | £0.00                |
| WITNEY   |                    | £2.89   | £0.00   | £2.86  | £0.15  | £191.90 | £11.55  | £0.00   | £1.60   | £6.06   | £207.40          | £2.89                |
| WOODSTOCK  |                    | £0.14   | £0.00   | £0.16  | £0.00  | £0.13   | £1.83   | £0.00   | £0.00   | £0.00   | £2.21            | £0.14                |
| ALL OTHER CENTRES / STORES:                                    |                    | £7.38   | £4.33   | £4.27  | £6.92  | £3.18   | £13.83  | £2.83   | £9.75   | £3.99   | £57.09           | £11.70               |
| All other Centres / stores                                     |                    | £72.92  | £24.90  | £39.33 | £20.00 | £227.87 | £353.30 | £231.57 | £495.49 | £174.21 | £1,610.82        | £97.82               |
| TOTAL  |                    |         |         |        |        |         |         |         |         |         |                  |                      |
|  |                    | £386.83 | £266.29 | £98.68 | £63.75 | £274.28 | £438.88 | £269.27 | £634.47 | £213.78 | £2,646.23        | £653.12              |
| Notes:   |                    | £0.00   | £0.00   | £0.00  | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |

#### Excluding Internet Shopping and other Special Forms of Trading

| Excluding internet shopping and other special forms of trading |                    |         |         |         |        |         |         |         |         |         |                  |                      |
|--|--------------------|---------|---------|---------|--------|---------|---------|---------|---------|---------|------------------|----------------------|
|  |                    | Zone 1  | Zone 2  | Zone 3  | Zone 4 | Zone 5  | Zone 6  | Zone 7  | Zone 8  | Zone 9  | TOTAL STUDY AREA | LOCAL AUTHORITY AREA |
|  |                    | £442.38 | £307.11 | £112.80 | £72.80 | £317.23 | £505.79 | £310.83 | £729.02 | £245.49 | £3,043.47        | £749.50              |
|  |                    | £m      | £m      | £m      | £m     | £m      | £m      | £m      | £m      | £m      | £m               | Zones 1-2            |
| OXFORD CITY CENTRE   |                    | £211.29 | £105.84 | £36.78  | £29.74 | £28.58  | £66.82  | £27.87  | £129.00 | £35.83  | £671.75          | £317.13              |
| DISTRICT CENTRES   |                    |         |         |         |        |         |         |         |         |         |                  |                      |
| SUMMERTOWN   | Secondary District | £21.81  | £0.95   | £0.17   | £0.09  | £0.00   | £0.12   | £0.00   | £0.00   | £0.00   | £23.15           | £22.76               |
| COWLEY CENTRE  | Primary District   | £13.63  | £85.81  | £5.40   | £11.39 | £0.97   | £3.32   | £13.00  | £10.74  | £2.53   | £146.78          | £99.44               |
| HEADINGTON   | Secondary District | £23.70  | £4.07   | £0.46   | £0.06  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £28.29           | £27.77               |
| COWLEY ROAD  | Secondary District | £4.24   | £8.39   | £2.18   | £0.00  | £0.00   | £0.00   | £0.00   | £0.60   | £0.58   | £15.98           | £12.63               |
| BLACKBIRD LEYS   | Secondary District | £0.21   | £2.85   | £0.00   | £0.03  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £3.10            | £3.07                |
| OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA    |                    |         |         |         |        |         |         |         |         |         |                  |                      |
| BARTON   |                    | £0.16   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.16            | £0.16                |
| CUTTESLOWE   |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| GRANDPONT  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| HOLLOW WAY   |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.23   | £0.00   | £0.23            | £0.00                |
| IFFLEY ROAD  |                    | £0.00   | £0.16   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.16            | £0.16                |
| LITTLEMORE   |                    | £1.74   | £7.83   | £0.39   | £0.24  | £0.00   | £0.00   | £0.00   | £1.70   | £0.00   | £11.90           | £9.56                |
| MARSTON  |                    | £0.83   | £0.62   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.45            | £1.45                |
| NEW BOTLEY   |                    | £0.00   | £0.09   | £2.40   | £0.05  | £0.73   | £0.00   | £0.00   | £0.89   | £0.00   | £4.16            | £0.09                |
| NEW HEADINGTON   |                    | £8.99   | £0.00   | £0.00   | £0.10  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £9.09            | £8.99                |
| NEW HINKSEY  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| NEW MARSTON  |                    | £1.55   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.55            | £1.55                |
| RISINGHURST  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| ROSE HILL  |                    | £0.75   | £0.54   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.29            | £1.29                |
| TEMPLE COWLEY  |                    | £0.00   | £1.45   | £0.00   | £0.09  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £1.54            | £1.45                |
| WALTON MANOR   |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| WATLINGTON   |                    | £0.00   | £0.00   | £0.00   | £0.02  | £0.00   | £0.00   | £1.72   | £1.42   | £0.00   | £3.16            | £0.00                |
| WILKINS ROAD   |                    | £0.21   | £0.00   | £0.00   | £0.14  | £0.40   | £0.00   | £0.00   | £0.00   | £0.00   | £0.76            | £0.21                |
| WOOD FARM  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:               |                    |         |         |         |        |         |         |         |         |         |                  |                      |
| BOTLEY ROAD RP   |                    | £52.48  | £34.89  | £20.06  | £5.06  | £21.02  | £28.06  | £0.73   | £14.64  | £6.49   | £183.43          | £87.37               |
| OXFORD RP  |                    | £3.76   | £21.88  | £0.00   | £1.01  | £1.97   | £0.32   | £0.19   | £0.22   | £0.00   | £29.35           | £25.64               |
| HORSPATH Driftway RP   |                    | £13.64  | £3.02   | £0.00   | £1.95  | £0.00   | £0.00   | £0.00   | £0.25   | £0.00   | £18.86           | £16.66               |
| Oxford City Council Area                                       |                    | £359.00 | £278.40 | £67.84  | £49.96 | £53.67  | £98.63  | £43.51  | £159.69 | £45.44  | £1,156.13        | £637.39              |
| OTHER STORES OUTSIDE CITY COUNCIL AREA                         |                    |         |         |         |        |         |         |         |         |         |                  |                      |
| ABINGDON   |                    | £9.02   | £5.14   | £22.93  | £1.03  | £2.85   | £1.87   | £2.12   | £169.07 | £25.53  | £239.55          | £14.17               |
| ABINGDON-Fairacres RP  |                    | £1.41   | £0.99   | £8.85   | £0.43  | £1.04   | £1.41   | £0.19   | £48.67  | £17.03  | £80.03           | £2.40                |
| AYLESBURY  |                    | £0.00   | £0.00   | £0.05   | £1.05  | £0.00   | £0.67   | £74.91  | £0.00   | £0.00   | £76.68           | £0.00                |
| BANBURY  |                    | £3.27   | £0.00   | £0.22   | £0.59  | £7.02   | £61.05  | £4.66   | £0.87   | £0.00   | £77.69           | £3.27                |
| BICESTER   |                    | £0.85   | £1.01   | £0.10   | £0.94  | £0.00   | £211.83 | £7.06   | £0.00   | £2.79   | £224.59          | £1.86                |
| BICESTER VILLAGE   |                    | £2.37   | £0.00   | £0.00   | £0.00  | £0.00   | £9.23   | £0.00   | £0.00   | £0.00   | £11.61           | £2.37                |
| BICESTER-launceston Road RP                                    |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £18.84  | £0.83   | £0.00   | £0.00   | £19.67           | £0.00                |
| BURFORD  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.80   | £0.00   | £0.00   | £0.00   | £0.00   | £0.80            | £0.00                |
| CARTERTON  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.83   | £0.00   | £0.00   | £0.00   | £0.00   | £0.83            | £0.00                |
| CARTERTON-West Oxfordshire RP                                  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |
| CHELTENHAM   |                    | £0.22   | £0.00   | £0.00   | £0.26  | £2.60   | £0.00   | £0.00   | £1.71   | £0.00   | £4.79            | £0.22                |
| CHINNOR  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £2.22   | £0.00   | £0.00   | £2.22            | £0.00                |
| DIDCOT   |                    | £0.26   | £0.00   | £0.31   | £0.00  | £0.00   | £0.00   | £0.00   | £200.65 | £12.38  | £213.60          | £0.26                |
| DIDCOT-Hadden Hill RP  |                    | £0.00   | £0.18   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £1.21   | £0.00   | £1.39            | £0.18                |
| DIDCOT-Wallingford Road RP                                     |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £4.37   | £0.26   | £4.62            | £0.00                |
| HADDENHAM  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £4.16   | £0.00   | £0.00   | £4.16            | £0.00                |
| HENLEY   |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.51   | £1.93   | £0.00   | £2.44            | £0.00                |
| HIGH WYCOMBE   |                    | £16.32  | £9.58   | £2.23   | £5.41  | £3.64   | £6.92   | £69.14  | £7.86   | £0.65   | £121.77          | £25.90               |
| KIDLINGTON   |                    | £6.55   | £0.32   | £0.00   | £0.00  | £0.00   | £14.57  | £0.00   | £0.34   | £0.00   | £21.78           | £6.87                |
| LONDON   |                    | £8.87   | £1.18   | £0.54   | £0.31  | £0.77   | £0.56   | £3.64   | £4.65   | £3.53   | £24.04           | £10.05               |
| MILTON KEYNES  |                    | £3.05   | £2.00   | £0.10   | £1.04  | £3.94   | £48.23  | £20.67  | £0.00   | £1.77   | £80.81           | £5.05                |
| NEWBURY  |                    | £0.00   | £0.00   | £0.00   | £0.26  | £0.00   | £0.00   | £0.00   | £17.66  | £30.33  | £48.25           | £0.00                |
| PRINCES RISEBOROUGH  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.93   | £0.87   | £0.00   | £1.80            | £0.00                |
| READING  |                    | £16.53  | £1.80   | £1.01   | £0.31  | £0.52   | £0.00   | £11.17  | £71.88  | £7.13   | £110.35          | £18.33               |
| SEACOURT TOWER RP  |                    | £2.32   | £0.17   | £0.26   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £2.36   | £5.11            | £2.49                |
| SWINDON  |                    | £0.00   | £1.35   | £0.00   | £0.00  | £13.64  | £0.00   | £0.00   | £3.91   | £6.23   | £25.14           | £1.35                |
| SWINDON-Designer Outlet  |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.12   | £0.00   | £0.00   | £0.89   | £3.92   | £4.92            | £0.00                |
| THAME  |                    | £0.43   | £0.00   | £0.00   | £2.94  | £0.00   | £0.61   | £61.85  | £0.98   | £0.00   | £66.81           | £0.43                |
| WALLINGFORD  |                    | £0.00   | £0.00   | £0.00   | £0.18  | £0.00   | £0.00   | £0.00   | £14.99  | £0.19   | £15.36           | £0.00                |
| WANTAGE  |                    | £0.00   | £0.00   | £0.04   | £0.00  | £0.00   | £0.00   | £0.00   | £3.79   | £74.43  | £78.26           | £0.00                |
| WITNEY   |                    | £3.30   | £0.00   | £3.27   | £0.17  | £221.96 | £13.31  | £0.00   | £1.83   | £6.95   | £250.80          | £3.30                |
| WOODSTOCK  |                    | £0.16   | £0.00   | £0.18   | £0.00  | £0.15   | £2.11   | £0.00   | £0.00   | £0.00   | £2.60            | £0.16                |
| ALL OTHER CENTRES / STORES:                                    |                    | £8.44   | £4.99   | £4.89   | £7.90  | £3.67   | £15.94  | £3.27   | £11.20  | £4.58   | £64.88           | £13.43               |
| All other Centres / stores                                     |                    | £83.39  | £28.72  | £44.96  | £22.84 | £263.56 | £407.16 | £267.32 | £569.34 | £200.05 | £1,887.34        | £112.10              |
| TOTAL  |                    |         |         |         |        |         |         |         |         |         |                  |                      |
|  |                    | £442.38 | £307.11 | £112.80 | £72.80 | £317.23 | £505.79 | £310.83 | £729.02 | £245.49 | £3,043.47        | £749.50              |
| Notes:   |                    | £0.00   | £0.00   | £0.00   | £0.00  | £0.00   | £0.00   | £0.00   | £0.00   | £0.00   | £0.00            | £0.00                |



TABLE 1: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS (£ million)

|  |                    |                  | Estimated 'Inflow'<br>from Outside Study<br>Area (Zones 1-<br>9) | 2016  | 2017   | 2022   | 2027   | 2032   | 2036   |        |
|--|--------------------|------------------|--|-------|--------|--------|--------|--------|--------|--------|
| OXFORD CITY CENTRE:  |                    |                  | SUB TOTAL  | 10%   | £46.4  | £46.4  | £46.5  | £47.7  | £48.8  | £49.6  |
| DISTRICT CENTRES:  |                    |                  |  |       |        |        |        |        |        |        |
|  | COWLEY CENTRE      | 5%               | £21.7  | £21.8 | £21.9  | £22.5  | £23.1  | £23.5  |        |        |
|  | SUMMERTOWN         | 5%               | £32.4  | £32.4 | £32.3  | £32.9  | £33.6  | £34.1  |        |        |
|  | HEADINGTON         | 5%               | £52.3  | £52.2 | £51.9  | £53.0  | £54.1  | £54.8  |        |        |
|  | COWLEY ROAD        | 5%               | £27.8  | £27.9 | £27.9  | £28.7  | £29.4  | £29.9  |        |        |
|  | BLACKBIRD LEYS     | 0%               | £3.3   | £3.3  | £3.3   | £3.5   | £3.6   | £3.6   |        |        |
|  |                    |                  | SUB TOTAL  |       | £137.6 | £137.6 | £137.4 | £140.6 | £143.8 | £146.1 |
| OTHER LOCAL / NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA |                    |                  |  |       |        |        |        |        |        |        |
|  |                    |                  | SUB TOTAL  | 5%    | £36.2  | £36.2  | £36.5  | £37.4  | £38.3  | £39.0  |
| OUT-OF-CENTRE  |                    |                  |  |       |        |        |        |        |        |        |
|  | OXFORD RETAIL PARK | TESCO SUPERSTORE | 5%   | £41.2 | £41.3  | £41.5  | £42.7  | £43.8  | £44.7  |        |
|  | BOTLEY ROAD        | ALDI             | 5%   | £22.2 | £22.2  | £22.3  | £22.8  | £23.3  | £23.6  |        |
|  | BOTLEY ROAD        | WAITROSE         | 5%   | £18.1 | £18.2  | £18.1  | £18.5  | £18.9  | £19.2  |        |
|  | HEYFORD HILL       | SAINSBURYS       | 5%   | £71.5 | £71.6  | £71.9  | £73.8  | £75.7  | £77.1  |        |
|  | PEARTREE           | WAITROSE         | 5%   | £0.2  | £0.2   | £0.2   | £0.3   | £0.3   | £0.3   |        |
|  | WATLINGTON ROAD    | LIDL             | 5%   | £14.9 | £15.0  | £15.0  | £15.4  | £15.8  | £16.1  |        |
|  |                    |                  | SUB TOTAL  |       | £168.2 | £168.5 | £169.1 | £173.5 | £177.7 | £180.9 |
| TOTAL:   |                    |                  |  |       | £388.3 | £388.7 | £389.4 | £399.2 | £408.6 | £415.6 |

Notes: 'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to the Districts' main centres, shops and stores who live outside the defined study area (i.e. beyond Zones 1-9).

We have assumed a 10% 'inflow' to Oxford City Centre based on the likely impact of workers living outside the study area, as well as tourists and visitors on total spend. We have assumed more limited 'inflow' to the smaller District and Local/Neighbourhood Centres based on the scale of their food/convenience goods offer, the fact that they predominantly cater for the day-to-day needs of their local (resident) catchment populations and the location/level of competition of 'like-for-like' facilities in neighbouring authorities both within and outside the study area.

Turnover Growth (%)

| 2017 - 27 | 2017 - 36 |
|-----------|-----------|
| 2.7%      | 7.0%      |
|           |           |
| 2.2%      | 6.1%      |
|           |           |
| 3.2%      | 7.6%      |
|           |           |
| 3.0%      | 5.1%      |
|           |           |
| 2.7%      | 6.9%      |

TABLE 2: OXFORD CITY COUNCIL AREA - NEW RETAIL COMMITMENTS FLOORSPACE (ESTIMATED COMPARISON GOODS SALES AREAS & BENCHMARK TURNOVERS)

|  | LPA Planning Ref | Estimated Gross Additional Floorspace | Estimated Net Additional Sales Area |                           | Average Sales           | 2016   | 2016  | 2017  | 2022  | 2027  | 2032  | 2036  |       |
|--|------------------|---------------------------------------|-------------------------------------|---------------------------|-------------------------|--------|-------|-------|-------|-------|-------|-------|-------|
|  |                  | (m <sup>2</sup> gross)                | Total (m <sup>2</sup> net)          | Food (m <sup>2</sup> net) | (£ per m <sup>2</sup> ) |        |       |       |       |       |       |       |       |
|  |                  |                                       |                                     |                           |                         |        |       |       |       |       |       |       |       |
| OXFORD CITY CENTRE - WESTGATE QUARTER (1)  |                  |                                       |                                     |                           |                         |        |       |       |       |       |       |       |       |
| John Lewis Department Store:   |                  | 14,544                                | 9,755                               | 0                         | £10,500                 | £0.0   | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  |       |
| Other Class A1 Retail:   |                  | 68,735                                | 48,115                              | 0                         | £12,500                 | £0.0   | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  |       |
| WESTGATE QUARTER   |                  | 13/02557/OUT                          | 81,922                              | 57,870                    | 0                       | £0     | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  |       |
| 1 LAMARSH ROAD, OXFORD, OX2 0QR  |                  |                                       |                                     |                           |                         |        |       |       |       |       |       |       |       |
| INSTALLATION OF MEZZANINE FLOORSPACE   |                  | 10/01069/FUL                          | 1,963                               | 1,276                     | 0                       | £0     | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  |       |
| BARTON - LAND WEST OF BARTON NORTH (A40) & SOUTH OF BAYSWATER BROOK (2)                          |                  |                                       |                                     |                           |                         |        |       |       |       |       |       |       |       |
| NEW (A1) FOODSTORE & COMPARISON GOODS SHOPS  |                  | 13/01383/OUT                          | 2,500                               | 1,625                     | 1,300                   | £7,500 | £9.8  | £9.8  | £9.7  | £9.7  | £9.7  | £9.8  |       |
| HORSPATH DRIFTWAY RETAIL PARK, OX3 7JG (3)   |                  |                                       |                                     |                           |                         |        |       |       |       |       |       |       |       |
| CONVERSION OF FORMER UNIT FOR NEW ALDI STORE   |                  | 15/03709/FUL                          | 333                                 | 233                       | 233                     | £9,000 | £2.1  | £2.1  | £2.1  | £2.1  | £2.1  | £2.1  |       |
| OXFORD CITY CENTRE - ST. ALDATES: DEMOLITION OF 4-5 QUEEN STREET AND REAR OF 114-119 ST. ALDATES |                  |                                       |                                     |                           |                         |        |       |       |       |       |       |       |       |
| NEW (A1) FOODSTORE & COMPARISON GOODS SHOPS  |                  | 14/02256/FUL                          | 308                                 | 200                       | 200                     | £7,500 | £1.5  | £1.5  | £1.5  | £1.5  | £1.5  | £1.5  |       |
| TOTAL TURNOVER OF ALL COMMITTED & ALLOCATED RETAIL FLOORSPACE (£m):                              |                  |                                       |                                     |                           |                         |        | £13.4 | £13.4 | £13.3 | £13.2 | £13.3 | £13.3 | £13.4 |

Notes:

(1) Demolition of southern part of Westgate Centre, 1-14 Abbey Place and multi-storey car park, retention of library, refurbishment of remainder of the existing Westgate Centre and construction of a retail-led mixed use development together providing A1 (retail), A2 (finance and professional services) and/or A3 (restaurants and cafes) and/or A4 (public house, etc.) and/or A5 (hot food takeaways) uses, C3 (residential) use and D2 (assembly and leisure) uses, public toilets, associated car and cycle parking, shopmobility facility, servicing and access arrangements together with alterations to the public highway (Amended plans and further information). Proposals include:

- \* up to 83,279 sq m gross additional retail floorspace (Use Class A1);
- \* up to 26,712 sq m gross of additional A2 and/or A3 and/or A4 and/or A5 uses
- \* up to 5,986 sq m gross leisure uses (Use Class D2) provided at first and second floor levels

The average sales level for the John Lewis department store and other A1 non-food retail has been derived from the Retail Statement prepared by Turley Associates in September 2013 in support of the additional retail floorspace.

(2) Outline application (seeking means of access) for the erection of: A maximum of 885 residential units (Class C3); a maximum of 2,500 sqm gross Class A1, A2, A3, A4 and A5 uses (with a maximum of 2,000 sqm gross foodstore Class A1); a maximum of 50 extra car parking spaces.

(3) The former Currys unit was recently acquired by Aldi and therefore the application relates to principally food floor space. The plans are for the erection of two storey side extension and first floor front extension; installation of new shop front and plant enclosure; provision of glazed canopy to south west elevation; re-configuration of car park; and associated landscaping.

(4) Demolition of 4-5 Queen Street and rear of 114-119 St Aldates. Renovation and alteration of remaining properties at 114-119 St. Aldates with roof extension, plus erection of new building to Queen St on 5 levels plus basement. Change of use from offices and retail to form 2 Class A1 retail units plus further unit. The Ground Floor unit is to be occupied by Sainsbury's (3,320 sq ft gross). The remaining 2 units fronting 4-5 Queen Street (5,549 sq ft gross) and 114-116 St. Aldates (1,398 sq ft) have permission for A1 use and are assumed to be for comparison goods purposes totalling 6947 sq ft gross (645.4 sq m gross).

**TABLE 3: OXFORD CITY LOCAL AUTHORITY AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT**

*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017        | 2022          | 2027         | 2032         | 2036         |
|---------|---|-------------|-------------|---------------|--------------|--------------|--------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY LOCAL AUTHORITY AREA (£m):                   | £388.3      | £388.7      | £389.4        | £399.2       | £408.6       | £415.6       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY LOCAL AUTHORITY AREA (£m) <sup>(1)</sup> : | £388.3      | £388.0      | £384.9        | £386.0       | £388.0       | £389.5       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):  | £0.0        | £0.8        | £4.6          | £13.2        | £20.6        | £26.1        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   | -           | £0.0        | £13.2         | £13.3        | £13.3        | £13.4        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  | <b>£0.0</b> | <b>£0.8</b> | <b>-£8.7</b>  | <b>-£0.1</b> | <b>£7.3</b>  | <b>£12.7</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>  |             |             |               |              |              |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):   | £12,500     | £12,488     | £12,388       | £12,425      | £12,487      | £12,537      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>62</b>   | <b>-699</b>   | <b>-9</b>    | <b>583</b>   | <b>1,015</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%         | 70%           | 70%          | 70%          | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -           | -998          | -13          | 833          | 1,450        |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>   |             |             |               |              |              |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):   | £7,000      | £6,993      | £6,937        | £6,958       | £6,993       | £7,021       |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>111</b>  | <b>-1,248</b> | <b>-17</b>   | <b>1,041</b> | <b>1,812</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%         | 70%           | 70%          | 70%          | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -           | -1,783        | -24          | 1,487        | 2,589        |

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the District's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian *Retail Planner Briefing Note 14* (November 2016) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions by 2022.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

**TABLE 4: OXFORD CITY CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017        | 2022         | 2027        | 2032        | 2036        |
|---------|---|----------|-------------|--------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY CENTRE (£m):   | £46.4    | £46.4       | £46.5        | £47.7       | £48.8       | £49.6       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY CENTRE (£m): | £46.4    | £46.3       | £46.0        | £46.1       | £46.3       | £46.5       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                        | £0.0     | £0.1        | £0.5         | £1.6        | £2.5        | £3.1        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   |          | £0.0        | £1.5         | £1.5        | £1.5        | £1.5        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                                |          | <b>£0.1</b> | <b>-£1.0</b> | <b>£0.1</b> | <b>£1.0</b> | <b>£1.6</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                    |          |             |              |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):               | £12,500  | £12,488     | £12,388      | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                       | <b>0</b> | <b>7</b>    | <b>-79</b>   | <b>6</b>    | <b>78</b>   | <b>129</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                       | 70%      | 70%         | 70%          | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | 0        | 10          | -113         | 8           | 111         | 185         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>           |          |             |              |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):               | £7,000   | £6,993      | £6,937       | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                       | <b>0</b> | <b>13</b>   | <b>-141</b>  | <b>10</b>   | <b>139</b>  | <b>231</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                       | 70%      | 70%         | 70%          | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | 18          | -202         | 14          | 198         | 330         |

Notes:

**TABLE 5: COWLEY PRIMARY DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|---|----------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN COWLEY DISTRICT CENTRE (£m):   | £21.7    | £21.8       | £21.9       | £22.5       | £23.1       | £23.5       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN COWLEY DISTRICT CENTRE (£m): | £21.7    | £21.7       | £21.5       | £21.6       | £21.7       | £21.8       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                            | £0.0     | £0.1        | £0.4        | £0.9        | £1.4        | £1.7        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   |          | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                                    |          | <b>£0.1</b> | <b>£0.4</b> | <b>£0.9</b> | <b>£1.4</b> | <b>£1.7</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                        |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                   | £12,500  | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>5</b>    | <b>30</b>   | <b>74</b>   | <b>110</b>  | <b>138</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | 7           | 43          | 105         | 157         | 197         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>               |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                   | £7,000   | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>9</b>    | <b>54</b>   | <b>131</b>  | <b>197</b>  | <b>247</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -           | 77          | 188         | 281         | 352         |

**TABLE 6: SUMMERTOWN DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|---|----------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN SUMMERTOWN DISTRICT CENTRE (£m):   | £32.4    | £32.4       | £32.3       | £32.9       | £33.6       | £34.1       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN SUMMERTOWN DISTRICT CENTRE (£m): | £32.4    | £32.4       | £32.1       | £32.2       | £32.4       | £32.5       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                | £0.0     | £0.0        | £0.1        | £0.7        | £1.2        | £1.6        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   |          | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  |          | <b>£0.0</b> | <b>£0.1</b> | <b>£0.7</b> | <b>£1.2</b> | <b>£1.6</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                            |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                       | £12,500  | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>2</b>    | <b>10</b>   | <b>56</b>   | <b>98</b>   | <b>126</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | 3           | 15          | 80          | 140         | 181         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>                   |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                       | £7,000   | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>3</b>    | <b>18</b>   | <b>100</b>  | <b>176</b>  | <b>226</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | 5           | 26          | 143         | 251         | 323         |

**TABLE 7: HEADINGTON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|---|----------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN HEADINGTON DISTRICT CENTRE (£m):   | £52.3    | £52.2       | £51.9       | £53.0       | £54.1       | £54.8       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN HEADINGTON DISTRICT CENTRE (£m): | £52.3    | £52.2       | £51.8       | £52.0       | £52.2       | £52.4       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                | £0.0     | £0.0        | £0.1        | £1.0        | £1.9        | £2.4        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   |          | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  |          | <b>£0.0</b> | <b>£0.1</b> | <b>£1.0</b> | <b>£1.9</b> | <b>£2.4</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                            |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                       | £12,500  | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>2</b>    | <b>11</b>   | <b>83</b>   | <b>150</b>  | <b>193</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -           | 15          | 119         | 214         | 276         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>                   |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                       | £7,000   | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>4</b>    | <b>19</b>   | <b>148</b>  | <b>267</b>  | <b>345</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -           | 27          | 212         | 382         | 493         |

**TABLE 8: COWLEY ROAD DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |  | 2016        | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|--|-------------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN COWLEY ROAD DISTRICT CENTRE (£m):   | £27.8       | £27.9       | £27.9       | £28.7       | £29.4       | £29.9       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN COWLEY ROAD DISTRICT CENTRE (£m): | £27.8       | £27.8       | £27.6       | £27.7       | £27.8       | £27.9       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                 |             | £0.1        | £0.4        | £1.0        | £1.6        | £2.0        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)  |             | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>   | <b>£0.0</b> | <b>£0.1</b> | <b>£0.4</b> | <b>£1.0</b> | <b>£1.6</b> | <b>£2.0</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                             |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                        | £12,500     | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>  | <b>0</b>    | <b>5</b>    | <b>29</b>   | <b>83</b>   | <b>128</b>  | <b>162</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:  | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):   | -           | -           | 41          | 118         | 183         | 231         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>                    |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                        | £7,000      | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>  | <b>0</b>    | <b>9</b>    | <b>52</b>   | <b>148</b>  | <b>229</b>  | <b>288</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:  | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):   | -           | -           | 74          | 211         | 327         | 412         |

**TABLE 9: BLACKBIRD LEYS DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|---|-------------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BLACKBIRD LEYS DISTRICT CENTRE (£m):   | £3.3        | £3.3        | £3.3        | £3.5        | £3.6        | £3.6        |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BLACKBIRD LEYS DISTRICT CENTRE (£m): | £3.3        | £3.3        | £3.3        | £3.3        | £3.3        | £3.3        |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                    |             | £0.0        | £0.1        | £0.2        | £0.2        | £0.3        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   |             | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  | <b>£0.0</b> | <b>£0.0</b> | <b>£0.1</b> | <b>£0.2</b> | <b>£0.2</b> | <b>£0.3</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                                |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                           | £12,500     | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>1</b>    | <b>5</b>    | <b>13</b>   | <b>20</b>   | <b>25</b>   |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -           | 6           | 18          | 28          | 36          |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>                       |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                           | £7,000      | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>2</b>    | <b>8</b>    | <b>23</b>   | <b>35</b>   | <b>44</b>   |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -           | 11          | 33          | 50          | 63          |

**TABLE 10: ALL LOCAL/NEIGHBOURHOOD CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |  | 2016        | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|--|-------------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL LOCAL/NEIGHBOURHOOD CENTRES (£m):   | £36.2       | £36.2       | £36.5       | £37.4       | £38.3       | £39.0       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL LOCAL/NEIGHBOURHOOD CENTRES (£m): | £36.2       | £36.1       | £35.8       | £36.0       | £36.1       | £36.3       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                   |             | £0.1        | £0.7        | £1.5        | £2.2        | £2.7        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                    |             | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                           | <b>£0.0</b> | <b>£0.1</b> | <b>£0.7</b> | <b>£1.5</b> | <b>£2.2</b> | <b>£2.7</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>               |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):          | £12,500     | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                  | <b>0</b>    | <b>8</b>    | <b>53</b>   | <b>117</b>  | <b>172</b>  | <b>215</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                  | 70%         | 170%        | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):                                       | -           | -           | 76          | 167         | 246         | 307         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>      |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):          | £7,000      | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                  | <b>0</b>    | <b>14</b>   | <b>95</b>   | <b>209</b>  | <b>308</b>  | <b>384</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                  | 70%         | 170%        | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):                                       | -           | -           | 135         | 299         | 439         | 549         |

**TABLE 11: OTHER OUT-OF-CENTRE FLOORSPACE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017        | 2022          | 2027         | 2032         | 2036        |
|---------|---|-------------|-------------|---------------|--------------|--------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL OUT-OF-CENTRE FLOORSPACE (£m):   | £168.2      | £168.5      | £169.1        | £173.5       | £177.7       | £180.9      |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL OUT-OF-CENTRE FLOORSPACE (£m): | £168.2      | £168.1      | £166.7        | £167.2       | £168.1       | £168.7      |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                |             | £0.4        | £2.4          | £6.3         | £9.7         | £12.2       |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                 |             | £0.0        | £11.7         | £11.8        | £11.8        | £11.9       |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                        | <b>£0.0</b> | <b>£0.4</b> | <b>-£9.4</b>  | <b>-£5.5</b> | <b>-£2.2</b> | <b>£0.3</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>            |             |             |               |              |              |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):       | £12,500     | £12,488     | £12,388       | £12,425      | £12,487      | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                               | <b>0</b>    | <b>33</b>   | <b>-758</b>   | <b>-441</b>  | <b>-173</b>  | <b>26</b>   |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                               | 70%         | 70%         | 70%           | 70%          | 70%          | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):                                    | -           | -           | -1,082        | -630         | -248         | 38          |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>   |             |             |               |              |              |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):       | £7,000      | £6,993      | £6,937        | £6,958       | £6,993       | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                               | <b>0</b>    | <b>58</b>   | <b>-1,353</b> | <b>-787</b>  | <b>-309</b>  | <b>47</b>   |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                               | 70%         | 70%         | 70%           | 70%          | 70%          | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):                                    | -           | -           | -1,933        | -1,124       | -442         | 68          |

**TABLE 12: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE-FORMAT FLOORSPACE**  
*Assume Equilibrium at 2016 and Constant Market Shares*

|   | 2017      | 2022        | 2027      | 2032       | 2036         |
|---|-----------|-------------|-----------|------------|--------------|
| OXFORD CITY CENTRE                                | 7         | -79         | 6         | 78         | 129          |
| COWLEY - PRIMARY DISTRICT CENTRE                  | 5         | 30          | 74        | 110        | 138          |
| SUMMERTOWN - SECONDARY DISTRICT CENTRE            | 2         | 10          | 56        | 98         | 126          |
| HEADINGTON - SECONDARY DISTRICT CENTRE            | 2         | 11          | 83        | 150        | 193          |
| COWLEY ROAD - SECONDARY DISTRICT CENTRE           | 5         | 29          | 83        | 128        | 162          |
| BLACKBIRD LEYS - SECONDARY DISTRICT CENTRE        | 1         | 5           | 13        | 20         | 25           |
| ALL LOCAL/NEIGHBOURHOOD CENTRES                   | 8         | 53          | 117       | 172        | 215          |
| ALL OTHER OUT-OF-CENTRE FLOORSPACE                | 33        | -758        | -441      | -173       | 26           |
| <b>TOTAL CITY-WIDE CONVENIENCE GOODS CAPACITY</b> | <b>62</b> | <b>-699</b> | <b>-9</b> | <b>583</b> | <b>1,015</b> |

Source: Tables 1-11 62 -699 -9 583 1,015

**TABLE 13: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERMARKET/DISCOUNTER FORMAT FLOORSPACE**  
*Assume Equilibrium at 2016 and Constant Market Shares*

|   | 2017       | 2022          | 2027       | 2032         | 2036         |
|---|------------|---------------|------------|--------------|--------------|
| OXFORD CITY CENTRE                                | 13         | -141          | 10         | 139          | 231          |
| COWLEY - PRIMARY DISTRICT CENTRE                  | 9          | 54            | 131        | 197          | 247          |
| SUMMERTOWN - SECONDARY DISTRICT CENTRE            | 3          | 18            | 100        | 176          | 226          |
| HEADINGTON - SECONDARY DISTRICT CENTRE            | 4          | 19            | 148        | 267          | 345          |
| COWLEY ROAD - SECONDARY DISTRICT CENTRE           | 9          | 52            | 148        | 229          | 288          |
| BLACKBIRD LEYS - SECONDARY DISTRICT CENTRE        | 2          | 8             | 23         | 35           | 44           |
| ALL LOCAL/NEIGHBOURHOOD CENTRES                   | 14         | 95            | 209        | 308          | 384          |
| ALL OTHER OUT-OF-CENTRE FLOORSPACE                | 58         | -1,353        | -787       | -309         | 47           |
| <b>TOTAL CITY-WIDE CONVENIENCE GOODS CAPACITY</b> | <b>111</b> | <b>-1,248</b> | <b>-17</b> | <b>1,041</b> | <b>1,812</b> |

Source: Tables 1-11 111 -1,248 -17 1,041 1,812



TABLE 1: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS (£ million)

|                         | Estimated<br>'Inflow' from<br>Outside Study<br>Area (Zones 1-9) | 2016          | 2017          | 2022          | 2027            | 2032            | 2036            |
|-------------------------|---|---------------|---------------|---------------|-----------------|-----------------|-----------------|
| OXFORD CITY CENTRE      | 20%   | £454.3        | £458.5        | £515.4        | £614.6          | £749.3          | £839.7          |
| <b>DISTRICT CENTRES</b> |   |               |               |               |                 |                 |                 |
| COWLEY CENTRE           | 10%   | £87.1         | £88.0         | £99.1         | £118.7          | £145.7          | £163.1          |
| SUMMERTOWN              | 10%   | £14.2         | £14.3         | £15.9         | £18.9           | £24.5           | £25.7           |
| HEADINGTON              | 5%  | £16.4         | £16.5         | £18.4         | £21.9           | £28.2           | £29.8           |
| COWLEY ROAD             | 5%  | £9.1          | £9.2          | £10.3         | £12.3           | £15.1           | £16.8           |
| BLACKBIRD LEYS          | 0%  | £1.6          | £1.7          | £1.9          | £2.2            | £2.7            | £3.1            |
| <b>LOCAL CENTRES:</b>   | 0%  | £19.2         | £19.4         | £21.7         | £25.9           | £32.2           | £35.4           |
| <b>OUT-OF-CENTRE:</b>   |   |               |               |               |                 |                 |                 |
| BOTLEY ROAD RETAIL PARK | 10%   | £110.0        | £111.0        | £124.9        | £149.1          | £180.9          | £203.8          |
| OXFORD RETAIL PARK      | 5%  | £16.4         | £16.6         | £18.7         | £22.4           | £27.5           | £30.9           |
| HORSPTH DRIFTWAY RP     | 5%  | £10.9         | £11.0         | £12.3         | £14.6           | £18.8           | £19.9           |
| <b>TOTAL:</b>           |   | <b>£739.3</b> | <b>£746.2</b> | <b>£838.5</b> | <b>£1,000.6</b> | <b>£1,224.9</b> | <b>£1,368.2</b> |

Notes:

We have assumed some 'inflow' to Oxford City Centre to reflect the likelihood that the City's shops and stores will attract some retail expenditure from people who work in, or visit Newark, but live outside the defined Study Area (Zones 1-9).

We have assumed some 'inflow' to the District Centres to reflect the likelihood that they will attract some retail expenditure from people who work in, or visit these centres for various reasons but live outside the defined Study Area (Zones 1-9).

We have assumed no 'inflow' to the Local Centres based on the limited scale and range of their comparison goods offer.

Turnover Growth (%)

| 2017 - 27    | 2017 - 36    |
|--------------|--------------|
| 34.1%        | 83.1%        |
| 34.9%        | 85.3%        |
| 32.0%        | 79.4%        |
| 32.4%        | 80.2%        |
| 34.2%        | 83.9%        |
| 35.2%        | 86.6%        |
| 33.8%        | 83.0%        |
| 34.2%        | 83.5%        |
| 35.0%        | 86.0%        |
| 32.5%        | 80.2%        |
| <b>13.4%</b> | <b>85.1%</b> |

TABLE 2: OXFORD CITY COUNCIL AREA - NEW RETAIL COMMITMENTS FLOORSPACE (ESTIMATED COMPARISON GOODS SALES AREAS & BENCHMARK TURNOVERS)

|  | LPA Planning Ref       | Estimated Gross Additional Floorspace | Estimated Net Additional Sales Area |                         | Average Sales | 2016   | 2016   | 2017   | 2022   | 2027   | 2032   | 2036   |
|--|------------------------|---------------------------------------|-------------------------------------|-------------------------|---------------|--------|--------|--------|--------|--------|--------|--------|
|  |                        |                                       | Total                               | Non-Food                |               |        |        |        |        |        |        |        |
|  |                        |                                       |                                     |                         |               |        |        |        |        |        |        |        |
|  |                        |                                       |                                     |                         |               |        |        |        |        |        |        |        |
|  | (m <sup>2</sup> gross) | (m <sup>3</sup> net)                  | (m <sup>2</sup> net)                | (£ per m <sup>2</sup> ) |               |        |        |        |        |        |        |        |
| OXFORD CITY CENTRE - WESTGATE QUARTER (1)  |                        |                                       |                                     |                         |               |        |        |        |        |        |        |        |
| John Lewis Department Store:   |                        | 14,544                                | 9,755                               | 9,755                   | £6,750        | £65.8  | £56.0  | £56.8  | £62.8  | £70.1  | £78.2  | £85.3  |
| Other Class A1 Retail:   |                        | 68,735                                | 48,115                              | 48,115                  | £6,000        | £288.7 | £245.4 | £249.1 | £275.5 | £307.5 | £342.8 | £374.0 |
| WESTGATE QUARTER   | 13/02557/OUT           | 81,922                                | 57,870                              | 57,870                  | £6,126        | £354.5 | £301.4 | £305.9 | £338.4 | £377.6 | £421.0 | £459.3 |
| 1 LAMARSH ROAD, OXFORD, OX2 0QR  |                        |                                       |                                     |                         |               |        |        |        |        |        |        |        |
| INSTALLATION OF MEZZANINE FLOORSPACE   | 10/01069/FUL           | 1,963                                 | 1,276                               | 1,276                   | £2,500        | £3.2   | £3.2   | £3.2   | £3.6   | £4.0   | £4.5   | £4.9   |
| BARTON - LAND WEST OF BARTON NORTH (A40) & SOUTH OF BAYSWATER BROOK (2)                          |                        |                                       |                                     |                         |               |        |        |        |        |        |        |        |
| NEW (A1) FOODSTORE & COMPARISON GOODS SHOPS  | 13/01383/OUT           | 2,500                                 | 1,625                               | 325                     | £4,500        | £1.5   | £1.5   | £1.5   | £1.6   | £1.8   | £2.0   | £2.2   |
| HORSPATH DRIFTWAY RETAIL PARK, OX3 7JG (3)   |                        |                                       |                                     |                         |               |        |        |        |        |        |        |        |
| CONVERSION OF FORMER UNIT FOR NEW ALDI STORE   | 15/03709/FUL           | 333                                   | 233                                 | -                       | £8,000        | -      | -      | -      | -      | -      | -      | -      |
| OXFORD CITY CENTRE - ST. ALDATES: DEMOLITION OF 4-5 QUEEN STREET AND REAR OF 114-119 ST. ALDATES |                        |                                       |                                     |                         |               |        |        |        |        |        |        |        |
| NEW (A1) FOODSTORE & COMPARISON GOODS SHOPS  | 14/02256/FUL           | 645                                   | 420                                 | 420                     | £4,500        | £1.9   | £1.9   | £1.9   | £2.1   | £2.4   | £2.6   | £2.9   |
| TOTAL TURNOVER OF ALL COMMITTED & ALLOCATED RETAIL FLOORSPACE (£m):                              |                        |                                       |                                     |                         |               | £361.1 | £307.9 | £312.5 | £345.7 | £385.8 | £430.2 | £469.3 |

Notes: (1) Demolition of southern part of Westgate Centre, 1-14 Abbey Place and multi-storey car park, retention of library, refurbishment of remainder of the existing Westgate Centre and construction of a retail-led mixed use development together providing A1 (retail), A2 (finance and professional services) and/or A3 (restaurants and cafes) and/or A4 (public house, etc.) and/or A5 (hot food takeaways) uses, C3 (residential) use and D2 (assembly and leisure) uses, public toilets, associated car and cycle parking, shopmobility facility, servicing and access arrangements together with alterations to the public highway (Amended plans and further information). Proposals include:

- \* up to 81,922 sq m gross additional retail floorspace (Use Class A1);
- \* up to 26,712 sq m gross of additional A2 and/or A3 and/or A4 and/or A5 uses
- \* up to 5,986 sq m gross leisure uses (Use Class D2) provided at first and second floor levels

The average sales level for the John Lewis department store and other A1 non-food retail has been derived from the Retail Statement prepared by Turley Associates in September 2013 in support of the additional retail floorspace.

(2) Outline application (seeking means of access) for the erection of: A maximum of 885 residential units (Class C3); a maximum of 2,500 sqm gross Class A1, A2, A3, A4 and A5 uses (with a maximum of 2,000 sqm gross foodstore Class A1); a maximum of 50 extra car parking spaces.

(3) The former Currys unit was recently acquired by Aldi and therefore the application relates to principally food floor space. The plans are for the erection of two storey side extension and first floor front extension; installation of new shop front and plant enclosure; provision of glazed canopy to south west elevation; re-configuration of car park; and associated landscaping.

(4) Demolition of 4-5 Queen Street and rear of 114-119 St Aldates. Renovation and alteration of remaining properties at 114-119 St. Aldates with roof extension, plus erection of new building to Queen St on 5 levels plus basement. Change of use from offices and retail to form 2 Class A1 retail units plus further unit. The Ground Floor unit is to be occupied by Sainsbury's (3,320 sq ft gross). The remaining 2 units fronting 4-5 Queen Street (5,549 sq ft gross) and 114-116 St. Aldates (1,398 sq ft) have permission for A1 use and are assumed to be for comparison goods purposes totalling 6947 sq ft gross (645.4 sq m gross).

**TABLE 3: OXFORD CITY LOCAL AUTHORITY AREA - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017         | 2022           | 2027           | 2032           | 2036           |
|---------|---|-------------|--------------|----------------|----------------|----------------|----------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY LOCAL AUTHORITY AREA (£m):                   | £739.3      | £746.2       | £838.5         | £1,000.6       | £1,224.9       | £1,368.2       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY LOCAL AUTHORITY AREA (£m) <sup>(1)</sup> : | £739.3      | £750.4       | £830.1         | £926.4         | £1,032.9       | £1,126.9       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):  | £0.0        | -£4.2        | £8.4           | £74.2          | £192.0         | £241.3         |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)  | -           | £0.0         | £345.7         | £385.8         | £430.2         | £469.3         |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  | <b>£0.0</b> | <b>-£4.2</b> | <b>-£337.3</b> | <b>-£311.6</b> | <b>-£238.2</b> | <b>-£227.9</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>   |             |              |                |                |                |                |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):   | £6,000      | £6,090       | £6,737         | £7,518         | £8,383         | £9,145         |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>-695</b>  | <b>-50,068</b> | <b>-41,443</b> | <b>-28,417</b> | <b>-24,924</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%          | 70%            | 70%            | 70%            | 70%            |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -            | -71,526        | -59,205        | -40,595        | -35,606        |

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace based on the most recent annual growth rates published by Experian Business Strategies in Retail Planner Briefing Note 14 (November 2016).

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions by 2022.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 4: OXFORD CITY CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017         | 2022           | 2027           | 2032           | 2036           |
|---------|---|----------|--------------|----------------|----------------|----------------|----------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY CENTRE (£m):   | £454.3   | £458.5       | £515.4         | £614.6         | £749.3         | £839.7         |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY CENTRE (£m): | £454.3   | £461.1       | £510.0         | £569.2         | £634.7         | £692.4         |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                        |          | -£2.6        | £5.4           | £45.4          | £114.7         | £147.3         |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                        | -        | £0.0         | £340.5         | £380.0         | £423.7         | £462.2         |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                                |          | <b>-£2.6</b> | <b>-£335.1</b> | <b>-£334.6</b> | <b>-£309.0</b> | <b>-£314.9</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                     |          |              |                |                |                |                |
|         | Estimated Average Sales Density of New Floorspace (£ per sq m):                   | £6,000   | £6,090       | £6,737         | £7,518         | £8,383         | £9,145         |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                       | <b>0</b> | <b>-429</b>  | <b>-49,743</b> | <b>-44,506</b> | <b>-36,863</b> | <b>-34,432</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                       | 70%      | 70%          | 70%            | 70%            | 70%            | 70%            |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -613         | -71,061        | -63,580        | -52,662        | -49,189        |

Notes:

**TABLE 5: COWLEY - PRIMARY DISTRICT CENTRE: COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017         | 2022        | 2027         | 2032         | 2036         |
|---------|---|----------|--------------|-------------|--------------|--------------|--------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN COWLEY DISTRICT CENTRE (£m):   | £87.1    | £88.0        | £99.1       | £118.7       | £145.7       | £163.1       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN COWLEY DISTRICT CENTRE (£m): | £87.1    | £88.4        | £97.8       | £109.2       | £121.7       | £132.8       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                            | £0.0     | -£0.4        | £1.2        | £9.5         | £24.0        | £30.3        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                            |          | £0.0         | £0.0        | £0.0         | £0.0         | £0.0         |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                                    |          | <b>-£0.4</b> | <b>£1.2</b> | <b>£9.5</b>  | <b>£24.0</b> | <b>£30.3</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                         |          |              |             |              |              |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                   | £6,000   | £6,090       | £6,737      | £7,518       | £8,383       | £9,145       |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>-73</b>   | <b>182</b>  | <b>1,267</b> | <b>2,862</b> | <b>3,312</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%          | 70%         | 70%          | 70%          | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -            | 260         | 1,810        | 4,088        | 4,732        |

**TABLE 6: SUMMERTOWN DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017         | 2022         | 2027        | 2032        | 2036        |
|---------|---|----------|--------------|--------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN SUMMERTOWN DISTRICT CENTRE (£m):   | £14.2    | £14.3        | £15.9        | £18.9       | £24.5       | £25.7       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN SUMMERTOWN DISTRICT CENTRE (£m): | £14.2    | £14.5        | £16.0        | £17.8       | £19.9       | £21.7       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                | £0.0     | -£0.1        | -£0.1        | £1.1        | £4.6        | £4.0        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                |          | £0.0         | £0.0         | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  |          | <b>-£0.1</b> | <b>-£0.1</b> | <b>£1.1</b> | <b>£4.6</b> | <b>£4.0</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                             |          |              |              |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                       | £6,000   | £6,090       | £6,737       | £7,518      | £8,383      | £9,145      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>-18</b>   | <b>-8</b>    | <b>145</b>  | <b>553</b>  | <b>440</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%          | 70%          | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -            | -11          | 207         | 789         | 628         |

**TABLE 7: HEADINGTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017     | 2022        | 2027        | 2032        | 2036        |
|---------|---|----------|----------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN HEADINGTON DISTRICT CENTRE (£m):   | £16.4    | £16.5    | £18.4       | £21.9       | £28.2       | £29.8       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN HEADINGTON DISTRICT CENTRE (£m): | £16.4    | £16.6    | £18.4       | £20.6       | £22.9       | £25.0       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                | £0.0     | -£0.1    | £0.0        | £1.3        | £5.2        | £4.8        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                |          |          | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  |          |          | <b>£0.0</b> | <b>£1.3</b> | <b>£5.2</b> | <b>£4.8</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                             |          |          |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                       | £6,000   | £6,090   | £6,737      | £7,518      | £8,383      | £9,145      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>0</b> | <b>-5</b>   | <b>176</b>  | <b>624</b>  | <b>522</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 170%     | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -        | -7          | 252         | 892         | 746         |

**TABLE 8: COWLEY ROAD DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |  | 2016        | 2017         | 2022        | 2027        | 2032        | 2036        |
|---------|--|-------------|--------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN COWLEY ROAD DISTRICT CENTRE (£m):   | £9.1        | £9.2         | £10.3       | £12.3       | £15.1       | £16.8       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN COWLEY ROAD DISTRICT CENTRE (£m): | £9.1        | £9.2         | £10.2       | £11.4       | £12.7       | £13.8       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                 |             | -£0.1        | £0.1        | £0.9        | £2.4        | £3.0        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                 |             | £0.0         | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>   | <b>£0.0</b> | <b>-£0.1</b> | <b>£0.1</b> | <b>£0.9</b> | <b>£2.4</b> | <b>£3.0</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                              |             |              |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                        | £6,000      | £6,090       | £6,737      | £7,518      | £8,383      | £9,145      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>  | <b>0</b>    | <b>-8</b>    | <b>13</b>   | <b>122</b>  | <b>291</b>  | <b>329</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:  | 70%         | 70%          | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):   | -           | -            | 18          | 175         | 416         | 470         |

**TABLE 9: BLACKBIRD LEYS DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|---|-------------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BLACKBIRD LEYS DISTRICT CENTRE (£m):   | £1.6        | £1.7        | £1.9        | £2.2        | £2.7        | £3.1        |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BLACKBIRD LEYS DISTRICT CENTRE (£m): | £1.6        | £1.7        | £1.8        | £2.1        | £2.3        | £2.5        |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                    |             | £0.0        | £0.0        | £0.2        | £0.5        | £0.6        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                    |             | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  | <b>£0.0</b> | <b>£0.0</b> | <b>£0.0</b> | <b>£0.2</b> | <b>£0.5</b> | <b>£0.6</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                                 |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                           | £6,000      | £6,090      | £6,737      | £7,518      | £8,383      | £9,145      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>-1</b>   | <b>3</b>    | <b>25</b>   | <b>54</b>   | <b>65</b>   |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -           | 4           | 35          | 77          | 93          |

**TABLE 10: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017         | 2022        | 2027        | 2032        | 2036        |
|---------|---|-------------|--------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL LOCAL CENTRES (£m):        | £19.2       | £19.4        | £21.7       | £25.9       | £32.2       | £35.4       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL LOCAL CENTRES (£m):      | £19.2       | £19.5        | £21.6       | £24.1       | £26.8       | £29.3       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):          |             | -£0.1        | £0.2        | £1.9        | £5.3        | £6.2        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)          |             | £0.0         | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                  | <b>£0.0</b> | <b>-£0.1</b> | <b>£0.2</b> | <b>£1.9</b> | <b>£5.3</b> | <b>£6.2</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>       |             |              |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m): | £6,000      | £6,090       | £6,737      | £7,518      | £8,383      | £9,145      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                         | <b>0</b>    | <b>-19</b>   | <b>24</b>   | <b>248</b>  | <b>636</b>  | <b>676</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                         | 70%         | 70%          | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):                              | -           | -            | 34          | 355         | 909         | 965         |

Notes: Commitments include the Lidl Foodstore planned as part of the redevelopment of the Lakeside Shopping Centre, Balderton.

**TABLE 11: ALL OUT-OF-CENTRE FLOORSPACE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017         | 2022         | 2027         | 2032         | 2036         |
|---------|---|-------------|--------------|--------------|--------------|--------------|--------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL OUT-OF-CENTRE FLOORSPACE (£m):   | £137.4      | £138.7       | £155.9       | £186.1       | £227.1       | £254.6       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL OUT-OF-CENTRE FLOORSPACE (£m): | £137.4      | £139.4       | £154.2       | £172.1       | £191.9       | £209.4       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                |             | -£0.8        | £1.6         | £13.9        | £35.2        | £45.2        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                |             | £0.0         | £5.2         | £5.8         | £6.5         | £7.1         |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                        | <b>£0.0</b> | <b>-£0.8</b> | <b>-£3.6</b> | <b>£8.1</b>  | <b>£28.7</b> | <b>£38.1</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>             |             |              |              |              |              |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):       | £6,000      | £6,090       | £6,737       | £7,518       | £8,383       | £9,145       |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                               | <b>0</b>    | <b>-126</b>  | <b>-534</b>  | <b>1,078</b> | <b>3,426</b> | <b>4,165</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                               | 70%         | 70%          | 70%          | 70%          | 70%          | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):                                    | -           | -            | -763         | 1,540        | 4,894        | 5,950        |

Notes: Commitments include the planned out-of-centre retail floorspace on land off North Gate for new Class A1 food/non-food/bulky goods retailing

**TABLE 12: OXFORD CITY: COMPARISON GOODS CAPACITY - SUMMARY TABLE**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|  | 2017 | 2022           | 2026           | 2031           | 2036           |
|--|------|----------------|----------------|----------------|----------------|
| OXFORD CITY CENTRE                                   | -429 | -49,743        | -44,506        | -36,863        | -34,432        |
| COWLEY PRIMARY DISTRICT CENTRE                       | -73  | 182            | 1,267          | 2,862          | 3,312          |
| SUMMERTOWN SECONDARY DISTRICT CENTRE                 | -18  | -8             | 145            | 553            | 440            |
| HEADINGTON - SECONDARY DISTRICT CENTRE               | 0    | -5             | 176            | 624            | 522            |
| COWLEY ROAD - SECONDARY DISTRICT CENTRE              | -8   | 13             | 122            | 291            | 329            |
| BLACKBIRD LEYS - SECONDARY DISTRICT CENTRE           | -1   | 3              | 25             | 54             | 65             |
| LOCAL CENTRES  | -19  | 24             | 248            | 636            | 676            |
| ALL OTHER OUT-OF-CENTRE STORES/ FLOORSPACE           | -126 | -534           | 1,078          | 3,426          | 4,165          |
| <b>TOTAL DISTRICT-WIDE COMPARISON GOODS CAPACITY</b> |      | <b>-50,068</b> | <b>-41,443</b> | <b>-28,417</b> | <b>-24,924</b> |

Source: Tables 12-18. -50,068 -41,443 -28,417 -24,924

TABLE 1: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS (£ million)

|  |                    | Estimated 'Inflow' from Outside Study Area (Zones 1-9) | 2016   | 2017   | 2022   | 2027   | 2032   | 2036   |
|--|--------------------|--|--------|--------|--------|--------|--------|--------|
| OXFORD CITY CENTRE:  |                    |  |        |        |        |        |        |        |
|  | SUB TOTAL          | 10%  | £47.5  | £47.7  | £48.7  | £50.2  | £51.8  | £53.2  |
| DISTRICT CENTRES:  |                    |  |        |        |        |        |        |        |
|  | COWLEY CENTRE      | 5%   | £19.3  | £19.4  | £19.9  | £20.6  | £21.4  | £22.1  |
|  | SUMMERTOWN         | 5%   | £40.6  | £40.8  | £41.6  | £43.0  | £44.3  | £45.4  |
|  | HEADINGTON         | 5%   | £66.6  | £66.9  | £68.3  | £70.5  | £72.7  | £74.5  |
|  | COWLEY ROAD        | 5%   | £25.9  | £26.0  | £26.5  | £27.4  | £28.4  | £29.1  |
|  | BLACKBIRD LEYS     | 0%   | £2.2   | £2.2   | £2.3   | £2.4   | £2.4   | £2.5   |
|  | SUB TOTAL          |  | £154.6 | £155.2 | £158.5 | £163.9 | £169.3 | £173.7 |
| OTHER LOCAL / NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA |                    |  |        |        |        |        |        |        |
|  | SUB TOTAL          | 5%   | £35.1  | £35.2  | £36.0  | £37.4  | £38.8  | £40.0  |
| OUT-OF-CENTRE  |                    |  |        |        |        |        |        |        |
|  | OXFORD RETAIL PARK | TESCO SUPERSTORE                                       | 5%     | £33.3  | £33.4  | £34.1  | £35.3  | £36.5  |
|  | BOTLEY ROAD        | ALDI   | 5%     | £23.6  | £23.7  | £24.1  | £24.9  | £25.7  |
|  | BOTLEY ROAD        | WAITROSE   | 5%     | £20.1  | £20.1  | £20.5  | £21.1  | £21.8  |
|  | HEYFORD HILL       | SAINSBURYS   | 5%     | £65.8  | £66.1  | £67.6  | £70.0  | £72.5  |
|  | PEARTREE           | WAITROSE   | 5%     | £0.2   | £0.2   | £0.2   | £0.3   | £0.3   |
|  | WATLINGTON ROAD    | LIDL   | 5%     | £13.7  | £13.8  | £14.1  | £14.6  | £15.2  |
|  | SUB TOTAL          |  | £156.8 | £157.4 | £160.7 | £166.2 | £171.8 | £176.4 |
| TOTAL:   |                    |  | £394.0 | £395.6 | £403.9 | £417.7 | £431.8 | £443.3 |

Notes: 'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to the Districts' main centres, shops and stores who live outside the defined study area (i.e. beyond Zones 1-9).

We have assumed a 10% 'inflow' to Oxford City Centre based on the likely impact of workers living outside the study area, as well as tourists and visitors on total spend. We have assumed more limited 'inflow' to the smaller District and Local/Neighbourhood Centres based on the scale of their food/convenience goods offer, the fact that they predominantly cater for the day-to-day needs of their local (resident) catchment populations and the location/level of competition of 'like-for-like' facilities in neighbouring authorities both within and outside the study area.

Turnover Growth (%)

| 2017 - 27 | 2017 - 36 |
|-----------|-----------|
| 5.3%      | 11.4%     |
| 5.6%      | 11.9%     |
| 6.1%      | 13.6%     |
| 5.5%      | 6.9%      |
| 5.6%      | 12.1%     |



TABLE 2: OXFORD CITY COUNCIL AREA - NEW RETAIL COMMITMENTS & ALLOCATED FLOORSPACE (ESTIMATED COMPARISON GOODS SALES AREAS & BENCHMARK TURNOVERS)

| TABLE 2: OXFORD CITY COUNCIL AREA - NEW RETAIL COMMITMENTS & ALLOCATED FLOORSPACE (ESTIMATED COMPARISON GOODS SALES AREAS & BENCHMARK TURNS/OVERS) |                  |                                       |                                     |               |               |       |       |       |       |       |       |       |
|--|------------------|---------------------------------------|-------------------------------------|---------------|---------------|-------|-------|-------|-------|-------|-------|-------|
|  | LPA Planning Ref | Estimated Gross Additional Floorspace | Estimated Net Additional Sales Area |               | Average Sales | 2016  | 2016  | 2017  | 2022  | 2027  | 2032  | 2036  |
|  |                  | (m² gross)                            | Total (m² net)                      | Food (m² net) | (£ per m²)    |       |       |       |       |       |       |       |
|  |                  |                                       |                                     |               |               |       |       |       |       |       |       |       |
| OXFORD CITY CENTRE - WESTGATE QUARTER (1)  |                  |                                       |                                     |               |               |       |       |       |       |       |       |       |
| John Lewis Department Store:   |                  | 14,544                                | 9,755                               | 0             | £10,500       | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  |
| Other Class A1 Retail:   |                  | 68,735                                | 48,115                              | 0             | £12,500       | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  |
| WESTGATE QUARTER   | 13/02557/OUT     | 81,922                                | 57,870                              | 0             | £0            | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  |
| 1 LAMARSH ROAD, OXFORD, OX2 0QR  |                  |                                       |                                     |               |               |       |       |       |       |       |       |       |
| INSTALLATION OF MEZZANINE FLOORSACE  | 10/01069/FUL     | 1,963                                 | 1,276                               | 0             | £0            | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  | £0.0  |
| BARTON - LAND WEST OF BARTON NORTH (A40) & SOUTH OF BAYSWATER BROOK (2)  |                  |                                       |                                     |               |               |       |       |       |       |       |       |       |
| NEW (A1) FOODSTORE & COMPARISON GOODS SHOPS  | 13/01383/OUT     | 2,500                                 | 1,625                               | 1,300         | £7,500        | £9.8  | £9.8  | £9.7  | £9.7  | £9.7  | £9.7  | £9.8  |
| HORSPTH DRIFTWAY RETAIL PARK, OX3 7JG (3)  |                  |                                       |                                     |               |               |       |       |       |       |       |       |       |
| CONVERSION OF FORMER UNIT FOR NEW ALDI STORE   | 15/03709/FUL     | 333                                   | 233                                 | 233           | £9,000        | £2.1  | £2.1  | £2.1  | £2.1  | £2.1  | £2.1  | £2.1  |
| OXFORD CITY CENTRE - ST. ALDATES: DEMOLITION OF 4-5 QUEEN STREET AND REAR OF 114-119 ST. ALDATES   |                  |                                       |                                     |               |               |       |       |       |       |       |       |       |
| NEW (A1) FOODSTORE & COMPARISON GOODS SHOPS  | 14/02256/FUL     | 308                                   | 200                                 | 200           | £7,500        | £1.5  | £1.5  | £1.5  | £1.5  | £1.5  | £1.5  | £1.5  |
| NORTHERN GATEWAY ALLOCATION(5)   |                  |                                       |                                     |               |               |       |       |       |       |       |       |       |
| NEW (A1) FOODSTORE & COMPARISON GOODS SHOPS  |                  | 2,000                                 | 1,300                               | 975           | £7,500        | £7.3  | £7.3  | £7.3  | £7.2  | £7.3  | £7.3  | £7.3  |
| TOTAL TURNOVER OF ALL COMMITTED & ALLOCATED RETAIL FLOORSACE (£m):   |                  |                                       |                                     |               |               | £20.7 | £20.7 | £20.6 | £20.5 | £20.5 | £20.6 | £20.7 |

Notes:

(1) Demolition of southern part of Westgate Centre, 1-14 Abbey Place and multi-storey car park, retention of library, refurbishment of remainder of the existing Westgate Centre and construction of a retail-led mixed use development together providing A1 (retail), A2 (finance and professional services) and/or A3 (restaurants and cafes) and/or A4 (public house, etc.) and/or A5 (hot food takeaways) uses, C3 (residential) use and D2 (assembly and leisure) uses, public toilets, associated car and cycle parking, shopmobility facility, servicing and access arrangements together with alterations to the public highway (Amended plans and further information). Proposals include:

- \* up to 83,279 sq m gross additional retail floorspace (Use Class A1);
- \* up to 26,712 sq m gross of additional A2 and/or A3 and/or A4 and/or A5 uses
- \* up to 5,986 sq m gross leisure uses (Use Class D2) provided at first and second floor levels

The average sales level for the John Lewis department store and other A1 non-food retail has been derived from the Retail Statement prepared by Turley Associates in September 2013 in support of the additional retail floorspace.

(2) Outline application (seeking means of access) for the erection of: A maximum of 885 residential units (Class C3); a maximum of 2,500 sqm gross Class A1, A2, A3, A4 and A5 uses (with a maximum of 2,000 sqm gross foodstore Class A1); a maximum of 50 extra car parking spaces.

(3) The former Currys unit was recently acquired by Aldi and therefore the application relates to principally food floor space. The plans are for the erection of two storey side extension and first floor front extension; installation of new shop front and plant enclosure; provision of glazed canopy to south west elevation; re-configuration of car park; and associated landscaping.

(4) Demolition of 4-5 Queen Street and rear of 114-119 St Aldates. Renovation and alteration of remaining properties at 114-119 St. Aldates with roof extension, plus erection of new building to Queen St on 5 levels plus basement. Change of use from offices and retail to form 2 Class A1 retail units plus further unit. The Ground Floor unit is to be occupied by Sainsbury's (3,320 sq ft gross). The remaining 2 units fronting 4-5 Queen Street (5,549 sq ft gross) and 114-116 St. Aldates (1,398 sq ft) have permission for A1 use and are assumed to be for comparison goods purposes totalling 6947 sq ft gross (645.4 sq m gross).

(5) Under Policy CS6 of the Core Strategy the 'Northern Gateway' is allocated for major employment-led development. The Northern Gateway AAP (2015) supports the delivery of the site, and guides future development. Policy NG2 'Mix of uses' specifically states that planning permission will be granted at the Northern Gateway for: up to 90,000 sqm (gross internal area) of employment development; up to 500 new homes; a range of local scale retail uses (up to a total of 2,500 sq m gross internal area); and a hotel with associated leisure facilities (up to 180 bedrooms). Within the capacity assessment we have necessarily assumed that the allocated floorspace of 2,500 sq m is primarily going to be convenience floorspace (2,000 sq m gross) and some ancillary comparison goods (500 sq m gross) supporting the new homes proposed.

**TABLE 3: OXFORD CITY LOCAL AUTHORITY AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT**

*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017        | 2022          | 2027        | 2032         | 2036         |
|---------|---|-------------|-------------|---------------|-------------|--------------|--------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY LOCAL AUTHORITY AREA (£m):                   | £394.0      | £395.6      | £403.9        | £417.7      | £431.8       | £443.3       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY LOCAL AUTHORITY AREA (£m) <sup>(1)</sup> : | £394.0      | £393.6      | £390.5        | £391.6      | £393.6       | £395.2       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):  | £0.0        | £2.0        | £13.4         | £26.0       | £38.2        | £48.1        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   | -           | £0.0        | £20.5         | £20.5       | £20.6        | £20.7        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  | <b>£0.0</b> | <b>£2.0</b> | <b>-£7.0</b>  | <b>£5.5</b> | <b>£17.5</b> | <b>£27.4</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>  |             |             |               |             |              |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):   | £12,500     | £12,488     | £12,388       | £12,425     | £12,487      | £12,537      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>160</b>  | <b>-569</b>   | <b>443</b>  | <b>1,403</b> | <b>2,187</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%         | 70%           | 70%         | 70%          | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -           | -813          | 632         | 2,004        | 3,125        |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>   |             |             |               |             |              |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):   | £7,000      | £6,993      | £6,937        | £6,958      | £6,993       | £7,021       |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>286</b>  | <b>-1,016</b> | <b>791</b>  | <b>2,505</b> | <b>3,906</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%         | 70%           | 70%         | 70%          | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -           | -1,451        | 1,129       | 3,579        | 5,580        |

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
- STEP 2: It has been assumed for the purpose of this assessment that the District's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian *Retail Planner Briefing Note 14* (November 2016) and other research evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions by 2022.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

**TABLE 4: OXFORD CITY CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|---|----------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY CENTRE (£m):   | £47.5    | £47.7       | £48.7       | £50.2       | £51.8       | £53.2       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY CENTRE (£m): | £47.5    | £47.5       | £47.1       | £47.2       | £47.5       | £47.7       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                        | £0.0     | £0.2        | £1.6        | £3.0        | £4.4        | £5.5        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   |          | £0.0        | £1.5        | £1.5        | £1.5        | £1.5        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                                |          | <b>£0.2</b> | <b>£0.1</b> | <b>£1.5</b> | <b>£2.9</b> | <b>£4.0</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                    |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):               | £12,500  | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                       | <b>0</b> | <b>19</b>   | <b>6</b>    | <b>122</b>  | <b>230</b>  | <b>319</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                       | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | 0        | 27          | 8           | 174         | 329         | 455         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>           |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):               | £7,000   | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                       | <b>0</b> | <b>33</b>   | <b>10</b>   | <b>218</b>  | <b>411</b>  | <b>569</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                       | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | 48          | 14          | 311         | 587         | 813         |

Notes:

**TABLE 5: COWLEY PRIMARY DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|---|----------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN COWLEY DISTRICT CENTRE (£m):   | £19.3    | £19.4       | £19.9       | £20.6       | £21.4       | £22.1       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN COWLEY DISTRICT CENTRE (£m): | £19.3    | £19.3       | £19.1       | £19.2       | £19.3       | £19.4       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                            | £0.0     | £0.1        | £0.7        | £1.4        | £2.2        | £2.7        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   |          | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                                    |          | <b>£0.1</b> | <b>£0.7</b> | <b>£1.4</b> | <b>£2.2</b> | <b>£2.7</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                        |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                   | £12,500  | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>9</b>    | <b>59</b>   | <b>116</b>  | <b>173</b>  | <b>219</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | 12          | 85          | 166         | 247         | 313         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>               |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                   | £7,000   | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>16</b>   | <b>106</b>  | <b>208</b>  | <b>309</b>  | <b>391</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -           | 152         | 297         | 441         | 559         |

**TABLE 6: SUMMERTOWN DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |  | 2016     | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|--|----------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN SUMMERTOWN DISTRICT CENTRE (£m):  | £40.6    | £40.8       | £41.6       | £43.0       | £44.3       | £45.4       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN SUMERTOWN DISTRICT CENTRE (£m): | £40.6    | £40.6       | £40.2       | £40.4       | £40.6       | £40.7       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                               | £0.0     | £0.2        | £1.4        | £2.6        | £3.8        | £4.7        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)  |          | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                                       |          | <b>£0.2</b> | <b>£1.4</b> | <b>£2.6</b> | <b>£3.8</b> | <b>£4.7</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                           |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                      | £12,500  | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>  | <b>0</b> | <b>17</b>   | <b>111</b>  | <b>210</b>  | <b>301</b>  | <b>375</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:  | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):   | -        | 24          | 158         | 300         | 430         | 536         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>                  |          |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                      | £7,000   | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>  | <b>0</b> | <b>30</b>   | <b>197</b>  | <b>375</b>  | <b>537</b>  | <b>670</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:  | 70%      | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):   | -        | 42          | 282         | 536         | 768         | 958         |

**TABLE 7: HEADINGTON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017        | 2022        | 2027        | 2032        | 2036         |
|---------|---|----------|-------------|-------------|-------------|-------------|--------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN HEADINGTON DISTRICT CENTRE (£m):   | £66.6    | £66.9       | £68.3       | £70.5       | £72.7       | £74.5        |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN HEADINGTON DISTRICT CENTRE (£m): | £66.6    | £66.5       | £66.0       | £66.2       | £66.5       | £66.8        |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                | £0.0     | £0.3        | £2.3        | £4.3        | £6.2        | £7.7         |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   |          | £0.0        | £0.0        | £0.0        | £0.0        | £0.0         |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  |          | <b>£0.3</b> | <b>£2.3</b> | <b>£4.3</b> | <b>£6.2</b> | <b>£7.7</b>  |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                            |          |             |             |             |             |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                       | £12,500  | £12,488     | £12,388     | £12,425     | £12,487     | £12,537      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>27</b>   | <b>183</b>  | <b>347</b>  | <b>495</b>  | <b>617</b>   |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%         | 70%         | 70%         | 70%         | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -           | 261         | 495         | 707         | 881          |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>                   |          |             |             |             |             |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                       | £7,000   | £6,993      | £6,937      | £6,958      | £6,993      | £7,021       |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>49</b>   | <b>326</b>  | <b>619</b>  | <b>884</b>  | <b>1,102</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%         | 70%         | 70%         | 70%         | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -           | 466         | 885         | 1,262       | 1,574        |

**TABLE 8: COWLEY ROAD DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |  | 2016        | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|--|-------------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN COWLEY ROAD DISTRICT CENTRE (£m):   | £25.9       | £26.0       | £26.5       | £27.4       | £28.4       | £29.1       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN COWLEY ROAD DISTRICT CENTRE (£m): | £25.9       | £25.8       | £25.6       | £25.7       | £25.8       | £25.9       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                 |             | £0.1        | £0.9        | £1.7        | £2.5        | £3.2        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)  |             | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>   | <b>£0.0</b> | <b>£0.1</b> | <b>£0.9</b> | <b>£1.7</b> | <b>£2.5</b> | <b>£3.2</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                             |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                        | £12,500     | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>  | <b>0</b>    | <b>11</b>   | <b>72</b>   | <b>139</b>  | <b>203</b>  | <b>254</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:  | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):   | -           | -           | 103         | 199         | 290         | 364         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>                    |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                        | £7,000      | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>  | <b>0</b>    | <b>19</b>   | <b>129</b>  | <b>249</b>  | <b>362</b>  | <b>454</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:  | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):   | -           | -           | 184         | 355         | 517         | 649         |

**TABLE 9: BLACKBIRD LEYS DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|---|-------------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BLACKBIRD LEYS DISTRICT CENTRE (£m):   | £2.2        | £2.2        | £2.3        | £2.4        | £2.4        | £2.5        |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BLACKBIRD LEYS DISTRICT CENTRE (£m): | £2.2        | £2.2        | £2.2        | £2.2        | £2.2        | £2.2        |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                    |             | £0.0        | £0.1        | £0.1        | £0.2        | £0.3        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)   |             | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  | <b>£0.0</b> | <b>£0.0</b> | <b>£0.1</b> | <b>£0.1</b> | <b>£0.2</b> | <b>£0.3</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>                                |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                           | £12,500     | £12,488     | £12,388     | £12,425     | £12,487     | £12,537     |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>1</b>    | <b>6</b>    | <b>12</b>   | <b>16</b>   | <b>20</b>   |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -           | 9           | 16          | 23          | 29          |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>                       |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                           | £7,000      | £6,993      | £6,937      | £6,958      | £6,993      | £7,021      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>2</b>    | <b>11</b>   | <b>21</b>   | <b>29</b>   | <b>36</b>   |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -           | 16          | 29          | 42          | 52          |

**TABLE 10: ALL LOCAL/NEIGHBOURHOOD CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |  | 2016        | 2017        | 2022         | 2027         | 2032         | 2036         |
|---------|--|-------------|-------------|--------------|--------------|--------------|--------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL LOCAL/NEIGHBOURHOOD CENTRES (£m):   | £35.1       | £35.2       | £36.0        | £37.4        | £38.8        | £40.0        |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL LOCAL/NEIGHBOURHOOD CENTRES (£m): | £35.1       | £35.1       | £34.8        | £34.9        | £35.1        | £35.2        |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                   |             | £0.2        | £1.3         | £2.5         | £3.8         | £4.9         |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                    |             | £0.0        | £7.2         | £7.3         | £7.3         | £7.3         |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                           | <b>£0.0</b> | <b>£0.2</b> | <b>-£6.0</b> | <b>-£4.8</b> | <b>-£3.5</b> | <b>-£2.5</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>               |             |             |              |              |              |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):          | £12,500     | £12,488     | £12,388      | £12,425      | £12,487      | £12,537      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                  | <b>0</b>    | <b>15</b>   | <b>-483</b>  | <b>-383</b>  | <b>-281</b>  | <b>-198</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                  | 70%         | 170%        | 70%          | 70%          | 70%          | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):                                       | -           | -           | -691         | -547         | -401         | -283         |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>      |             |             |              |              |              |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):          | £7,000      | £6,993      | £6,937       | £6,958       | £6,993       | £7,021       |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                  | <b>0</b>    | <b>26</b>   | <b>-863</b>  | <b>-684</b>  | <b>-502</b>  | <b>-354</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                  | 70%         | 170%        | 70%          | 70%          | 70%          | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):                                       | -           | -           | -1,233       | -977         | -717         | -505         |

**TABLE 11: OTHER OUT-OF-CENTRE FLOORSPACE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017        | 2022         | 2027         | 2032        | 2036         |
|---------|---|-------------|-------------|--------------|--------------|-------------|--------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL OUT-OF-CENTRE FLOORSPACE (£m):   | £156.8      | £157.4      | £160.7       | £166.2       | £171.8      | £176.4       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL OUT-OF-CENTRE FLOORSPACE (£m): | £156.8      | £156.7      | £155.4       | £155.9       | £156.6      | £157.3       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                |             | £0.8        | £5.3         | £10.3        | £15.2       | £19.2        |
| STEP 4: | TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                 |             | £0.0        | £11.7        | £11.8        | £11.8       | £11.9        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                        | <b>£0.0</b> | <b>£0.8</b> | <b>-£6.5</b> | <b>-£1.5</b> | <b>£3.3</b> | <b>£7.3</b>  |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>            |             |             |              |              |             |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):       | £12,500     | £12,488     | £12,388      | £12,425      | £12,487     | £12,537      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                               | <b>0</b>    | <b>63</b>   | <b>-522</b>  | <b>-120</b>  | <b>266</b>  | <b>581</b>   |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                               | 70%         | 70%         | 70%          | 70%          | 70%         | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):                                    | -           | -           | -746         | -172         | 380         | 830          |
| STEP 7: | <b>FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:</b>   |             |             |              |              |             |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):       | £7,000      | £6,993      | £6,937       | £6,958       | £6,993      | £7,021       |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                               | <b>0</b>    | <b>112</b>  | <b>-932</b>  | <b>-215</b>  | <b>475</b>  | <b>1,037</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                               | 70%         | 70%         | 70%          | 70%          | 70%         | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):                                    | -           | -           | -1,332       | -306         | 679         | 1,481        |

**TABLE 12: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE-FORMAT FLOORSPACE**  
*Assume Equilibrium at 2016 and Constant Market Shares*

|   | 2017       | 2022        | 2027       | 2032         | 2036         |
|---|------------|-------------|------------|--------------|--------------|
| OXFORD CITY CENTRE                                | 19         | 6           | 122        | 230          | 319          |
| COWLEY - PRIMARY DISTRICT CENTRE                  | 9          | 59          | 116        | 173          | 219          |
| SUMMERTOWN - SECONDARY DISTRICT CENTRE            | 17         | 111         | 210        | 301          | 375          |
| HEADINGTON - SECONDARY DISTRICT CENTRE            | 27         | 183         | 347        | 495          | 617          |
| COWLEY ROAD - SECONDARY DISTRICT CENTRE           | 11         | 72          | 139        | 203          | 254          |
| BLACKBIRD LEYS - SECONDARY DISTRICT CENTRE        | 1          | 6           | 12         | 16           | 20           |
| ALL LOCAL/NEIGHBOURHOOD CENTRES                   | 15         | -483        | -383       | -281         | -198         |
| ALL OTHER OUT-OF-CENTRE FLOORSPACE                | 63         | -522        | -120       | 266          | 581          |
| <b>TOTAL CITY-WIDE CONVENIENCE GOODS CAPACITY</b> | <b>160</b> | <b>-569</b> | <b>443</b> | <b>1,403</b> | <b>2,187</b> |

Source: Tables 1-11 160 -569 443 1,403 2,187

**TABLE 13: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERMARKET/DISCOUNTER FORMAT FLOORSPACE**  
*Assume Equilibrium at 2016 and Constant Market Shares*

|   | 2017       | 2022          | 2027       | 2032         | 2036         |
|---|------------|---------------|------------|--------------|--------------|
| OXFORD CITY CENTRE                                | 33         | 10            | 218        | 411          | 569          |
| COWLEY - PRIMARY DISTRICT CENTRE                  | 16         | 106           | 208        | 309          | 391          |
| SUMMERTOWN - SECONDARY DISTRICT CENTRE            | 30         | 197           | 375        | 537          | 670          |
| HEADINGTON - SECONDARY DISTRICT CENTRE            | 49         | 326           | 619        | 884          | 1,102        |
| COWLEY ROAD - SECONDARY DISTRICT CENTRE           | 19         | 129           | 249        | 362          | 454          |
| BLACKBIRD LEYS - SECONDARY DISTRICT CENTRE        | 2          | 11            | 21         | 29           | 36           |
| ALL LOCAL/NEIGHBOURHOOD CENTRES                   | 26         | -863          | -684       | -502         | -354         |
| ALL OTHER OUT-OF-CENTRE FLOORSPACE                | 112        | -932          | -215       | 475          | 1,037        |
| <b>TOTAL CITY-WIDE CONVENIENCE GOODS CAPACITY</b> | <b>286</b> | <b>-1,016</b> | <b>791</b> | <b>2,505</b> | <b>3,906</b> |

Source: Tables 1-11 286 -1,016 791 2,505 3,906

TABLE 1: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS (£ million)

| Estimated 'Inflow' from Outside Study Area (Zones 1-9) |     | 2016   | 2017   | 2022   | 2027     | 2032     | 2036     |
|--|-----|--------|--------|--------|----------|----------|----------|
| OXFORD CITY CENTRE                                     | 20% | £479.3 | £485.0 | £554.2 | £668.3   | £792.1   | £934.9   |
| DISTRICT CENTRES                                       |     |        |        |        |          |          |          |
| COWLEY CENTRE  | 10% | £73.4  | £74.3  | £85.0  | £102.6   | £154.0   | £143.5   |
| SUMMERTOWN   | 10% | £18.4  | £18.6  | £21.3  | £25.6    | £25.9    | £35.5    |
| HEADINGTON   | 5%  | £20.1  | £20.4  | £23.3  | £28.0    | £29.8    | £38.8    |
| COWLEY ROAD  | 5%  | £8.3   | £8.4   | £9.6   | £11.6    | £16.0    | £16.0    |
| BLACKBIRD LEYS   | 0%  | £1.2   | £1.2   | £1.4   | £1.7     | £2.9     | £2.3     |
| LOCAL CENTRES:   | 0%  | £19.9  | £20.2  | £23.0  | £27.8    | £34.0    | £38.7    |
| OUT-OF-CENTRE:   |     |        |        |        |          |          |          |
| BOTLEY ROAD RETAIL PARK                                | 10% | £113.8 | £115.1 | £131.2 | £157.9   | £191.2   | £219.9   |
| OXFORD RETAIL PARK                                     | 5%  | £13.2  | £13.3  | £15.2  | £18.3    | £29.1    | £25.5    |
| HORSPATH Driftway RP                                   | 5%  | £13.0  | £13.1  | £15.0  | £18.1    | £19.9    | £25.1    |
| TOTAL:   |     | £760.7 | £769.8 | £879.3 | £1,059.8 | £1,294.8 | £1,480.3 |

Notes: We have assumed some 'inflow' to Oxford City Centre to reflect the likelihood that the City's shops and stores will attract some retail expenditure from people who work in, or visit Newark, but live outside the defined Study Area (Zones 1-9).  
We have assumed some 'inflow' to the District Centres to reflect the likelihood that they will attract some retail expenditure from people who work in, or visit these centres for various reasons but live outside the defined Study Area (Zones 1-9).  
We have assumed no 'inflow' to the Local Centres based on the limited scale and range of their comparison goods offer.

Turnover Growth (%)

| 2017 - 27 | 2017 - 36 |
|-----------|-----------|
| 37.8%     | 92.7%     |
| 38.0%     | 93.1%     |
| 37.3%     | 90.4%     |
| 37.3%     | 90.3%     |
| 36.9%     | 89.7%     |
| 37.4%     | 90.6%     |
| 37.6%     | 91.9%     |
| 37.1%     | 91.0%     |
| 37.5%     | 91.1%     |
| 37.7%     | 91.4%     |
| 15.6%     | 94.6%     |



TABLE 2: OXFORD CITY COUNCIL AREA - NEW RETAIL COMMITMENTS & ALLOCATED FLOORSPACE (ESTIMATED COMPARISON GOODS SALES AREAS & BENCHMARK TURNOVERS)

|   | LPA Planning Ref | Estimated Gross Additional Floorspace | Estimated Net Additional Sales Area |                      | Average Sales        | 2016                    | 2016   | 2017   | 2022   | 2027   | 2032   | 2036   |
|---|------------------|---------------------------------------|-------------------------------------|----------------------|----------------------|-------------------------|--------|--------|--------|--------|--------|--------|
|   |                  |                                       | Total                               | Non-Food             |                      |                         |        |        |        |        |        |        |
|   |                  |                                       | (m <sup>2</sup> gross)              | (m <sup>2</sup> net) | (m <sup>2</sup> net) | (£ per m <sup>2</sup> ) |        |        |        |        |        |        |
| OXFORD CITY CENTRE - WESTGATE QUARTER (1)   |                  |                                       |                                     |                      |                      |                         |        |        |        |        |        |        |
| John Lewis Department Store:  |                  | 14,544                                | 9,755                               | 9,755                | £6,750               | £65.8                   | £56.0  | £56.8  | £62.8  | £70.1  | £78.2  | £85.3  |
| Other Class A1 Retail:  |                  | 68,735                                | 48,115                              | 48,115               | £6,000               | £288.7                  | £245.4 | £249.1 | £275.5 | £307.5 | £342.8 | £374.0 |
| WESTGATE QUARTER  | 13/02557/OUT     | 81,922                                | 57,870                              | 57,870               | £6,126               | £354.5                  | £301.4 | £305.9 | £338.4 | £377.6 | £421.0 | £459.3 |
| 1 LAMARSH ROAD, OXFORD, OX2 0QR   |                  |                                       |                                     |                      |                      |                         |        |        |        |        |        |        |
| INSTALLATION OF MEZZANINE FLOORSPACE  | 10/01069/FUL     | 1,963                                 | 1,276                               | 1,276                | £2,500               | £3.2                    | £3.2   | £3.2   | £3.6   | £4.0   | £4.5   | £4.9   |
| BARTON - LAND WEST OF BARTON NORTH (A40) & SOUTH OF BAYSWATER BROOK (2)                             |                  |                                       |                                     |                      |                      |                         |        |        |        |        |        |        |
| NEW (A1) FOODSTORE & COMPARISON GOODS SHOPS   | 13/01383/OUT     | 2,500                                 | 1,625                               | 325                  | £4,500               | £1.5                    | £1.5   | £1.5   | £1.6   | £1.8   | £2.0   | £2.2   |
| HORSPATH DRIFTWAY RETAIL PARK, OX3 7JG (3)  |                  |                                       |                                     |                      |                      |                         |        |        |        |        |        |        |
| CONVERSION OF FORMER UNIT FOR NEW ALDI STORE  | 15/03709/FUL     | 333                                   | 233                                 | -                    | £8,000               | -                       | -      | -      | -      | -      | -      | -      |
| OXFORD CITY CENTRE - ST. ALDATES: DEMOLITION OF 4-5 QUEEN STREET AND REAR OF 114-119 ST. ALDATES(4) |                  |                                       |                                     |                      |                      |                         |        |        |        |        |        |        |
| NEW (A1) FOODSTORE & COMPARISON GOODS SHOPS   | 14/02256/FUL     | 645                                   | 420                                 | 420                  | £4,500               | £1.9                    | £1.9   | £1.9   | £2.1   | £2.4   | £2.6   | £2.9   |
| NORTHERN GATEWAY ALLOCATION(5)  |                  |                                       |                                     |                      |                      |                         |        |        |        |        |        |        |
| NEW (A1) FOODSTORE & COMPARISON GOODS SHOPS   |                  | 500                                   | 325                                 | 325                  | £4,500               | £1.5                    | £1.5   | £1.5   | £1.6   | £1.8   | £2.0   | £2.2   |
| TOTAL TURNOVER OF ALL COMMITTED & ALLOCATED RETAIL FLOORSPACE (£m):                                 |                  |                                       |                                     |                      |                      | £362.5                  | £309.4 | £314.0 | £347.3 | £387.6 | £432.2 | £471.5 |

Notes: (1) Demolition of southern part of Westgate Centre, 1-14 Abbey Place and multi-storey car park, retention of library, refurbishment of remainder of the existing Westgate Centre and construction of a retail-led mixed use development together providing A1 (retail), A2 (finance and professional services) and/or A3 (restaurants and cafes) and/or A4 (public house, etc.) and/or A5 (hot food takeaways) uses, C3 (residential) use and D2 (assembly and leisure) uses, public toilets, associated car and cycle parking, shopmobility facility, servicing and access arrangements together with alterations to the public highway (Amended plans and further information). Proposals include:

- \* up to 81,922 sq m gross additional retail floorspace (Use Class A1);
- \* up to 26,712 sq m gross of additional A2 and/or A3 and/or A4 and/or A5 uses
- \* up to 5,986 sq m gross leisure uses (Use Class D2) provided at first and second floor levels

The average sales level for the John Lewis department store and other A1 non-food retail has been derived from the Retail Statement prepared by Turley Associates in September 2013 in support of the additional retail floorspace.

(2) Outline application (seeking means of access) for the erection of: A maximum of 885 residential units (Class C3); a maximum of 2,500 sqm gross Class A1, A2, A3, A4 and A5 uses (with a maximum of 2,000 sqm gross foodstore Class A1); a maximum of 50 extra car parking spaces.

(3) The former Currys unit was recently acquired by Aldi and therefore the application relates to principally food floor space. The plans are for the erection of two storey side extension and first floor front extension; installation of new shop front and plant enclosure; provision of glazed canopy to south west elevation; re-configuration of car park; and associated landscaping.

(4) Demolition of 4-5 Queen Street and rear of 114-119 St Aldates. Renovation and alteration of remaining properties at 114-119 St. Aldates with roof extension, plus erection of new building to Queen St on 5 levels plus basement. Change of use from offices and retail to form 2 Class A1 retail units plus fourth unit. The Ground Floor unit is to be occupied by Sainsbury's (3,320 sq ft gross). The remaining 2 units fronting 4-5 Queen Street (5,549 sq ft gross) and 114-116 St. Aldates (1,398 sq ft) have permission for A1 use and are assumed to be for comparison goods purposes totalling 6947 sq ft gross (645.4 sq m gross).

(5) Under Policy CS6 of the Core Strategy the 'Northern Gateway' is allocated for major employment-led development. The Northern Gateway AAP (2015) supports the delivery of the site, and guides future development. Policy NG2 'Mix of uses' specifically states that planning permission will be granted at the Northern Gateway for: up to 90,000 sqm (gross internal area) of employment development; up to 500 new homes; a range of local scale retail uses (up to a total of 2,500 sq m gross internal area); and a hotel with associated leisure facilities (up to 180 bedrooms). Within the capacity assessment we have necessarily assumed that the allocated floorspace of 2,500 sq m is primarily going to be convenience floorspace (2,000 sq m gross) and some ancillary comparison goods (500 sq m gross) supporting the new homes proposed.

**TABLE 3: OXFORD CITY LOCAL AUTHORITY AREA - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017         | 2022           | 2027           | 2032           | 2036           |
|---------|---|-------------|--------------|----------------|----------------|----------------|----------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):                   | £760.7      | £769.8       | £879.3         | £1,059.8       | £1,294.8       | £1,480.3       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m) <sup>(1)</sup> : | £760.7      | £772.1       | £854.1         | £953.2         | £1,062.8       | £1,159.4       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):  | £0.0        | -£2.3        | £25.2          | £106.6         | £232.1         | £320.8         |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)  | -           | £0.0         | £347.3         | £387.6         | £432.2         | £471.5         |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  | <b>£0.0</b> | <b>-£2.3</b> | <b>-£322.1</b> | <b>-£281.1</b> | <b>-£200.1</b> | <b>-£150.7</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                                       |             |              |                |                |                |                |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                                 | £6,000      | £6,090       | £6,737         | £7,518         | £8,383         | £9,145         |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>-377</b>  | <b>-47,821</b> | <b>-37,386</b> | <b>-23,877</b> | <b>-16,475</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%          | 70%            | 70%            | 70%            | 70%            |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -            | -68,315        | -53,408        | -34,109        | -23,536        |

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace based on the most recent annual growth rates published by Experian Business Strategies in Retail Planner Briefing Note 14 (November 2016).

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions by 2022.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 4: OXFORD CITY CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017         | 2022           | 2027           | 2032           | 2036           |
|---------|---|----------|--------------|----------------|----------------|----------------|----------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY CENTRE (£m):   | £479.3   | £485.0       | £554.2         | £668.3         | £792.1         | £934.9         |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY CENTRE (£m): | £479.3   | £486.5       | £538.1         | £600.6         | £669.6         | £730.5         |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                        |          | -£1.4        | £16.1          | £67.7          | £122.5         | £204.4         |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                        | -        | £0.0         | £340.5         | £380.0         | £423.7         | £462.2         |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                                |          | <b>-£1.4</b> | <b>-£324.4</b> | <b>-£312.2</b> | <b>-£301.2</b> | <b>-£257.8</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                     |          |              |                |                |                |                |
|         | Estimated Average Sales Density of New Floorspace (£ per sq m):                   | £6,000   | £6,090       | £6,737         | £7,518         | £8,383         | £9,145         |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                       | <b>0</b> | <b>-235</b>  | <b>-48,157</b> | <b>-41,530</b> | <b>-35,927</b> | <b>-28,193</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                       | 70%      | 70%          | 70%            | 70%            | 70%            | 70%            |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -336         | -68,796        | -59,329        | -51,324        | -40,275        |

Notes:

**TABLE 5: COWLEY - PRIMARY DISTRICT CENTRE: COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |  | 2016     | 2017         | 2022        | 2027         | 2032         | 2036         |
|---------|--|----------|--------------|-------------|--------------|--------------|--------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN COWLEY CENTRE (£m):   | £73.4    | £74.3        | £85.0       | £102.6       | £154.0       | £143.5       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN COWLEY CENTRE (£m): | £73.4    | £74.5        | £82.4       | £92.0        | £102.6       | £111.9       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                   | £0.0     | -£0.2        | £2.6        | £10.6        | £51.4        | £31.6        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                   |          | £0.0         | £0.0        | £0.0         | £0.0         | £0.0         |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                           |          | <b>-£0.2</b> | <b>£2.6</b> | <b>£10.6</b> | <b>£51.4</b> | <b>£31.6</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                |          |              |             |              |              |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):          | £6,000   | £6,090       | £6,737      | £7,518       | £8,383       | £9,145       |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                                  | <b>0</b> | <b>-33</b>   | <b>382</b>  | <b>1,406</b> | <b>6,138</b> | <b>3,456</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                                  | 70%      | 70%          | 70%         | 70%          | 70%          | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):                                       | -        | -            | 546         | 2,009        | 8,768        | 4,937        |

**TABLE 6: SUMMERTOWN DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017         | 2022        | 2027        | 2032        | 2036        |
|---------|---|----------|--------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN SUUMERTOWN DISTRICT CENTRE (£m):   | £18.4    | £18.6        | £21.3       | £25.6       | £25.9       | £35.5       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN SUMMERTOWN DISTRICT CENTRE (£m): | £18.4    | £18.7        | £20.7       | £23.1       | £25.7       | £28.1       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                | £0.0     | -£0.1        | £0.6        | £2.5        | £0.2        | £7.4        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                |          | £0.0         | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  |          | <b>-£0.1</b> | <b>£0.6</b> | <b>£2.5</b> | <b>£0.2</b> | <b>£7.4</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                             |          |              |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                       | £6,000   | £6,090       | £6,737      | £7,518      | £8,383      | £9,145      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>-9</b>    | <b>91</b>   | <b>336</b>  | <b>23</b>   | <b>812</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 70%          | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -            | 129         | 479         | 33          | 1,160       |

**TABLE 7: HEADINGTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016     | 2017     | 2022        | 2027        | 2032        | 2036        |
|---------|---|----------|----------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN HEADINGTON DISTRICT CENTRE (£m):   | £20.1    | £20.4    | £23.3       | £28.0       | £29.8       | £38.8       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN HEADINGTON DISTRICT CENTRE (£m): | £20.1    | £20.5    | £22.6       | £25.2       | £28.2       | £30.7       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                | £0.0     | -£0.1    | £0.7        | £2.8        | £1.6        | £8.1        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                |          | £0.0     | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  |          |          | <b>£0.7</b> | <b>£2.8</b> | <b>£1.6</b> | <b>£8.1</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                             |          |          |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                       | £6,000   | £6,090   | £6,737      | £7,518      | £8,383      | £9,145      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b> | <b>0</b> | <b>99</b>   | <b>366</b>  | <b>192</b>  | <b>887</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%      | 170%     | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -        | -        | 141         | 523         | 274         | 1,267       |

**TABLE 8: COWLEY ROAD DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |  | 2016        | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|--|-------------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN COWLEY ROAD DISTRICT CENTRE (£m):   | £8.3        | £8.4        | £9.6        | £11.6       | £16.0       | £16.0       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN COWLEY ROAD DISTRICT CENTRE (£m): | £8.3        | £8.5        | £9.4        | £10.5       | £11.7       | £12.7       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                 |             | £0.0        | £0.3        | £1.1        | £4.3        | £3.3        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                 |             | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>   | <b>£0.0</b> | <b>£0.0</b> | <b>£0.3</b> | <b>£1.1</b> | <b>£4.3</b> | <b>£3.3</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                              |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                        | £6,000      | £6,090      | £6,737      | £7,518      | £8,383      | £9,145      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>  | <b>0</b>    | <b>-5</b>   | <b>37</b>   | <b>146</b>  | <b>515</b>  | <b>361</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:  | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):   | -           | -           | 53          | 209         | 736         | 515         |

**TABLE 9: BLACKBIRD LEYS DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017        | 2022        | 2027        | 2032        | 2036        |
|---------|---|-------------|-------------|-------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BLACKBIRD LEYS DISTRICT CENTRE (£m):   | £1.2        | £1.2        | £1.4        | £1.7        | £2.9        | £2.3        |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BLACKBIRD LEYS DISTRICT CENTRE (£m): | £1.2        | £1.2        | £1.3        | £1.5        | £1.7        | £1.8        |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                                    |             | £0.0        | £0.0        | £0.2        | £1.2        | £0.5        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                                    |             | £0.0        | £0.0        | £0.0        | £0.0        | £0.0        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>  | <b>£0.0</b> | <b>£0.0</b> | <b>£0.0</b> | <b>£0.2</b> | <b>£1.2</b> | <b>£0.5</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>                                 |             |             |             |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):                           | £6,000      | £6,090      | £6,737      | £7,518      | £8,383      | £9,145      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>   | <b>0</b>    | <b>-1</b>   | <b>6</b>    | <b>22</b>   | <b>148</b>  | <b>53</b>   |
|         | (iii) Assumed Net / Gross Floorspace Ratio:   | 70%         | 70%         | 70%         | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):  | -           | -           | 8           | 31          | 212         | 75          |

**TABLE 10: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017         | 2022         | 2027        | 2032        | 2036        |
|---------|---|-------------|--------------|--------------|-------------|-------------|-------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL LOCAL CENTRES (£m):        | £19.9       | £20.2        | £23.0        | £27.8       | £34.0       | £38.7       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL LOCAL CENTRES (£m):      | £19.9       | £20.2        | £22.4        | £25.0       | £27.8       | £30.4       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):          |             | -£0.1        | £0.7         | £2.8        | £6.2        | £8.3        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)          |             | £0.0         | £1.6         | £1.8        | £2.0        | £2.2        |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                  | <b>£0.0</b> | <b>-£0.1</b> | <b>-£1.0</b> | <b>£1.0</b> | <b>£4.1</b> | <b>£6.1</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>       |             |              |              |             |             |             |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m): | £6,000      | £6,090       | £6,737       | £7,518      | £8,383      | £9,145      |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                         | <b>0</b>    | <b>-9</b>    | <b>-144</b>  | <b>127</b>  | <b>491</b>  | <b>666</b>  |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                         | 70%         | 70%          | 70%          | 70%         | 70%         | 70%         |
|         | (iv) Gross Floorspace Capacity (sq m):                              | -           | -            | -206         | 182         | 702         | 951         |

Notes: Commitments include the Lidl Foodstore planned as part of the redevelopment of the Lakeside Shopping Centre, Balderton.

**TABLE 11: ALL OUT-OF-CENTRE FLOORSPACE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|         |   | 2016        | 2017         | 2022         | 2027         | 2032         | 2036         |
|---------|---|-------------|--------------|--------------|--------------|--------------|--------------|
| STEP 1: | TOTAL FORECAST 'CURRENT' TURNOVER OF ALL OUT-OF-CENTRE FLOORSPACE (£m):   | £140.0      | £141.6       | £161.5       | £194.3       | £240.1       | £270.6       |
| STEP 2: | TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL OUT-OF-CENTRE FLOORSPACE (£m): | £140.0      | £142.1       | £157.1       | £175.4       | £195.5       | £213.3       |
| STEP 3: | NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):                |             | -£0.5        | £4.3         | £18.9        | £44.6        | £57.2        |
| STEP 4: | COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)                |             | £0.0         | £5.2         | £5.8         | £6.5         | £7.1         |
| STEP 5: | <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>                        | <b>£0.0</b> | <b>-£0.5</b> | <b>-£0.9</b> | <b>£13.1</b> | <b>£38.1</b> | <b>£50.2</b> |
| STEP 6: | <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>             |             |              |              |              |              |              |
|         | (i) Estimated Average Sales Density of New Floorspace (£ per sq m):       | £6,000      | £6,090       | £6,737       | £7,518       | £8,383       | £9,145       |
|         | <b>(ii) Net Floorspace Capacity (sq m):</b>                               | <b>0</b>    | <b>-77</b>   | <b>-133</b>  | <b>1,741</b> | <b>4,543</b> | <b>5,484</b> |
|         | (iii) Assumed Net / Gross Floorspace Ratio:                               | 70%         | 70%          | 70%          | 70%          | 70%          | 70%          |
|         | (iv) Gross Floorspace Capacity (sq m):                                    | -           | -            | -190         | 2,487        | 6,490        | 7,834        |

Notes: Commitments include the planned out-of-centre retail floorspace on land off North Gate for new Class A1 food/non-food/bulky goods retailing

**TABLE 12: OXFORD CITY: COMPARISON GOODS CAPACITY - SUMMARY TABLE**  
*Assume Equilibrium at Base Year and Constant Market Shares*

|  | 2017 | 2022           | 2026           | 2031           | 2036           |
|--|------|----------------|----------------|----------------|----------------|
| OXFORD CITY CENTRE                                   | -235 | -48,157        | -41,530        | -35,927        | -28,193        |
| COWLEY PRIMARY DISTRICT CENTRE                       | -33  | 382            | 1,406          | 6,138          | 3,456          |
| SUMMERTOWN SECONDARY DISTRICT CENTRE                 | -9   | 91             | 336            | 23             | 812            |
| HEADINGTON - SECONDARY DISTRICT CENTRE               | 0    | 99             | 366            | 192            | 887            |
| COWLEY ROAD - SECONDARY DISTRICT CENTRE              | -5   | 37             | 146            | 515            | 361            |
| BLACKBIRD LEYS - SECONDARY DISTRICT CENTRE           | -1   | 6              | 22             | 148            | 53             |
| LOCAL CENTRES  | -9   | -144           | 127            | 491            | 666            |
| ALL OTHER OUT-OF-CENTRE STORES/ FLOORSPACE           | -77  | -133           | 1,741          | 4,543          | 5,484          |
| <b>TOTAL DISTRICT-WIDE COMPARISON GOODS CAPACITY</b> |      | <b>-47,821</b> | <b>-37,386</b> | <b>-23,877</b> | <b>-16,475</b> |

Source: Tables 12-18. -47,821 -37,386 -23,877 -16,475