	ALL CONVENIENCE GOODS - 2016 Excluding Internet Shopping and c												
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHO
												STUDY AREA	
OXFORD CITY	CENTRE		*	×	×	*	×	*	*	*	*		Zones 1-
OXPORD CITY	CENTRE												
	RAILWAY STATION	MARKS & SPENCER	0.2%	0.0%	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%	0.0%	0.3%	0.2%	0.9%	2.7%
	MAGDALEN STREET	SAINSBURYS LOCAL	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.5%	0.5%	1.7%
	WESTGATE CENTRE SPEEDWELL STREET	SAINSBURYS TESCO EXPRESS	2.0% 0.0%	1.5% 0.3%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	2.1% 0.0%	0.7%	1.8%
	MARKET STREET	COVERED MARKET	0.0%	1.9%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.4%
	OTHER LOCAL SHOPS IN THE CITY		1.2%	3.8%	0.4%	0.0%	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%	0.0%	0.5%	1.2%	4.4%	3.7%	10.4%
DISTRICT CEM													
	COWLEY CENTRE	PRIMARY DISTRICT	1.3%	7.1%	0.7%	1.5%	0.0%	0.0%	0.0%	2.9%	0.3%	1.8%	3.8%
	SUMMERTOWN	SECONDARY DISTRICT SECONDARY DISTRICT	14.3% 24.5%	1.2% 1.4%	1.7% 0.9%	1.3% 1.3%	0.8% 0.0%	0.4% 0.6%	0.0%	0.4% 0.7%	0.0% 0.2%	2.7% 4.3%	8.6% 14.5%
	COWLEY ROAD	SECONDARY DISTRICT	4.0%	1.4% 9.8%	3.7%	4.9%	0.0%	0.6%	0.0%	1.0%	0.2%	2.3%	6.5%
	BLACKBIRD LEYS	SECONDARY DISTRICT	0.0%	2.5%	0.0%	4.9%	0.0%	0.0%	0.3%	0.0%	0.2%	0.3%	1.1%
		SUB TOTAL:	44.2%	21.9%	7.0%	8.9%	0.8%	1.0%	0.5%	5.0%	0.7%	11.5%	34.5%
JTHER LOCA	AL & NEIGHBOURHOOD CENTRES/ S												
	ABINGDON ROAD	NISA LOCAL	0.0%	0.1%	0.0%	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%	0.0%	5.7%	1.8%	2.0%	0.5%
	ALBERT STREET	ALI JERICHO	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	CHERWELL DRIVE IFFLEY ROAD	CO-OP CO-OP	0.0%	0.4% 1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
	OLD MARSTON ROAD	CO-OP	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	ROSE HILL	CO-OP	0.2%	2.8%	0.0%	0.5%	0.0%	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%	0.0%	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%	0.0%	0.1%
		SUB TOTAL:	2.6%	5.9%	8.8%	0.5%	0.9%	0.0%	0.0%	5.7%	1.8%	3.0%	4.0%
MAJOR OUT-	-OF-CENTRE STORES	TECCO CURERCTORE	1.6%	19.6%	2.9%	17.1%	0.6%	0.4%	0.0%	0.6%	1.5%	3.5%	9.4%
	OXFORD RETAIL PARK BOTLEY ROAD	TESCO SUPERSTORE ALDI	4.4%	2.7%	2.9%	1.6%	0.8%	0.4%	0.0%	0.6%	1.5%	3.5%	9.4%
	BOTLET ROAD	WAITROSE	4.7%	2.0%	11.7%	1.2%	0.0%	0.7%	0.0%	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%	6.0%	14.9%
	PEARTREE	WAITROSE	0.0%	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%	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%	14.1%	34.7%
	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%
			771470	51.5%	571070	35.770	5.570	2.470	2.12,0	151570	1012/0	SEIE/G	03137
	RES OUTSIDE CITY COUNCIL AREA												
OTHER STOR								0.1%			4.2%	4.7%	
OTHER STOR	ABINGDON		0.0%	0.4%	13.8%	0.4%	0.2%		0.0%	16.4%			0.2%
OTHER STOR	AYLESBURY		0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	6.6%	0.0%	0.0%	0.7%	0.0%
OTHER STOR	AYLESBURY BICESTER		0.0% 0.2%	0.0% 0.4%	0.0% 0.2%	0.0% 0.0%	0.0% 0.0%	0.3% 65.8%	6.6% 5.2%	0.0% 0.0%	0.0% 0.0%	0.7% 10.9%	0.0%
OTHER STOR	AYLESBURY BICESTER BRACKLEY		0.0% 0.2% 0.3%	0.0% 0.4% 0.0%	0.0% 0.2% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.3% 65.8% 0.9%	6.6% 5.2% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.7% 10.9% 0.2%	0.0% 0.3% 0.2%
OTHER STOR	AYLESBURY BICESTER BRACKLEY BOTLEY		0.0% 0.2% 0.3% 0.6%	0.0% 0.4% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.3% 65.8% 0.9% 0.0%	6.6% 5.2% 0.0% 0.1%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.5%	0.7% 10.9% 0.2% 0.5%	0.0% 0.3% 0.2% 0.4%
OTHER STOR	AYLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM		0.0% 0.2% 0.3% 0.6% 0.0%	0.0% 0.4% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.3% 65.8% 0.9% 0.0% 0.3%	6.6% 5.2% 0.0% 0.1% 0.4%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.5% 0.0%	0.7% 10.9% 0.2% 0.5% 0.1%	0.0% 0.3% 0.2% 0.4% 0.0%
DTHER STOR	AYLESBURY BICESTER BRACKLEY BOTLEY		0.0% 0.2% 0.3% 0.6%	0.0% 0.4% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.3% 65.8% 0.9% 0.0%	6.6% 5.2% 0.0% 0.1%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.5%	0.7% 10.9% 0.2% 0.5%	0.0% 0.3% 0.2% 0.4%
OTHER STOR	AYLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON		0.0% 0.2% 0.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7% 0.0% 0.0% 0.0% 1.9%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 8.7% 0.0% 0.0%	0.3% 65.8% 0.9% 0.0% 0.3% 0.0% 0.0% 0.3%	6.6% 5.2% 0.0% 0.1% 0.4% 0.0% 7.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5%	0.7% 10.9% 0.2% 0.5% 0.1% 0.9% 0.7% 0.1%	0.0% 0.3% 0.2% 0.4% 0.0% 0.0% 0.0% 0.0%
DTHER STOR	AYLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHINNOR CHIPPING NORTON CROUGHTON		0.0% 0.2% 0.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7% 0.0% 0.0% 1.9% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 8.7% 0.0% 0.0% 0.0%	0.3% 65.8% 0.9% 0.0% 0.3% 0.0% 0.3% 0.0%	6.6% 5.2% 0.0% 0.4% 0.0% 7.4% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0%	0.7% 10.9% 0.2% 0.5% 0.1% 0.9% 0.7% 0.1% 0.0%	0.0% 0.3% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0%
DTHER STOR	AVLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHINNOR CHIPPING NORTON CROUGHTON DIDCOT		0.0% 0.2% 0.3% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7% 0.0% 0.0% 1.9% 0.0% 1.3%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 8.7% 0.0% 0.0% 0.2% 0.0%	0.3% 65.8% 0.9% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0%	6.6% 5.2% 0.0% 0.1% 0.4% 0.0% 7.4% 0.0% 0.0% 1.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0% 9.1%	0.7% 10.9% 0.5% 0.1% 0.9% 0.7% 0.1% 0.0% 11.2%	0.0% 0.3% 0.2% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0%
OTHER STOR	AVLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHIPPING NORTON CROUGHTON DIDCOT KIDLINGTON		0.0% 0.2% 0.3% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 14.3%	0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7% 0.0% 0.0% 1.9% 0.0% 1.3%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 8.7% 0.0% 0.0% 0.2% 0.0% 0.2% 0.0%	0.3% 65.8% 0.9% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.1% 17.1%	6.6% 5.2% 0.0% 0.1% 0.4% 0.0% 7.4% 0.0% 0.0% 1.0% 0.2%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0% 9.1% 1.6%	0.7% 10.9% 0.2% 0.5% 0.1% 0.9% 0.7% 0.1% 0.0% 11.2% 5.3%	0.0% 0.3% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 8.1%
OTHER STOR	AVLESBURY BUCESTER BRACKLEY BUCINGHAM CARTERTON CHIINDOR CHIINDOR CHIIDING NORTON CROUGHTON DIDCOT KIDLINGTON LONG HARBOROUGH		0.0% 0.2% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 14.3% 0.0%	0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7% 0.0% 0.0% 1.9% 0.0% 1.3% 1.5% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 8.7% 0.0% 0.0% 0.2% 0.0% 0.8% 0.5%	0.3% 65.8% 0.9% 0.3% 0.0% 0.3% 0.0% 0.1% 17.1% 0.0%	6.6% 5.2% 0.0% 0.1% 0.4% 0.0% 7.4% 0.0% 0.0% 1.0% 0.2% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 44.8% 0.2% 0.0%	0.0% 0.0% 0.5% 0.0% 0.0% 0.5% 0.0% 9.1% 1.6% 0.0%	0.7% 10.9% 0.2% 0.5% 0.1% 0.7% 0.1% 0.0% 11.2% 5.3% 0.1%	0.0% 0.3% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 8.1%
OTHER STOR	AVLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHINNOR CHIPPING NORTON CROUGHTON DIDCOT KIDLINGTON LONG HARBOROUGH THAME		0.0% 0.2% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 14.3% 0.0% 0.0%	0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7% 0.0% 0.0% 1.9% 0.0% 1.3% 1.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 8.7% 0.0% 0.0% 0.0% 0.0% 0.8% 0.5% 0.0%	0.3% 65.8% 0.9% 0.0% 0.3% 0.0% 0.3% 0.0% 0.1% 17.1% 0.0% 0.1%	6.6% 5.2% 0.0% 0.1% 0.0% 7.4% 0.0% 1.0% 0.2% 0.0% 40.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 44.8% 0.2% 0.0%	0.0% 0.0% 0.5% 0.0% 0.0% 0.5% 0.0% 9.1% 1.6% 0.0% 1.0%	0.7% 10.9% 0.2% 0.5% 0.1% 0.7% 0.1% 0.0% 11.2% 5.3% 0.1% 4.0%	0.0% 0.3% 0.4% 0.0% 0.0% 0.0% 0.0% 8.1% 0.0%
OTHER STOR	AVLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHIRDNOR CHIPPING NORTON CROUGHTON DIDCOT KIDLINGTON LONG HARBOROUGH THAME WALLINGFORD		0.0% 0.2% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 14.3% 0.0%	0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7% 0.0% 0.0% 1.9% 0.0% 1.3% 1.5% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 8.7% 0.0% 0.0% 0.2% 0.0% 0.8% 0.5%	0.3% 65.8% 0.9% 0.3% 0.0% 0.3% 0.0% 0.1% 17.1% 0.0%	6.6% 5.2% 0.0% 0.1% 0.0% 7.4% 0.0% 1.0% 0.2% 0.2% 0.0% 40.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 44.8% 0.2% 0.0%	0.0% 0.0% 0.5% 0.0% 0.0% 0.5% 0.0% 9.1% 1.6% 0.0%	0.7% 10.9% 0.2% 0.5% 0.1% 0.7% 0.1% 0.0% 11.2% 5.3% 0.1%	0.0% 0.3% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 8.1%
DTHER STOR	AVLESBURY BICESTER BICESTER BBACKLEY BOTLEY BUCKINGHAM CARTERTON CHIIPING NORTON CHIPING NORTON CIUCOT KIDLINGTON LONG HARBOROUGH THAME WANTAGE		0.0% 0.2% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 14.3% 0.0% 0.0% 0.0% 0.0%	0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 9.7% 9.7% 0.0% 0.0% 0.0% 1.3% 1.5% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 8.7% 0.0% 0.2% 0.0% 0.2% 0.5% 0.5% 0.0% 0.0%	0.3% 65.8% 0.9% 0.3% 0.0% 0.3% 0.0% 0.1% 17.1% 0.0% 0.1% 0.1% 0.0%	6.6% 5.2% 0.0% 0.1% 0.4% 0.0% 7.4% 0.0% 1.0% 0.0% 40.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 44.8% 0.2% 0.0% 3.8% 1.0%	0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0% 9.1% 1.6% 0.0% 1.0%	0.7% 10.9% 0.2% 0.5% 0.1% 0.7% 0.7% 0.7% 11.2% 5.3% 0.1% 4.0% 0.9% 4.7%	0.0% 0.3% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 8.1% 0.0% 0.1% 0.1%
OTHER STOR	AVLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHIRDNOR CHIPPING NORTON CROUGHTON DIDCOT KIDLINGTON LONG HARBOROUGH THAME WALLINGFORD		0.0% 0.2% 0.3% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 14.3% 0.0% 0.0% 0.0%	0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 0.0% 9.7% 0.0% 0.0% 1.9% 0.0% 1.3% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 8.7% 0.0% 0.0% 0.0% 0.8% 0.8% 0.8% 0.0%	0.3% 65.8% 0.9% 0.3% 0.0% 0.3% 0.0% 0.1% 17.1% 0.0% 0.1% 0.0%	6.6% 5.2% 0.0% 0.1% 0.0% 7.4% 0.0% 1.0% 0.2% 0.2% 0.0% 40.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 44.8% 0.2% 0.2% 0.0% 0.0% 0.0% 3.8%	0.0% 0.0% 0.5% 0.0% 0.0% 0.5% 0.0% 9.1% 1.6% 0.0% 1.0% 0.0% 56.3%	0.7% 10.9% 0.2% 0.5% 0.1% 0.7% 0.1% 0.7% 0.1% 11.2% 5.3% 0.1% 4.0% 0.9%	0.0% 0.3% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 8.1% 0.0% 0.0% 0.1%
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TABLE 2. BLACKING INTERCESS CAREER AND ALL SECTION 1999 AND ALL SECTION
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BLACEBIRD LFYS E
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BOTLEY ROAD BOTLEY ROAD ALDI F7.78 F3.63 E5.66 F0.44 E0.00 F1.00 F0.94 F2.110 BOTLEY ROAD HEYFORD HILL SANSBURYS K1.41 E31.37 F3.83 E1.67 E0.66 E0.00 E
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PEARTREE WATROSE £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.23 £1.23 UDL Ê3.14 £6.67 £0.22 £0.39 £0.39 £0.30 £0.00 £2.83 £1.22 £0.23 £3.04 £1.39 £1.42 £2.03 £0.00 £2.83 £1.23 £1.24 £2.93 £0.03 £1.42 £2.93 £0.03 £1.44 £1.35 £1.44 £1.27 £2.03 £1.44 £1.55 £1.44 £1.27 £2.03 £1.36 £1.55 £1.44 £1.27 £2.03 £1.36 £1.56 £1.48 £1.44 £2.9 £2.29 £2.30 £1.36 £1.56 £1.48 £1.02 £1.42 £2.29 £2.30 £1.36 £5.37 £1.36 £5.37 £1.36 £1.36 £1.36 £1.36 £1.36 £1.36 £1.36 £1.36 £1.36 £1.36 £1.36 £1.36 £1.36 £
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LL OTHER CENTRES / STORES: £40.35 £11.36 £16.79 £16.66 £112.37 £182.53 £107.80 £220.61 £82.22 £790.67
LLOTHER CENTRES / STORES: £40.35 £11.36 £16.79 £16.66 £112.37 £182.53 £107.80 £220.61 £82.22 £790.67
TAL £178.64 £133.00 £39.83 £27.63 £116.39 £186.95 £110.00 £272.41 £01.52 £1.157.45
TAL £178.64 £133.00 £39.83 £27.63 £116.39 £186.95 £110.09 £273.41 £91.52 £1,157.45

£178.64 £133.00 £39.83 £27.63 £116.39 £186.95 £110.09 £273.41 £91.52 £1,157.45 £311.64

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

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTH
		×	×	×	*	*	%	×	*	*	STOUTAILLA	Zones 1
XFORD CITY CENTRE												
RAILWAY STATION	MARKS & SPENCER	20%	0%	0%	0%	0%	0%	37%	43%	0%	100%	20%
QUEEN STREET	MARKS & SPENCER	20% 45%	37%	7%	1%	0%	0%	37%	43%	2%	100%	20%
MAGDALEN STREET	SAINSBURYS LOCAL	43%	0%	0%	0%	0%	0%	0%	51%	2%	100%	20%
MAGDALEN STREET	TESCO METRO	81%	8%	4%	0%	0%	0%	0%	0%	8%	100%	89%
WESTGATE CENTRE	SAINSBURYS	46%	27%	0%	2%	0%	0%	0%	0%	25%	100%	739
SPEEDWELL STREET	TESCO EXPRESS	0%	100%	0%	0%	0%	0%	0%	0%	0%	100%	100
		37%	58%	2%	3%	0%	0%	0%	0%	0%	100%	96%
MARKET STREET	COVERED MARKET	37%	58% 65%	2%	3%		0%		0%	5%	100%	96%
OTHER LOCAL SHOPS IN THE CI	SUB TOTAL - TRADE DRAW:	43%	35%	3%	1%	0%	0%	0% 1%	8%	10%	100%	77%
ISTRICT CENTRES COWLEY CENTRE		11%	46%	1%	2%	0%	0%	0%	39%	1%	100%	57%
		83%	40%	2%	1%	3%	3%	0%	35%	0%	100%	88%
SUMMERTOWN												
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%	1009
	SUB TOTAL - TRADE DRAW:	60%	22%	2%	2%	1%	1%	0%	10%	0%	100%	83%
THER 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%	15%	0%	5%	0%	0%	67%	7%	100%	6%
ALBERT STREET	ALI JERICHO	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
IFFLEY 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%	979
WALTON STREET	CO-OP	100%	0%	0%	0%	0%	0%	0%	0%	0%	100%	1009
WALTON STREET	LONDIS	100%	0%	0%	0%	0%	0%	0%	0%	0%	100%	1005
WALTON STREET	SUB TOTAL - TRADE DRAW:	100%	23%	10%	0%	3%	0%	0%	45%	5%	100%	36%
AJOR OUT-OF-CENTRE STORES	SOB TOTAL - TRADE DRAW.	13%	23%	10%	0%	376	0%	0%	43%	376	100%	50%
	TESCO SUPERSTORE	7%	66%	3%	12%	2%	2%	0%	4%	4%	100%	74%
OXFORD RETAIL PARK								0%		49.70		747
					241	0.01	0.07	0.07	0.07	***	1000	
BOTLEY ROAD	ALDI	37%	17%	27%	2%	2%	2%	0%	9%	4%	100%	54%
BOTLEY ROAD BOTLEY ROAD	ALDI WAITROSE	37% 48%	17% 15%	27% 27%	2%	0%	7%	0%	0%	0%	100%	64%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL	ALDI WAITROSE SAINSBURYS	37% 48% 22%	17% 15% 46%	27% 27% 6%	2% 2%	0% 1%	7% 0%	0% 2%	0% 21%	0% 1%	100% 100%	64% 68%
BOTLEY ROAD BOTLEY ROAD	ALDI WAITROSE SAINSBURYS WAITROSE	37% 48% 22% 0%	17% 15% 46% 0%	27% 27% 6% 0%	2% 2% 0%	0% 1% 0%	7% 0% 0%	0% 2% 0%	0% 21% 0%	0% 1% 100%	100% 100% 100%	64% 68% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22%	17% 15% 46% 0% 47%	27% 27% 6% 0% 2%	2% 2% 0% 6%	0% 1% 0% 3%	7% 0% 0% 0%	0% 2% 0%	0% 21% 0% 20%	0% 1% 100% 0%	100% 100% 100% 100%	64% 68% 0% 69%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE	ALDI WAITROSE SAINSBURYS WAITROSE	37% 48% 22% 0%	17% 15% 46% 0%	27% 27% 6% 0%	2% 2% 0%	0% 1% 0%	7% 0% 0%	0% 2% 0%	0% 21% 0%	0% 1% 100%	100% 100% 100%	64% 68% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22%	17% 15% 46% 0% 47%	27% 27% 6% 0% 2%	2% 2% 0% 6%	0% 1% 0% 3%	7% 0% 0%	0% 2% 0%	0% 21% 0% 20%	0% 1% 100% 0%	100% 100% 100% 100%	64% 68% 0% 69% 67 %
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEATIREE WATLINGTON ROAD	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 23%	17% 15% 46% 0% 47% 44%	27% 27% 6% 0% 2% 10%	2% 2% 0% 6% 5%	0% 1% 0% 3% 1%	7% 0% 0% 2%	0% 2% 0% 0% 1%	0% 21% 0% 20% 13%	0% 1% 100% 0% 2%	100% 100% 100% 100%	64% 68% 0% 69% 67 %
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 23%	17% 15% 46% 0% 47% 44%	27% 27% 6% 0% 2% 10%	2% 2% 0% 6% 5%	0% 1% 0% 3% 1%	7% 0% 0% 2%	0% 2% 0% 0% 1%	0% 21% 0% 20% 13%	0% 1% 100% 0% 2%	100% 100% 100% 100%	649 689 699 679 719
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: THER STORES OUTSIDE CITY COUNCIL AREA	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 23% 38%	17% 15% 46% 0% 47% 44% 33%	27% 27% 6% 0% 2% 10%	2% 2% 0% 6% 5% 3%	0% 1% 0% 3% 1%	7% 0% 0% 2% 1%	0% 2% 0% 1%	0% 21% 0% 20% 13%	0% 1% 100% 0% 2% 3%	100% 100% 100% 100% 100%	649 689 699 679 719
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTIRE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: THER STORES OUTSIDE CITY COUNCIL AREA ABINODON AYLESBURY	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 23% 38%	17% 15% 46% 0% 47% 44% 33%	27% 27% 6% 0% 2% 10% 6%	2% 2% 0% 6% 5% 3%	0% 1% 0% 3% 1% 1%	7% 0% 0% 2% 1% 0% 7%	0% 2% 0% 1% 1%	0% 21% 0% 20% 13% 14% 81% 0%	0% 1% 100% 0% 2% 3%	100% 100% 100% 100% 100%	649 689 0% 699 679 719
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: ABINGDON AYLESBURY BICESTER	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 22% 23% 38%	17% 15% 46% 0% 47% 44% 33%	27% 27% 6% 0% 2% 10% 6% 10% 0%	2% 2% 6% 5% 3% 0% 0% 0%	0% 1% 0% 3% 1% 0% 0% 0%	7% 0% 0% 2% 1% 0% 7% 95%	0% 2% 0% 0% 1% 1% 0% 93% 4%	0% 21% 0% 20% 13% 14% 81% 0%	0% 1% 100% 0% 2% 3% 7% 0%	100% 100% 100% 100% 100% 100% 100%	649 689 699 679 719 1% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: ABINGDON AYLESBURY BICESTER BRACKLEY	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 23% 38% 0% 0% 0%	17% 15% 46% 0% 47% 44% 33%	27% 27% 6% 0% 2% 10% 6% 0% 0%	2% 2% 0% 6% 5% 3% 0% 0%	0% 1% 0% 3% 1% 1% 0% 0% 0%	7% 0% 0% 0% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2%	0% 2% 0% 0% 1% 1% 0% 93% 4%	0% 21% 0% 20% 13% 14% 81% 0% 0%	0% 1% 100% 0% 2% 3% 7% 0% 0%	100% 100% 100% 100% 100% 100% 100% 100%	649 689 699 679 719 1% 0% 1% 269
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LISTORES IN OXFORD CITY COUNCIL AREA: ABINGDON AYLESBURY BICESTER BRACKLEY BOTLEY	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 22% 23% 38% 0% 0% 0% 0% 26% 20%	17% 15% 46% 0% 47% 44% 33% 1% 0% 0% 0%	27% 27% 6% 0% 2% 2% 6% 6%	2% 2% 0% 5% 3% 0% 0% 0% 0%	0% 1% 0% 3% 1% 0% 0% 0% 0% 0%	7% 0% 0% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2%	0% 2% 0% 0% 1% 1% 0% 93% 4% 0% 3%	0% 21% 0% 20% 13% 14% 81% 0% 0% 0%	0% 1% 0% 2% 3% 7% 0% 0% 0% 0% 8%	100% 100% 100% 100% 100% 100% 100% 100% 100%	649 689 679 679 719 719 1% 0% 1% 265 205
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: THER STORES OUTSIDE CITY COUNCIL AREA AULSBURY BICESTER BRACKLEY BURCKINGHAM	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 23% 38% 0% 0% 0% 0% 0%	17% 15% 46% 0% 47% 44% 33% 1% 0% 0% 0% 0%	27% 27% 6% 2% 10% 6% 6% 0% 0% 6% 0%	2% 2% 0% 6% 5% 3% 0% 0% 0% 0% 0%	0% 1% 0% 3% 1% 1% 0% 0% 0% 0% 0%	7% 0% 0% 2% 1% 0% 7% 95% 74% 0% 56%	0% 2% 0% 1% 1% 93% 4% 0% 3% 44%	0% 21% 0% 20% 13% 14% 81% 0% 0% 0% 0%	0% 1% 100% 0% 2% 3% 7% 0% 0% 0% 8%	100% 100% 100% 100% 100% 100% 100% 100% 100% 100%	645 685 0% 699 677 719 1% 0% 1% 265 200 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: THER STORES OUTSIDE CITY COUNCIL AREA ABINODON AYLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 38% 0% 0% 0% 26% 20% 0%	17% 15% 46% 0% 47% 47% 44% 33%	27% 27% 6% 0% 2% 10% 6% 6% 0% 0% 0% 0%	2% 2% 0% 5% 3% 0% 0% 0% 0% 0%	0% 1% 0% 3% 1% 1% 1% 0% 0% 0% 0% 0% 0% 0%	7% 0% 0% 2% 1% 1% 0% 55% 74% 0% 56% 0%	0% 2% 0% 1% 1% 93% 4% 0% 3% 4% 0%	0% 21% 0% 20% 13% 14% 81% 0% 0% 0% 0% 0% 0%	0% 1% 100% 0% 2% 3% 7% 0% 0% 0% 8% 0% 0%	100% 100% 100% 100% 100% 100% 100% 100% 100% 100%	645 685 0% 695 677 719 1% 0% 1% 265 205 0% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: THER STORES OUTSIDE CITY COUNCIL AREA ABINGDON AYLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHINNOR	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 23% 38% 0% 0% 0% 0%	17% 15% 46% 0% 47% 44% 33% 1% 0% 0% 0% 0% 0% 0% 0%	27% 27% 6% 0% 2% 10% 6% 0% 0% 69% 0% 0% 0%	2% 2% 0% 5% 3% 0% 0% 0% 0% 0% 0% 0%	0% 1% 0% 3% 1% 1% 0% 0% 0% 0% 0% 0% 0% 0%	7% 0% 0% 2% 1% 0% 7% 95% 74% 0% 56% 0%	0% 2% 0% 1% 1% 0% 93% 4% 0% 3% 4% 0% 3%	0% 21% 0% 20% 13% 13% 81% 0% 0% 0% 0% 0% 0%	0% 1% 0% 2% 3% 7% 0% 0% 8% 0% 0% 0%	100% 100% 100% 100% 100% 100% 100% 100%	645 683 0% 699 679 719 1% 0% 0% 0% 0% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: THER STORES OUTSIDE CITY COUNCIL AREA ABINGDON AYLESURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHINNOR CHINNOR DON	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 23% 38% 38% 0% 0% 26% 20% 0% 0% 0%	17% 15% 46% 0% 47% 44% 33% 1% 0% 0% 0% 0% 0% 0% 0%	27% 27% 6% 0% 2% 10% 6% 6% 0% 0% 69% 0% 0% 0% 0%	2% 2% 0% 5% 5% 3% 0% 0% 0% 0% 0% 0% 0%	0% 1% 0% 3% 1% 1% 0% 0% 0% 0% 0% 0% 0% 0%	7% 0% 0% 2% 1% 0% 7% 95% 74% 0% 56% 0% 0% 0% 28%	0% 2% 0% 1% 1% 2% 3% 4% 0% 3% 44% 0% 3% 44% 0%	0% 21% 0% 20% 13% 14% 81% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 0% 2% 3% 7% 0% 0% 0% 8% 0% 0% 28%	100% 100% 100% 100% 100% 100% 100% 100%	645 683 0% 695 677 713 1% 0% 1% 265 200 0% 0% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: ABINCDOON AYLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHIPPING NORTON CROUGHTON	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 23% 33% 0% 0% 0% 0% 26% 20% 0% 0% 0% 0%	17% 15% 46% 47% 47% 47% 44% 33% 33%	27% 27% 6% 0% 2% 10% 6% 6% 0% 0% 0% 0% 0% 0% 0%	2% 2% 0% 5% 5% 3% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 0% 3% 1% 1% 0% 0% 0% 0% 0% 0% 0% 0% 100%	7% 0% 0% 2% 1% 7% 95% 74% 0% 56% 56% 0% 0% 0%	0% 2% 0% 1% 1% 0% 93% 4% 0% 3% 4% 0% 3% 44% 0% 100% 0%	0% 21% 0% 20% 13% 14% 81% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 00% 2% 3% 7% 0% 0% 0% 0% 0% 0% 0% 0% 0%	100% 100% 100% 100% 100% 100% 100% 100%	645 683 0% 699 679 719 1% 0% 0% 0% 0% 0% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: THER STORES OUTSIDE CITY COUNCIL AREA ABINOBON AYLESBURY BICESTER BRACLEY BOTLEY BUCKINGHAM CARTERTON CHINNOR CHIPPING NORTON CROUGHTON DIECOT	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 38% 0% 0% 0% 0% 0% 0% 0% 0%	17% 15% 46% 46% 47% 44% 33% 33% 0% 0% 0% 0% 0% 0% 0% 0% 0%	27% 27% 6% 0% 2% 10% 6% 6% 0% 0% 69% 0% 0% 0% 45% 0%	2% 2% 0% 5% 5% 3% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 3% 3% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	7% 0% 0% 2% 1% 1% 0% 7% 95% 74% 0% 56% 0% 28% 0%	0% 2% 0% 0% 1% 1% 0% 93% 4% 0% 3% 44% 0% 3% 44% 0% 5% 100% 0% 0%	0% 21% 0% 20% 13% 14% 81% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 00% 2% 3% 7% 0% 0% 0% 8% 0% 0% 28% 0% 6%	100% 100% 100% 100% 100% 100% 100% 100%	643 683 0% 695 677 715 1% 0% 0% 0% 0% 0% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: ABINCDOON AYLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHIPPING NORTON CROUGHTON	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 23% 33% 0% 0% 0% 0% 26% 20% 0% 0% 0% 0%	17% 15% 46% 47% 47% 47% 44% 33% 33%	27% 27% 6% 0% 2% 10% 6% 6% 0% 0% 0% 0% 0% 0% 0%	2% 2% 0% 5% 5% 3% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 0% 3% 1% 1% 0% 0% 0% 0% 0% 0% 0% 0% 100%	7% 0% 0% 2% 1% 7% 95% 74% 0% 56% 56% 0% 0% 0%	0% 2% 0% 1% 1% 0% 93% 4% 0% 3% 4% 0% 3% 44% 0% 100% 0%	0% 21% 0% 20% 13% 14% 81% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 00% 2% 3% 7% 0% 0% 0% 0% 0% 0% 0% 0% 0%	100% 100% 100% 100% 100% 100% 100% 100%	643 683 0% 695 677 715 1% 0% 0% 0% 0% 0% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: THER STORES OUTSIDE CITY COUNCIL AREA ABINOBON AYLESBURY BICESTER BRACLEY BOTLEY BUCKINGHAM CARTERTON CHINNOR CHIPPING NORTON CROUGHTON DIECOT	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 38% 0% 0% 0% 0% 0% 0% 0% 0%	17% 15% 46% 46% 47% 44% 33% 33% 0% 0% 0% 0% 0% 0% 0% 0% 0%	27% 27% 6% 0% 2% 10% 6% 6% 0% 0% 69% 0% 0% 0% 45% 0%	2% 2% 0% 5% 5% 3% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 3% 3% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	7% 0% 0% 2% 1% 1% 0% 7% 95% 74% 0% 56% 0% 28% 0%	0% 2% 0% 0% 1% 1% 0% 93% 4% 0% 3% 44% 0% 3% 44% 0% 5% 100% 0% 0%	0% 21% 0% 20% 13% 14% 81% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 00% 2% 3% 7% 0% 0% 0% 8% 0% 0% 28% 0% 6%	100% 100% 100% 100% 100% 100% 100% 100%	649 689 699 679 719 1% 266 209 0% 0% 0% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATLINGTON ROAD LL STORES IN OXFORD CITY COUNCIL AREA: THER STORES OUTSIDE CITY COUNCIL AREA ABINODON AVLESBURY BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHINNOR CHINNOR CHINNOR CHINNOR CHINNOR CHINNOR CHINNOR CHINNOR CHINNOR CHINNOR CHINNOR CHINNOR CHINNOR CHINNOR	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 23% 38% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	17% 15% 46% 47% 47% 33% 33% 33% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	27% 27% 6% 0% 2% 10% 6% 6% 0% 0% 69% 0% 0% 69% 0% 0% 0% 1%	2% 2% % 5% 5% 3% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 3% 3% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 100% 0% 1%	7% 0% 0% 2% 1% 7% 7% 7% 75% 74% 0% 55% 0% 0% 0% 0% 0% 0% 52%	0% 2% 0% 1% 1% 93% 4% 0% 4% 0% 100% 0% 100%	0% 21% 0% 20% 13% 14% 81% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 00% 2% 3% 7% 0% 0% 0% 0% 8% 0% 0% 28% 0% 6% 28%	100% 100% 100% 100% 100% 100% 100% 100%	643 683 0% 699 677 719 1% 265 209 0% 0% 0% 0% 0%
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE WATUINGTON ROAD LISTORES IN OXFORD CITY COUNCIL AREA: ABINGDON AYLESBURY BICCSTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHIPPING NORTON CHIPPING NORTON DIDCOT NDLINGTON LONG HARBOROUGH	ALDI WAITROSE SAINSBURYS WAITROSE LIDL	37% 48% 22% 0% 22% 23% 23% 38% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	17% 15% 46% 46% 44% 33% 33% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	27% 27% 6% 2% 0% 2% 10% 6% 6% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	2% 2% 5% 5% 3% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 3% 3% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 100%	7% 0% 0% 2% 2% 1% 0% 95% 74% 56% 0% 56% 0% 56% 0% 0% 52% 0% 0% 52% 0%	0% 2% 0% 0% 1% 1% 1% 0% 3% 4% 3% 4% 0% 100% 0% 100% 0%	0% 21% 0% 20% 13% 14% 81% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0% 1% 00% 2% 3% 7% 0% 0% 0% 8% 0% 8% 0% 0% 6% 28% 0% 6% 2%	100% 100% 100% 100% 100% 100% 100% 100%	649 689 699 679 713 713 200 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0
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BLE 4: ALL CONVENIENCE GOODS - 2017	MARKET SHARE ANALYSIS (CM)											
Excluding Internet Shopping and a	,											
		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	£311.8
												Zones 1-2
ORD CITY CENTRE												
		£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.62	£0.00	£1.43	£0.28
RAILWAY STATION OUEEN STREET	MARKS & SPENCER MARKS & SPENCER	£0.28 £4.62	£0.00 £3.84	£0.00 £0.74	£0.00 £0.06	£0.00 £0.00	£0.00 £0.00	£0.53 £0.00	£0.82	£0.00 £0.20	£1.43 £10.35	£0.28 £8.45
MAGDALEN STREET	SAINSBURYS LOCAL	£4.02 £0.72	£0.00	£0.74 £0.00	£0.00	£0.00	£0.00	£0.00	£1.86	£1.04	£3.61	£0.43 £0.72
		£0.72 £4.89	£0.00 £0.49	£0.00 £0.23	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00	£1.04 £0.46	£6.07	£5.38
MAGDALEN STREET	TESCO METRO											
WESTGATE CENTRE	SAINSBURYS	£3.49	£2.04 £0.46	£0.00	£0.14 £0.00	£0.00	£0.00	£0.00	£0.00	£1.91 £0.00	£7.57	£5.53
SPEEDWELL STREET	TESCO EXPRESS	£0.00	£0.46 £2.59	£0.00 £0.07	£0.00 £0.12	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.46	£0.46
MARKET STREET	COVERED MARKET	£1.64									£4.43	£4.23
OTHER LOCAL SHOPS IN THE CITY	-	£2.15 £17.78	£5.13 £14.55	£0.14 £1.20	£0.00 £0.33	£0.00 £0.00	£0.00 £0.00	£0.00 £0.53	£0.00 £3.36	£0.43 £4.03	£7.85	£7.27 £32.33
	SUB TOTAL:	±17.78	£14.55	£1.20	£0.33	£0.00	£0.00	£0.53	£3.30	£4.03	£41.78	£32.33
TRICT CENTRES												
COWLEY CENTRE		£2.28	£9.43	£0.28	£0.42	£0.00	£0.00	£0.00	£8.05	£0.23	£20.69	£11.71
SUMMERTOWN		£25.50	£1.56	£0.68	£0.35	£0.88	£0.82	£0.00	£1.00	£0.00	£30.79	£27.06
HEADINGTON		£43.81	£1.88	£0.38	£0.36	£0.00	£1.13	£0.00	£1.86	£0.21	£49.63	£45.69
COWLEY ROAD		£7.23	£13.00	£1.47	£1.34	£0.00	£0.00	£0.50	£2.75	£0.19	£26.48	£20.23
BLACKBIRD LEYS		£0.00	£3.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.32	£3.32
	SUB TOTAL:	£78.82	£29.19	£2.81	£2.47	£0.88	£1.94	£0.50	£13.66	£0.62	£130.91	£108.01
HER LOCAL & NEIGHBOURHOOD CENTRES/ S	TORES 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	£0.84	£0.62	£3.53	£0.00	£1.06	£0.00	£0.00	£15.59	£1.61	£23.26	£1.46
ALBERT STREET	ALI JERICHO	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.49	£0.49
CHERWELL DRIVE	CO-OP	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.56
IFFLEY ROAD	CO-OP	£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	CO-OP	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£0.47
ROSE HILL	CO-OP	£0.27	£3.74	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£4.14	£4.02
WALTON STREET	CO-OP	£2.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.71	£2.71
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:	£4.60	£7.90	£3.53	£0.13	£1.06	£0.00	£0.00	£15.59	£1.61	£34.42	£12.50
JOR OUT-OF-CENTRE STORES												
OXFORD RETAIL PARK	TESCO SUPERSTORE	£2.92	£26.08	£1.15	£4.71	£0.69	£0.77	£0.00	£1.51	£1.41	£39.24	£29.00
BOTLEY ROAD	ALDI	£7.78	£3.64	£5.67	£0.44	£0.35	£0.44	£0.00	£1.86	£0.94	£21.12	£11.42
BOTLEY ROAD	WAITROSE	£8.33	£2.65	£4.66	£0.32	£0.00	£1.28	£0.00	£0.00	£0.00	£17.25	£10.98
HEYFORD HILL	SAINSBURYS	£14.80	£31.25	£3.84	£1.67	£0.66	£0.00	£1.27	£14.03	£0.47	£67.98	£46.04
PEARTREE	WAITROSE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.23	£0.00
WATLINGTON ROAD	LIDL	£3.14	£6.68	£0.22	£0.89	£0.39	£0.00	£0.00	£2.90	£0.00	£14.22	£9.82
	SUB TOTAL:	£36.96	£70.30	£15.55	£8.04	£2.09	£2.49	£1.27	£20.29	£3.05	£160.04	£107.26
STORES IN OXFORD CITY COUNCIL AREA:		£138.17	£121.93	£23.08	£10.96	£4.04	£4.44	£2.30	£52.91	£9.32	£367.15	£260.10

SUB TOTAL:	±36.96	£70.30	£15.55	£8.04	£2.09	£2.49	£1.27	£20.29	£3.05	£160.04	£107.2
ILL STORES IN OXFORD CITY COUNCIL AREA:	£138.17	£121.93	£23.08	£10.96	£4.04	£4.44	£2.30	£52.91	£9.32	£367.15	£260.1
THER STORES OUTSIDE CITY COUNCIL AREA											
ABINGDON	£0.00	£0.56	£5.50	£0.12	£0.20	£0.21	£0.00	£45.02	£3.84	£55.46	£0.56
AYLESBURY	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£7.29	£0.00	£0.00	£7.85	£0.00
BICESTER	£0.41	£0.55	£0.08	£0.00	£0.00	£123.41	£5.72	£0.00	£0.00	£130.18	£0.96
BRACKLEY	£0.57	£0.00	£0.00	£0.00	£0.00	£1.68	£0.00	£0.00	£0.00	£2.25	£0.57
BOTLEY	£1.14	£0.00	£3.87	£0.00	£0.00	£0.00	£0.15	£0.00	£0.46	£5.61	£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	£10.11	£0.00	£0.00	£0.00	£0.00	£10.11	£0.00
CHINNOR	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.14	£0.00	£0.00	£8.14	£0.00
CHIPPING NORTON	£0.00	£0.00	£0.76	£0.00	£0.00	£0.47	£0.00	£0.00	£0.47	£1.71	£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	£0.52	£0.00	£0.00	£0.22	£1.06	£122.78	£8.39	£132.97	£0.00
KIDLINGTON	£25.57	£0.19	£0.60	£0.12	£0.90	£32.15	£0.24	£0.62	£1.45	£61.83	£25.7
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	£44.96	£0.00	£0.92	£47.00	£0.00
WALLINGFORD	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£10.30	£0.00	£10.57	£0.27
WANTAGE	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£2.81	£51.60	£54.62	£0.00
WHEATLEY	£3.53	£2.26	£0.11	£14.15	£0.00	£1.22	£12.33	£2.48	£0.00	£36.08	£5.79
WITNEY	£1.12	£0.00	£0.00	£0.00	£79.39	£1.61	£0.00	£1.78	£1.48	£85.38	£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:	£7.97	£7.55	£2.63	£1.28	£20.98	£20.73	£27.81	£35.27	£13.76	£137.98	£15.5
ALL OTHER CENTRES / STORES:	£40.32	£11.38	£16.82	£16.66	£112.82	£183.08	£108.17	£221.06	£82.37	£792.69	£51.7
OTAL	£178.48	£133.32	£39.90	£27.62	£116.86	£187.52	£110.47	£273.97	£91.69	£1,159.83	£311.

£178.48 £133.32 £39.90 £27.62 £116.86 £187.52 £110.47 £273.97 £91.69 £1,159.83

£311.80

ALL OTHER CENTRES / STORES:

TOTAL

TABLE 5:	ALL CONVENIENCE GOODS - 2022												
	Excluding Internet Shopping and c	ther Special Forms of Trading											
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL	LOCAL AUTHORI
												STUDY AREA	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
OXFORD CITY O	CENTRE		ھ	~	2	70	~	76	2	~	76		Zones 1-2
	centric												
	RAILWAY STATION	MARKS & SPENCER	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54	£0.63	£0.00	£1.45	£0.28
	QUEEN STREET	MARKS & SPENCER	£4.58	£3.86	£0.75	£0.06	£0.00	£0.00	£0.00	£0.89	£0.21	£10.35	£8.44
	MAGDALEN STREET	SAINSBURYS LOCAL	£0.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.88	£1.05	£3.64	£0.72
	MAGDALEN STREET	TESCO METRO	£4.85	£0.49	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£6.04	£5.34
	WESTGATE CENTRE	SAINSBURYS	£3.46	£2.05	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£1.93	£7.58	£5.51
	SPEEDWELL STREET	TESCO EXPRESS	£0.00	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£0.46
	MARKET STREET	COVERED MARKET	£1.62	£2.61	£0.07	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£4.43	£4.23
	OTHER LOCAL SHOPS IN THE CITY		£2.13 £17.64	£5.16 £14.63	£0.14 £1.20	£0.00 £0.33	£0.00 £0.00	£0.00 £0.00	£0.00 £0.54	£0.00 £3.40	£0.43 £4.08	£7.86 £41.82	£7.29 £32.27
		SUB TOTAL:	117.04	114.05	11.20	10.55	10.00	10.00	10.34	13.40	14.00	141.02	132.2/
DISTRICT CEN	NTRES												
	COWLEY CENTRE		£2.26	£9.48	£0.28	£0.42	£0.00	£0.00	£0.00	£8.14	£0.23	£20.82	£11.75
	SUMMERTOWN		£25.30	£1.57	£0.68	£0.35	£0.90	£0.83	£0.00	£1.01	£0.00	£30.65	£26.87
	HEADINGTON		£43.46	£1.89	£0.38	£0.36	£0.00	£1.14	£0.00	£1.89	£0.21	£49.33	£45.35
	COWLEY ROAD		£7.17	£13.07	£1.48	£1.34	£0.00	£0.00	£0.51	£2.78	£0.19	£26.55	£20.24
	BLACKBIRD LEYS		£0.00	£3.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.34	£3.34
		SUB TOTAL:	£78.20	£29.35	£2.82	£2.48	£0.90	£1.97	£0.51	£13.83	£0.63	£130.69	£107.55
OTHER LOCA	AL/ NEIGHBOURHOOD CENTRES WIT												
	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	£0.84	£0.62	£3.55	£0.00	£1.08	£0.00	£0.00	£15.78	£1.63	£23.50	£1.46
	ALBERT STREET	ALI JERICHO	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.49	£0.49
	CHERWELL DRIVE IFFLEY ROAD	CO-OP CO-OP	£0.00 £0.00	£0.57 £2.32	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.57 £2.32	£0.57 £2.32
	OLD MARSTON ROAD	CO-OP	£0.00	£0.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.48	£0.48
	ROSE HILL	CO-OP	£0.00	£3.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.16	£4.03
	WALTON STREET	CO-OP	£2.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.69	£2.69
	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:	£4.56	£7.94	£3.55	£0.13	£1.08	£0.00	£0.00	£15.78	£1.63	£34.68	£12.51
MAJOR OUT-	-OF-CENTRE STORES												
	OXFORD RETAIL PARK	TESCO SUPERSTORE	£2.90	£26.22	£1.16	£4.72	£0.71	£0.78	£0.00	£1.53	£1.43	£39.43	£29.12
	BOTLEY ROAD	ALDI	£7.72	£3.66	£5.71	£0.44	£0.36	£0.45	£0.00	£1.88	£0.95	£21.16	£11.38
	BOTLEY ROAD	WAITROSE	£8.27	£2.66	£4.69	£0.32	£0.00	£1.30	£0.00	£0.00	£0.00	£17.24	£10.93
	HEYFORD HILL	SAINSBURYS	£14.68	£31.42	£3.86	£1.68	£0.67	£0.00	£1.30	£14.19	£0.48	£68.27	£46.10
	PEARTREE	WAITROSE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.23	£0.00
	WATLINGTON ROAD	LIDL	£3.11	£6.72	£0.22	£0.89	£0.40	£0.00	£0.00	£2.93	£0.00	£14.28	£9.83
		SUB TOTAL:	£36.67	£70.68	£15.63	£8.05	£2.14	£2.53	£1.30	£20.53	£3.09	£160.62	£107.35
	IN OXFORD CITY COUNCIL AREA:		£137.08	£122.60	£23.21	£10.98	£4.13	£4.50	£2.35	£53.53	£9.44	£367.81	£259.68
ALL STORES I	IN OXFORD CITY COUNCIL AREA:		£137.08	£122.60	£23.21	£10.98	±4.13	£4.50	£2.35	£55.55	£9.44	1307.81	£259.68
	ES OUTSIDE CITY COUNCIL AREA												
	ABINGDON		£0.00	£0.57	£5.53	£0.12	£0.20	£0.21	£0.00	£45.55	£3.89	£56.08	£0.57
	AYLESBURY		£0.00	£0.00	£0.00	£0.00	£0.00	£0.57	£7.43	£0.00	£0.00	£8.01	£0.00
									£5.83	£0.00	£0.00	£132.06	£0.96
	BICESTER		£0.41	£0.55	£0.08	£0.00	£0.00	£125.18					
			£0.41 £0.57	£0.55 £0.00	£0.08 £0.00	£0.00 £0.00	£0.00 £0.00	£125.18 £1.70	£0.00	£0.00	£0.00	£2.27	£0.57
	BICESTER											£2.27 £5.63	£0.57 £1.13
	BICESTER BRACKLEY		£0.57	£0.00	£0.00	£0.00	£0.00	£1.70	£0.00	£0.00	£0.00		
	BICESTER BRACKLEY BOTLEY		£0.57 £1.13	£0.00 £0.00	£0.00 £3.89	£0.00 £0.00	£0.00 £0.00	£1.70 £0.00	£0.00 £0.15	£0.00 £0.00	£0.00 £0.47	£5.63	£1.13
	BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHINNOR		£0.57 £1.13 £0.00 £0.00 £0.00	£0.00 £0.00 £0.00 £0.00 £0.00	£0.00 £3.89 £0.00 £0.00 £0.00	£0.00 £0.00 £0.00 £0.00 £0.00	£0.00 £0.00 £0.00 £10.33 £0.00	£1.70 £0.00 £0.62 £0.00 £0.00	£0.00 £0.15 £0.49 £0.00 £8.30	£0.00 £0.00 £0.00 £0.00 £0.00	£0.00 £0.47 £0.00 £0.00 £0.00	£5.63 £1.11 £10.33 £8.30	£1.13 £0.00 £0.00 £0.00
	BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHINNOR CHIPPING NORTON		£0.57 £1.13 £0.00 £0.00 £0.00 £0.00	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00	£0.00 £3.89 £0.00 £0.00 £0.00 £0.77	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00	£0.00 £0.00 £10.33 £0.00 £0.00	£1.70 £0.00 £0.62 £0.00 £0.00 £0.48	£0.00 £0.15 £0.49 £0.00 £8.30 £0.00	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00	£0.00 £0.47 £0.00 £0.00 £0.00 £0.48	£5.63 £1.11 £10.33 £8.30 £1.72	£1.13 £0.00 £0.00 £0.00 £0.00
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	BICESTER BRACKLEY BOTLEY BUCKINGHAM CARTERTON CHIPING NORTON CHUPING NORTON CROUGHTON DIDCOT KIDLINGTON LONG HARBOROUGH THAME WALLINGFORD		£0.57 £1.13 £0.00 £0.00 £0.00 £0.00 £0.00 £25.37 £0.00 £0.00 £0.00	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.27	£0.00 £3.89 £0.00 £0.00 £0.00 £0.77 £0.00 £0.52 £0.60 £0.00 £0.00 £0.00	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.12 £0.00 £0.91 £0.00	£0.00 £0.00 £10.33 £0.00 £0.00 £0.23 £0.00 £0.92 £0.64 £0.00 £0.00	£1.70 £0.00 £0.62 £0.00 £0.48 £0.00 £0.23 £32.61 £0.00 £0.22 £0.00	£0.00 £0.15 £0.49 £0.00 £8.30 £0.00 £1.08 £0.24 £0.00 £45.84 £0.00	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £124.23 £0.63 £0.00 £0.00 £0.00 £10.42	£0.00 £0.47 £0.00 £0.00 £0.48 £0.00 £8.50 £1.47 £0.00 £0.93 £0.00	£5.63 £1.11 £10.33 £8.30 £1.72 £0.23 £134.56 £62.14 £0.64 £47.89 £10.69	£1.13 £0.00 £0.00 £0.00 £0.00 £0.00 £25.56 £0.00 £0.00 £0.27
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	BICESTER BRACKLEY BOTLEY BUTCINGHAM CARTERTON CHIPING NORTON CROUGHTON DIDCOT KIDLINGTON LONG HABDOROUGH THAME WAALINGFORD WANTAGE WHATLEY WITNEY		£0.57 £1.13 £0.00 £0.00 £0.00 £0.00 £0.00 £25.37 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £3.51 £1.11	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.19 £0.00 £0.27 £0.00 £2.27 £0.00	f0.00 f3.89 f0.00 f0.00 f0.00 f0.77 f0.00 f0.52 f0.60 f0.00 f0.00 f0.00 f0.00 f0.11 f0.00	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.12 £0.00 £0.91 £0.00 £0.00 £14.18 £0.00	f0.00 f0.00 f0.00 f0.33 f0.00 f0.23 f0.00 f0.23 f0.00 f0.92 f0.64 f0.00 f0.00 f0.21 f0.00 f0.21 f0.00 f0.21 f0.00	£1.70 £0.00 £0.62 £0.00 £0.48 £0.00 £0.23 £32.61 £0.00 £0.22 £0.00 £0.22 £0.00 £0.22 £0.00 £1.24 £1.64	£0.00 £0.15 £0.49 £0.00 £0.00 £0.00 £1.08 £0.24 £0.00 £45.84 £0.00 £0.00 £12.57 £0.00	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £10.00 £0.00 £0.00 £10.42 £2.84 £2.51 £1.80	£0.00 £0.47 £0.00 £0.00 £0.48 £0.00 £8.50 £1.47 £0.00 £0.93 £0.00 £52.27 £0.00 £1.49	£5.63 £1.11 £10.33 £8.30 £1.72 £0.23 £134.56 £62.14 £0.64 £47.89 £10.69 £55.32 £36.38 £87.15	£1.13 £0.00 £0.00 £0.00 £0.00 £0.00 £25.56 £0.00 £0.00 £0.27 £0.00 £0.27 £0.00 £5.78 £1.11
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£40.00

£11.44

£16.91 £16.69 £51.44

£311.12

£311.12

£177.07 £134.04 £40.12 £27.67 £119.39 £190.21 £112.63 £277.21 £92.86 £1,171.21 £177.07 £134.04 £40.12 £27.67 £119.39 £190.21 £112.63 £277.21 £92.86 £1,171.21

£185.71

£110.28

£223.68

£83.43

£803.40

£115.26

ABLE 6:	ALL CONVENIENCE GOODS - 2027	7 MARKET SHARE ANALYSIS (£M)											
	Excluding Internet Shopping and a	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 AUTHOR AREA
			£180.5	£138.6	£40.8	£28.0	£123.0	£194.8	£116.0	£283.6	£95.3	£1,200.6	£319.2
			*										Zones 1-2
FORD CITY O	ENTRE												
	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		£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
TRICT CEN	ITRES												
	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
IFR LOCA	L/ NEIGHBOURHOOD CENTRES WIT	THIN 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	ALI 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
	IFFLEY 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
OR 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	LIDI	£3.17	£6.95	£0.23	£0.90	£0.41	£0.00	£0.00	£3.00	£0.00	£14.66	£10.12

TAL		£180.54	£138.65	£40.81	£27.99	£123.01	£194.80	£116.00	£283.58	£95.28	£1,200.64	£319.
L OTHER CENTRES / STORES:		£40.78	£11.84	£17.20	£16.88	£118.76	£190.19	£113.58	£228.81	£85.59	£823.64	£52.
ALL UTHER CENTRES / STOP	iES:	18.07	£7.85	£2.69	11.30	122.08	L21.53	129.20	100.51	14.30	£143.55	£15.
ALL OTHER CENTRES / STOP		£0.00 £8.07	£0.00 £7.85	£2.81 £2.69	£0.07 £1.30	£0.21 £22.08	£0.00 £21.53	£0.00 £29.20	£0.00 £36.51	£0.00 £14.30	£3.10 £143.53	£0.0
WITNEY WOOTTON			£0.00 £0.00	£0.00 £2.81	£0.00 £0.07	£83.57 £0.21	£1.68 £0.00	£0.00 £0.00	£1.84 £0.00	£1.53 £0.00	£3.10	£1.1 £0.0
WHEATLEY		£3.57 £1.13	£2.35 £0.00	£0.11 £0.00	£14.34 £0.00	£0.00 £83.57	£1.27 £1.68	£12.94 £0.00	£2.57 £1.84	£0.00 £1.53	£37.15 £89.75	£5.9 £1.1
WANTAGE		£0.00 £3.57	£0.00 £2.35	£0.00 £0.11	£0.00 £14.34	£0.21 £0.00	£0.00 £1.27	£0.00 £12.94	£2.91 £2.57	£53.62 £0.00	£56.75 £37.15	£0.0
WALLINGFORD		£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£10.66	£0.00	£10.94	£0.3
THAME		£0.00	£0.00	£0.00	£0.92	£0.00	£0.23	£47.21	£0.00	£0.95	£49.30	£0.0
LONG HARBOROUGH		£0.00	£0.00	£0.00	£0.00	£0.65	£0.00	£0.00	£0.00	£0.00	£0.65	£0.0
KIDLINGTON		£25.86	£0.20	£0.61	£0.12	£0.95	£33.39	£0.25	£0.64	£1.50	£63.53	£26.
DIDCOT		£0.00	£0.00	£0.53	£0.00	£0.00	£0.23	£1.12	£127.08	£8.72	£137.68	£0.0
CROUGHTON		£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.24	£0.0
CHIPPING NORTON		£0.00	£0.00	£0.78	£0.00	£0.00	£0.49	£0.00	£0.00	£0.49	£1.76	£0.
CHINNOR		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.54	£0.00	£0.00	£8.54	£0.0
CARTERTON		£0.00	£0.00	£0.00	£0.00	£10.64	£0.00	£0.00	£0.00	£0.00	£10.64	£0.0
BUCKINGHAM		£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£0.51	£0.00	£0.00	£1.14	£0.0
BOTLEY		£1.15	£0.00	£3.96	£0.00	£0.00	£0.00	£0.15	£0.00	£0.48	£5.74	£1.
BRACKLEY		£0.58	£0.00	£0.00	£0.00	£0.00	£1.74	£0.00	£0.00	£0.00	£2.32	£0.
BICESTER		£0.42	£0.57	£0.08	£0.00	£0.00	£128.20	£6.01	£0.00	£0.00	£135.28	£0.9
AYLESBURY		£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£7.66	£0.00	£0.00	£8.24	£0.0
ABINGDON		£0.00	£0.59	£5.63	£0.12	£0.21	£0.22	£0.00	£46.60	£4.00	£57.36	£0.5
HER STORES OUTSIDE CITY COUNCIL AF	EA											
STORES IN OXFORD CITY COUNCIL AR	EA:	£139.76	£126.81	£23.61	£11.11	£4.25	£4.61	£2.42	£54.76	£9.68	£377.00	£266
	505 TOTAL											
	SUB TOTAL:	£37.39	£73.11	£15.90	£8.14	£2.20	£2.59	£1.34	£21.00	£3.17	£164.84	£110
WATLINGTON ROAD	LIDL	£3.17	£6.95	£0.23	£0.90	£0.41	£0.00	£0.00	£3.00	£0.00	£14.66	£10.
HEYFORD HILL PEARTREE	SAINSBURYS WAITROSE	£14.97 £0.00	£32.50 £0.00	£3.92 £0.00	£1.70 £0.00	£0.69 £0.00	£0.00 £0.00	£1.34 £0.00	£14.52 £0.00	£0.49 £0.24	£70.12 £0.24	£47 £0.

£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 (EM) Excluding Internet Shopping and other Special Forms of Trading

Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA
£41.5	£28.3	£126.4	£199.4	£119.3	£290.0	£97.4	£1,229.2	£327.0
								Zones 1-2
£0.00	£0.00	£0.00	£0.00	£0.57	£0.66	£0.00	£1.52	£0.29
£0.77	£0.07	£0.00	£0.00	£0.00	£0.93	£0.22	£10.86	£8.87
£0.00	£0.00	£0.00	£0.00	£0.00	£1.97	£1.10	£3.81	£0.74
£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.49	£6.30	£5.57
£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£2.02	£7.95	£5.79
£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.49	£0.49
£0.08	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£4.67	£4.47
£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£8.31	£7.71
£1.24	£0.33	£0.00	£0.00	£0.57	£3.55	£4.28	£43.92	£33.93

		£184.2 %	£142.8 %	£41.5 %	£28.3 %	£126.4 %	£199.4 %	£119.3 %	£290.0 %	£97.4 %	£1,229.2	£32 Zones
DXFORD 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.
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.
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.
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.
WESTGATE CENTRE	SAINSBURYS	£3.60	£2.18	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£2.02	£7.95	£5.
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.
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.
OTHER LOCAL SHOPS IN THE C	SUB TOTAL:	£2.21 £18.35	£5.49 £15.58	£0.15 £1.24	£0.00 £0.33	£0.00 £0.00	£0.00 £0.00	£0.00 £0.57	£0.00 £3.55	£0.45 £4.28	£8.31 £43.92	£7. £33
	SOB TOTAL.	110.55	115.56	11.24	10.55	10.00	10.00	10.57	13.55	14.20	143.52	1.55
STRICT CENTRES												
COWLEY CENTRE SUMMERTOWN		£2.35 £26.32	£10.10 £1.67	£0.29 £0.70	£0.43 £0.36	£0.00 £0.96	£0.00 £0.87	£0.00 £0.00	£8.52 £1.06	£0.24 £0.00	£21.94 £31.94	£12 £27
HEADINGTON		£45.21	£2.01	£0.39	£0.30	£0.00	£1.20	£0.00	£1.00	£0.00	£51.38	£47
COWLEY BOAD		£7.46	£13.92	£1.53	£1.38	£0.00	£0.00	£0.54	£2.91	£0.22	£27.93	£21
BLACKBIRD LEYS		£0.00	£3.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.56	£3.
BEACKBIND LETS	SUB TOTAL:	£81.34	£31.26	£2.92	£2.54	£0.96	£2.07	£0.54	£14.46	£0.66	£136.75	£11
HER LOCAL/ NEIGHBOURHOOD CENTRES V 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.
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
ALBERT STREET	ALI JERICHO	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51	£0
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
IFFLEY ROAD	CO-OP	£0.00	£2.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.47	£2
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
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
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
WALTON STREET	LONDIS	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29	£0
AJOR OUT-OF-CENTRE STORES	SUB TOTAL:	£4.75	£8.46	£3.67	£0.13	£1.15	£0.00	£0.00	£16.51	£1.71	£36.37	£13
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
BOTI FY ROAD	ALDI	£8.03	£3.90	£5.90	£0.45	£0.38	£0.47	£0.00	£1.97	£1.00	£22.09	£11
BOTLEY ROAD	WAITROSE	£8.60	£2.84	£4.84	£0.33	£0.00	£1.36	£0.00	£0.00	£0.00	£17.97	£1:
HEYFORD HILL	SAINSBURYS	£15.27	£33.46	£3.99	£1.72	£0.71	£0.00	£1.37	£14.85	£0.50	£71.87	£48
PEARTREE	WAITROSE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.24	£0
WATLINGTON ROAD	LIDL	£3.24	£7.16	£0.23	£0.91	£0.42	£0.00	£0.00	£3.07	£0.00	£15.03	£10
	SUB TOTAL:	£38.15	£75.28	£16.16	£8.25	£2.27	£2.65	£1.37	£21.48	£3.24	£168.84	£11
L 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	£27
HER 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.
AYLESBURY		£0.00	£0.00	£0.00	£0.00	£0.00	£0.60	£7.87	£0.00	£0.00	£8.47	£0
BICESTER		£0.42	£0.59	£0.09	£0.00	£0.00	£131.24	£6.17	£0.00	£0.00	£138.51	£1
BRACKLEY		£0.59	£0.00	£0.00	£0.00	£0.00	£1.78	£0.00	£0.00	£0.00	£2.37	£0
BOTLEY		£1.17	£0.00	£4.02	£0.00	£0.00	£0.00	£0.16	£0.00	£0.49	£5.84	£1
BUCKINGHAM		£0.00	£0.00	£0.00	£0.00	£0.00	£0.65	£0.52	£0.00	£0.00	£1.17	£0
CARTERTON		£0.00	£0.00	£0.00	£0.00	£10.94	£0.00	£0.00	£0.00	£0.00	£10.94	£0
CHINNOR		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.79	£0.00	£0.00	£8.79	£0
CHIPPING NORTON		£0.00	£0.00	£0.79	£0.00	£0.00	£0.50	£0.00	£0.00	£0.50	£1.79	£0
CROUGHTON		£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.24	£0
DIDCOT		£0.00	£0.00	£0.54	£0.00	£0.00	£0.24	£1.15	£129.95	£8.91	£140.78	£0
KIDLINGTON		£26.39	£0.20	£0.62	£0.12	£0.97	£34.19	£0.25	£0.66	£1.54	£64.94	£20
LONG HARBOROUGH		£0.00	£0.00	£0.00	£0.00	£0.67	£0.00	£0.00	£0.00	£0.00	£0.67	£0
THAME		£0.00	£0.00	£0.00	£0.93	£0.00	£0.23	£48.53	£0.00	£0.97	£50.67	£0
WALLINGFORD		£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£10.90	£0.00	£11.19	£0
WANTAGE		£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£2.98	£54.81	£58.01	£0
WHEATLEY		£3.65	£2.42	£0.11	£14.52	£0.00	£1.30	£13.31	£2.63	£0.00	£37.93	£6
WITNEY		£1.15 £0.00	£0.00 £0.00	£0.00 £2.86	£0.00 £0.07	£85.86 £0.21	£1.72 £0.00	£0.00 £0.00	£1.89 £0.00	£1.57 £0.00	£92.18 £3.15	£1. f0
WOOTTON ALL OTHER CENTRES / STORES		£0.00 £8.23	£0.00 £8.08	£2.86 £2.73	£0.07 £1.32	£0.21 £22.69	£0.00 £22.04	£0.00 £30.02	£0.00 £37.33	£0.00 £14.62	£3.15 £147.06	£0 £10
L OTHER CENTRES / STORES:	<u></u>	£41.61	£12.19	£17.48	£17.10	£122.02	£194.69	£116.77	£233.98	£87.49	£843.33	£53
DTAL		£184.20	£142.78	£41.47	£28.34	£126.38	£199.41	£119.26	£289.98	£97.39	£1,229.20	£326
		£184.20	£142.78	£41.47	£28.34	£126.38	£199.41	£119.26	£289.98	£97.39	£1,229.20	£32
											,	

Zone 1 Zone 2 f184.2 f142.8

TABLE 8:

ALL CONVENIENCE GOODS - 2036 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 AUTI
		£186.7	£145.9	£42.0	£28.7	£129.5	£203.6	£122.0	£295.2	£99.1	£1,252.7	£332.
DXFORD CITY CENTRE		×	×	×	*	×	*	×	%	%		Zones 1
RAILWAY STATION QUEEN STREET	MARKS & SPENCER MARKS & SPENCER	£0.29 £4.83	£0.00 £4.20	£0.00 £0.78	£0.00 £0.07	£0.00 £0.00	£0.00 £0.00	£0.59 £0.00	£0.67 £0.95	£0.00 £0.22	£1.55 £11.05	£0.2 £9.0
MAGDALEN STREET	SAINSBURYS LOCAL	£0.75	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£2.00	£0.22 £1.12	£3.88	£0.7
MAGDALEN STREET	TESCO METRO	£5.12	£0.53	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£6.39	£5.6
WESTGATE CENTRE	SAINSBURYS	£3.65	£2.23	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£2.06	£8.09	£5.8
SPEEDWELL STREET	TESCO EXPRESS	£0.00	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51	£0.5
MARKET STREET	COVERED MARKET	£1.71	£2.84	£0.08	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£4.76	£4.5
OTHER LOCAL SHOPS IN THE		£2.24	£5.61	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£8.47	£7.8
	SUB TOTAL:	£18.60	£15.92	£1.26	£0.34	£0.00	£0.00	£0.59	£3.62	£4.36	£44.68	£34.
ISTRICT CENTRES												
COWLEY CENTRE		£2.39	£10.32	£0.30	£0.44	£0.00	£0.00	£0.00	£8.67	£0.25	£22.36	£12.3
SUMMERTOWN		£26.67	£1.71	£0.71	£0.36	£0.98	£0.89	£0.00	£1.08	£0.00	£32.40	£28.3
HEADINGTON		£45.81	£2.05	£0.40	£0.38	£0.00	£1.22	£0.00	£2.01	£0.23	£52.10	£47.8
COWLEY ROAD		£7.56	£14.23	£1.55	£1.39	£0.00	£0.00	£0.55	£2.97	£0.20	£28.44	£21.
BLACKBIRD LEYS		£0.00	£3.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.64	£3.6
	SUB TOTAL:	£82.43	£31.95	£2.96	£2.57	£0.98	£2.11	£0.55	£14.72	£0.67	£138.94	£114.
THER LOCAL/ NEIGHBOURHOOD CENTRES	S 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	£0.2
ABINGDON ROAD	TESCO EXPRESS	£0.88	£0.68	£3.71	£0.00	£1.18	£0.00	£0.00	£16.81	£1.74	£25.00	£1.5
ALBERT STREET	ALI JERICHO	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.52	£0.5
CHERWELL DRIVE	CO-OP	£0.00	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62	£0.6
IFFLEY ROAD	CO-OP	£0.00	£2.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.52	£2.5
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	£0.5
ROSE HILL	CO-OP	£0.29	£4.09	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£4.51	£4.3
WALTON STREET	CO-OP	£2.83	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.83	£2.8
WALTON STREET	LONDIS	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29	£0.2
AJOR OUT-OF-CENTRE STORES	SUB TOTAL:	£4.81	£8.65	£3.71	£0.13	£1.18	£0.00	£0.00	£16.81	£1.74	£37.03	£13.
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.
BOTLEY ROAD	ALDI	£8.13	£3.98	£5.97	£0.45	£0.39	£0.48	£0.00	£2.00	£1.02	£22.45	£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.
HEYFORD HILL	SAINSBURYS	£15.47	£34.20	£4.04	£1.74	£0.73	£0.00	£1.40	£15.12	£0.51	£73.21	£49.
PEARTREE	WAITROSE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.0
WATLINGTON ROAD	LIDL	£3.28	£7.31	£0.23	£0.92	£0.43	£0.00	£0.00	£3.12	£0.00	£15.31	£10.
	SUB TOTAL:	£38.65	£76.93	£16.37	£8.34	£2.32	£2.71	£1.40	£21.87	£3.29	£171.90	£115
L STORES IN OXFORD CITY COUNCIL ARE	A:	£144.49	£133.45	£24.30	£11.38	£4.48	£4.82	£2.54	£57.02	£10.07	£392.54	£277
THER STORES OUTSIDE CITY COUNCIL ARE	A											
ABINGDON		£0.00	£0.62	£5.79	£0.13	£0.22	£0.22	£0.00	£48.51	£4.16	£59.65	£0.6
AYLESBURY		£0.00	£0.00	£0.00	£0.00	£0.00	£0.61	£8.05	£0.00	£0.00	£8.66	£0.0
BICESTER		£0.43	£0.60	£0.09	£0.00	£0.00	£134.02	£6.32	£0.00	£0.00	£141.45	£1.0
BRACKLEY		£0.60	£0.00	£0.00	£0.00	£0.00	£1.82	£0.00	£0.00	£0.00	£2.42	£0.
BOTLEY		£1.19	£0.00	£4.07	£0.00	£0.00	£0.00	£0.16	£0.00	£0.50	£5.92	£1.
BUCKINGHAM		£0.00	£0.00	£0.00	£0.00	£0.00	£0.66	£0.53	£0.00	£0.00	£1.19	£0.
CARTERTON		£0.00	£0.00	£0.00	£0.00	£11.21	£0.00	£0.00	£0.00	£0.00	£11.21	£0.0
CHINNOR		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.99	£0.00	£0.00	£8.99	£0.0
CHIPPING NORTON		£0.00	£0.00	£0.80	£0.00	£0.00	£0.51	£0.00	£0.00	£0.51	£1.82	£0.0
CROUGHTON		£0.00	£0.00 £0.00	£0.00	£0.00	£0.25	£0.00	£0.00 £1.17	£0.00	£0.00 £9.07	£0.25	£0.0
DIDCOT		£0.00 £26.74	£0.00 £0.21	£0.54 £0.63	£0.00 £0.13	£0.00 £1.00	£0.24 £34.91	£1.17 £0.26	£132.31 £0.67	£9.07 £1.56	£143.34 £66.10	£0.0 £26.
KIDLINGTON LONG HARBOROUGH		£26.74 £0.00	£0.21 £0.00	£0.63 £0.00	£0.13 £0.00	£0.69	£34.91 £0.00	£0.26 £0.00	£0.07	£0.00	£0.69	£26.
THAME		£0.00	£0.00	£0.00 £0.00	£0.00 £0.94	£0.09 £0.00	£0.00 £0.24	£49.64	£0.00 £0.00	£0.00 £0.99	£51.81	£0.0
WALLINGFORD		£0.00	£0.00 £0.30	£0.00 £0.00	£0.94 £0.00	£0.00 £0.00	£0.24 £0.00	£49.64 £0.00	£0.00 £11.10	£0.99 £0.00	£11.40	£0.0
WALLINGFORD		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.03	£55.78	£59.03	£0.0
WHEATLEY		£3.70	£2.47	£0.00	£14.70	£0.25	£1.32	£13.61	£2.68	£0.00	£38.59	£6.
WITNEY		£1.17	£0.00	£0.12	£0.00	£87.99	£1.52 £1.75	£0.00	£1.92	£1.60	£94.43	£1.3
WOOTTON		£0.00	£0.00	£2.90	£0.07	£0.22	£0.00	£0.00	£0.00	£0.00	£3.19	£0.0
ALL OTHER CENTRES / STORE	IS:	£8.34	£8.26	£2.77	£1.33	£23.25	£22.51	£30.71	£38.01	£14.88	£150.05	£16
L OTHER CENTRES / STORES:		£42.16	£12.46	£17.70	£17.30	£125.05	£198.81	£119.44	£238.23	£89.03	£860.18	£54.
•												
DTAL		£186.65	£145.90	£42.00	£28.68	£129.53	£203.63	£121.98	£295.24	£99.10	£1,252.72	£332
		£196.65	£14E 00	642.00	620.60	£120 E2	6202.62	6121.09	620E 24	600.10		

£186.65 £145.90 £42.00 £28.68 £129.53 £203.63 £121.98 £295.24 £99.10 £1,252.72 £332.56

			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL	LOCAL AUTHO
			%	%	×	%	%	%	%	%	%	STUDY AREA	AREA Zones 1-2
KFORD CIT	TY 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%
STRICT CE	NTRES												
	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 COWLEY ROAD	Secondary District	5.36% 0.96%	1.33% 2.73%	0.41% 1.93%	0.08% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.08%	0.00% 0.24%	1.01% 0.54%	3.79%
	BLACKBIRD LEYS	Secondary District Secondary District	0.96%	2.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.24%	0.54%	0.39%
	DEACKDIND LETS	SUB TOTAL:	14.37%	33.24%	7.28%	15.88%	0.31%	0.68%	4.18%	1.56%	1.27%	7.45%	21.73%
HER LOC	AL/ NEIGHBOURHOOD	CENTRES /SHOPPING AREAS	WITHIN CITY C	OUNCIL									
	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 HOLLOW WAY		0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.03%	0.00% 0.00%	0.00%	0.00%
	IFFLEY ROAD		0.00%	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%
	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 ROSE HILL		0.00%	0.00% 0.17%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00%	0.00%
	TEMPLE COWLEY		0.17%	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%	0.17%
	WALTON MANOR		0.00%	0.47%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.18%
	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%
JOR OUT	T-OF-CENTRE SHOPPING	G 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%	11.679
	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 DRIFTW		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%
L CENTR	ES / STORES IN OXFO	RD CITY AREA:	81.15%	90.65%	60.14%	68.62%	16.92%	19.50%	14.00%	21.90%	18.51%	39.13%	84.85%
	RES OUTSIDE CITY COU												
	RES OUTSIDE CITY COU ABINGDON	NCIL AREA	2.04%	1.67%	20.32%	1.41%	0.90%	0.37%	0.68%	23.19%	10.40%	7.62%	1.90%
	RES OUTSIDE CITY COU ABINGDON ABINGDON-Fairacre	NCIL AREA	2.04% 0.32%	1.67% 0.32%	20.32% 7.85%	1.41% 0.60%	0.90% 0.33%	0.37% 0.28%	0.68% 0.06%	23.19% 6.68%	10.40% 6.94%	7.62% 2.54%	1.90% 0.32%
	RES OUTSIDE CITY COU ABINGDON	NCIL AREA	2.04%	1.67%	20.32%	1.41%	0.90%	0.37%	0.68%	23.19%	10.40%	7.62%	1.90% 0.32% 0.00%
	RES OUTSIDE CITY COU ABINGDON ABINGDON-Fairacre AYLESBURY	NCIL AREA	2.04% 0.32% 0.00%	1.67% 0.32% 0.00%	20.32% 7.85% 0.04%	1.41% 0.60% 1.44%	0.90% 0.33% 0.00%	0.37% 0.28% 0.13%	0.68% 0.06% 24.10%	23.19% 6.68% 0.00%	10.40% 6.94% 0.00%	7.62% 2.54% 2.66%	1.90% 0.32% 0.00% 0.45%
	RES OUTSIDE CITY COU ABINGDON ABINGDON-Fairacre AYLESBURY BANBURY	NCIL AREA	2.04% 0.32% 0.00% 0.74%	1.67% 0.32% 0.00% 0.00%	20.32% 7.85% 0.04% 0.19%	1.41% 0.60% 1.44% 0.81%	0.90% 0.33% 0.00% 2.21%	0.37% 0.28% 0.13% 12.07%	0.68% 0.06% 24.10% 1.50%	23.19% 6.68% 0.00% 0.12%	10.40% 6.94% 0.00% 0.00%	7.62% 2.54% 2.66% 2.49%	1.90% 0.32% 0.00% 0.45% 0.25%
	RES OUTSIDE CITY COU ABINGDON ABINGDON-Fairacre AYLESBURY BANBURY BICESTER	NCIL AREA	2.04% 0.32% 0.00% 0.74% 0.19%	1.67% 0.32% 0.00% 0.00% 0.33%	20.32% 7.85% 0.04% 0.19% 0.09%	1.41% 0.60% 1.44% 0.81% 1.29%	0.90% 0.33% 0.00% 2.21% 0.00%	0.37% 0.28% 0.13% 12.07% 41.88%	0.68% 0.06% 24.10% 1.50% 2.27%	23.19% 6.68% 0.00% 0.12% 0.00%	10.40% 6.94% 0.00% 0.00% 1.14%	7.62% 2.54% 2.66% 2.49% 7.16%	1.90% 0.32% 0.00% 0.45% 0.25% 0.33%
	RES OUTSIDE CITY COU ABINGDON-Fairacre AVILESBURY BANBURY BICESTER BICESTER VILLAGE BICESTER-Jaunceste BUCESTEN-Launceste BURFORD	NCIL AREA	2.04% 0.32% 0.00% 0.74% 0.19% 0.54% 0.00%	1.67% 0.32% 0.00% 0.33% 0.00% 0.00%	20.32% 7.85% 0.04% 0.19% 0.09% 0.00% 0.00%	1.41% 0.60% 1.44% 0.81% 1.29% 0.00% 0.00%	0.90% 0.33% 0.00% 2.21% 0.00% 0.00% 0.00% 0.25%	0.37% 0.28% 0.13% 12.07% 41.88% 1.83% 3.72% 0.00%	0.68% 0.06% 24.10% 1.50% 2.27% 0.00% 0.27% 0.00%	23.19% 6.68% 0.00% 0.12% 0.00% 0.00% 0.00%	10.40% 6.94% 0.00% 1.14% 0.00% 0.00% 0.00%	7.62% 2.54% 2.66% 2.49% 7.16% 0.38% 0.63% 0.03%	1.90% 0.32% 0.00% 0.45% 0.25% 0.33% 0.00%
	RES OUTSIDE CITY COU ABINGDON - Fairacre AYLESBURY BANBURY BICESTER BICESTER BICESTER - Launceste BURFORD CARTERTON	NCIL AREA IS RP In Road RP	2.04% 0.32% 0.00% 0.74% 0.19% 0.54% 0.00% 0.00%	1.67% 0.32% 0.00% 0.33% 0.00% 0.00% 0.00%	20.32% 7.85% 0.04% 0.19% 0.09% 0.00% 0.00% 0.00%	1.41% 0.60% 1.44% 0.81% 1.29% 0.00% 0.00% 0.00%	0.90% 0.33% 0.00% 2.21% 0.00% 0.00% 0.00% 0.25% 0.26%	0.37% 0.28% 0.13% 12.07% 41.88% 1.83% 3.72% 0.00% 0.00%	0.68% 0.06% 24.10% 1.50% 2.27% 0.00% 0.27% 0.00%	23.19% 6.68% 0.00% 0.12% 0.00% 0.00% 0.00% 0.00%	10.40% 6.94% 0.00% 0.00% 1.14% 0.00% 0.00% 0.00%	7.62% 2.54% 2.66% 2.49% 7.16% 0.38% 0.63% 0.03% 0.03%	1.90% 0.32% 0.00% 0.45% 0.25% 0.33% 0.00% 0.00%
	RES OUTSIDE CITY COU ABINGDON-Fairacre AYLESBURY BANBURY BICESTER BICESTER VILLAGE BICESTER-Launcesto BURFORD CARTERTON CARTERTON-West C	NCIL AREA IS RP In Road RP	2.04% 0.32% 0.00% 0.74% 0.54% 0.00% 0.00% 0.00%	1.67% 0.32% 0.00% 0.33% 0.00% 0.00% 0.00% 0.00%	20.32% 7.85% 0.04% 0.09% 0.00% 0.00% 0.00% 0.00%	1.41% 0.60% 1.44% 0.81% 1.29% 0.00% 0.00% 0.00% 0.00%	0.90% 0.33% 0.00% 2.21% 0.00% 0.00% 0.00% 0.25% 0.26% 0.00%	0.37% 0.28% 0.13% 12.07% 41.88% 1.83% 3.72% 0.00% 0.00%	0.68% 0.06% 24.10% 1.50% 2.27% 0.00% 0.27% 0.00% 0.00%	23.19% 6.68% 0.00% 0.12% 0.00% 0.00% 0.00% 0.00% 0.00%	10.40% 6.94% 0.00% 1.14% 0.00% 0.00% 0.00% 0.00%	7.62% 2.54% 2.66% 2.49% 7.16% 0.38% 0.63% 0.03% 0.03% 0.03%	1.90% 0.32% 0.00% 0.45% 0.25% 0.03% 0.00% 0.00% 0.00%
	RES OUTSIDE CITY COU ABINGDON ABINGDON-Fairacre AYLESBURY BANBURY BICESTER BICESTER BICESTER-Launcesto BUREFORD CARTERTON CARTERTON CARTERTON-West C CHELTENHAM	NCIL AREA IS RP In Road RP	2.04% 0.32% 0.74% 0.19% 0.54% 0.00% 0.00% 0.00% 0.00% 0.00%	1.67% 0.32% 0.00% 0.33% 0.00% 0.00% 0.00% 0.00% 0.00%	20.32% 7.85% 0.04% 0.09% 0.00% 0.00% 0.00% 0.00% 0.00%	1.41% 0.60% 1.44% 0.81% 1.29% 0.00% 0.00% 0.00% 0.00% 0.00% 0.35%	0.90% 0.33% 0.00% 2.21% 0.00% 0.00% 0.25% 0.26% 0.00% 0.82%	0.37% 0.28% 0.13% 12.07% 41.88% 1.83% 3.72% 0.00% 0.00% 0.00% 0.00%	0.68% 0.06% 24.10% 1.50% 2.27% 0.00% 0.27% 0.00% 0.00% 0.00%	23.19% 6.68% 0.00% 0.12% 0.00% 0.00% 0.00% 0.00% 0.00% 0.23%	10.40% 6.94% 0.00% 1.14% 0.00% 0.00% 0.00% 0.00% 0.00%	7.62% 2.54% 2.66% 2.49% 7.16% 0.38% 0.63% 0.03% 0.03% 0.03% 0.00% 0.15%	1.90% 0.32% 0.00% 0.45% 0.25% 0.33% 0.00% 0.00% 0.00% 0.00% 0.00%
	RES OUTSIDE CITY COU ABINGDON-Fairacre AYLESBURY BANBURY BICESTER BICESTER VILLAGE BICESTER-Launcesto BURFORD CARTERTON CARTERTON-West C	NCIL AREA IS RP In Road RP	2.04% 0.32% 0.00% 0.74% 0.54% 0.00% 0.00% 0.00%	1.67% 0.32% 0.00% 0.33% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	20.32% 7.85% 0.04% 0.09% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	1.41% 0.60% 1.44% 0.81% 1.29% 0.00% 0.00% 0.00% 0.00% 0.35% 0.00%	0.90% 0.33% 0.00% 2.21% 0.00% 0.00% 0.25% 0.26% 0.00% 0.82% 0.00%	0.37% 0.28% 0.13% 12.07% 41.88% 1.83% 3.72% 0.00% 0.00% 0.00% 0.00%	0.68% 0.06% 24.10% 1.50% 2.27% 0.00% 0.27% 0.00% 0.00% 0.00% 0.00% 0.00%	23.19% 6.68% 0.00% 0.12% 0.00% 0.00% 0.00% 0.00% 0.00% 0.23% 0.00%	10.40% 6.94% 0.00% 1.14% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	7.62% 2.54% 2.66% 2.49% 7.16% 0.63% 0.63% 0.03% 0.03% 0.03% 0.03% 0.05% 0.05%	1.90% 0.32% 0.00% 0.45% 0.25% 0.33% 0.00% 0.00% 0.00% 0.00%
	RES OUTSIDE CITY COU ABINGDON ABINGDON-Fairacre AYLESBURY BANBURY BICESTER BICESTER BICESTER-Jaunceste BURFORD CARTERTON-West C CHELTENHAM CHINNOR	NCIL AREA Is RP on Road RP Dxfordshire RP	2.04% 0.32% 0.74% 0.19% 0.54% 0.00% 0.00% 0.00% 0.00% 0.00%	1.67% 0.32% 0.00% 0.33% 0.00% 0.00% 0.00% 0.00% 0.00%	20.32% 7.85% 0.04% 0.09% 0.00% 0.00% 0.00% 0.00% 0.00%	1.41% 0.60% 1.44% 0.81% 1.29% 0.00% 0.00% 0.00% 0.00% 0.00% 0.35%	0.90% 0.33% 0.00% 2.21% 0.00% 0.00% 0.25% 0.26% 0.00% 0.82%	0.37% 0.28% 0.13% 12.07% 41.88% 1.83% 3.72% 0.00% 0.00% 0.00% 0.00%	0.68% 0.06% 24.10% 1.50% 2.27% 0.00% 0.27% 0.00% 0.00% 0.00%	23.19% 6.68% 0.00% 0.12% 0.00% 0.00% 0.00% 0.00% 0.00% 0.23%	10.40% 6.94% 0.00% 1.14% 0.00% 0.00% 0.00% 0.00% 0.00%	7.62% 2.54% 2.66% 2.49% 7.16% 0.38% 0.63% 0.03% 0.03% 0.03% 0.00% 0.15%	1.90% 0.32% 0.05% 0.45% 0.33% 0.00% 0.00% 0.00% 0.00% 0.03%
	RES OUTSIDE CITY COU ABINGDON ABINGDON-Fairacre AYLESBURY BICESTER BICESTER VILLAGE BICESTER-Launcesto BUCESTER-Launcesto BUCRTCN CARTERTON CARTERTON-West C CHELTENHAM CHINNOR DIDCOT	NCIL AREA Is RP on Road RP Dxfordshire RP	2.04% 0.32% 0.00% 0.74% 0.19% 0.54% 0.00% 0.00% 0.00% 0.00% 0.05% 0.00% 0.06%	1.67% 0.32% 0.00% 0.33% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	20.32% 7.85% 0.04% 0.19% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	1.41% 0.60% 1.44% 0.81% 1.29% 0.00% 0.00% 0.00% 0.00% 0.35% 0.00%	0.90% 0.33% 0.00% 2.21% 0.00% 0.00% 0.25% 0.26% 0.00% 0.82% 0.00%	0.37% 0.28% 0.13% 12.07% 41.88% 1.83% 3.72% 0.00% 0.00% 0.00% 0.00%	0.68% 0.06% 24.10% 1.50% 2.27% 0.00% 0.27% 0.00% 0.00% 0.00%	23.19% 6.68% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.23% 0.00% 27.52%	10.40% 6.94% 0.00% 1.14% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 5.04%	7.62% 2.54% 2.66% 2.49% 7.16% 0.38% 0.63% 0.03% 0.03% 0.03% 0.03% 0.00% 0.15% 0.08% 6.69%	1.90% 0.032% 0.05% 0.25% 0.33% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%
	RES OUTSIDE CITY COU ABINGDON ABINGDON-Fairacre AYLESBURY BANBURY BICESTER BICESTER BICESTER-Launcesto BURFORD CARTERTON CARTERTON CARTERTON-West C CHELTENHAM CHINNOR DIDCOT-Hadden Hil	NCIL AREA Is RP on Road RP Dxfordshire RP	2.04% 0.32% 0.00% 0.74% 0.54% 0.00% 0.00% 0.00% 0.00% 0.00% 0.06% 0.00%	1.67% 0.32% 0.00% 0.33% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	20.32% 7.85% 0.04% 0.19% 0.09% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	1.41% 0.60% 1.44% 0.81% 1.29% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	0.90% 0.33% 0.00% 2.21% 0.00% 0.00% 0.25% 0.26% 0.00% 0.82% 0.00% 0.00%	0.37% 0.28% 0.13% 12.07% 41.88% 1.83% 3.72% 0.00% 0.00% 0.00% 0.00%	0.68% 0.06% 24.10% 1.50% 2.27% 0.00% 0.27% 0.00% 0.00% 0.00% 0.71% 0.00%	23.19% 6.68% 0.02% 0.00% 0.00% 0.00% 0.00% 0.00% 0.23% 0.00% 2.752% 0.17%	10.40% 6.94% 0.00% 0.00% 1.14% 0.00% 0.00% 0.00% 0.00% 0.00% 5.04%	7.62% 2.54% 2.66% 2.49% 7.16% 0.38% 0.03% 0.03% 0.03% 0.03% 0.03% 0.03% 0.03% 0.03% 0.03% 0.04%	1.90% 0.32% 0.05% 0.25% 0.33% 0.00% 0.00% 0.00% 0.00% 0.00%
	RES OUTSIDE CITY COU ABINGDON - Fairacre ABINGDON-Fairacre AYLESBURY BANBURY BICESTER BICESTER BICESTER-Jaunceste BURFORD CARTERTON-West C CHELTENHAM CHINNOR DIDCOT-Hadden Hill DIDCOT-Wallingford	NCIL AREA Is RP on Road RP Dxfordshire RP	2.04% 0.32% 0.00% 0.74% 0.19% 0.04% 0.00% 0.00% 0.00% 0.05% 0.00% 0.06% 0.00%	1.67% 0.32% 0.00% 0.33% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	20.32% 7.85% 0.04% 0.19% 0.09% 0.00% 0.00% 0.00% 0.00% 0.00% 0.27% 0.00%	1.41% 0.60% 1.44% 0.81% 1.29% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	0.90% 0.33% 0.00% 2.21% 0.00% 0.00% 0.25% 0.00% 0.26% 0.00% 0.82% 0.00% 0.00%	0.37% 0.28% 12.07% 41.88% 1.83% 3.72% 0.00% 0.00% 0.00% 0.00% 0.00%	0.68% 0.06% 24.10% 1.50% 2.27% 0.00% 0.27% 0.00% 0.00% 0.00% 0.00% 0.00%	23.19% 6.68% 0.00% 0.12% 0.00% 0.00% 0.00% 0.00% 0.23% 0.00% 0.23% 0.00% 0.17%	10.40% 6.94% 0.00% 1.14% 0.00% 0.00% 0.00% 0.00% 0.00% 5.04% 0.00%	7.62% 2.54% 2.66% 2.49% 7.16% 0.38% 0.63% 0.03% 0.03% 0.03% 0.03% 0.05% 0.08% 6.69% 0.04% 0.14%	1.90% 0.32% 0.02% 0.45% 0.25% 0.00% 0.00% 0.00% 0.00% 0.03% 0.00%
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HER STO	RES OUTSIDE CITY COU ABINGDON ABINGDON-Fairacre AYLESBURY BANBURY BICESTER BICESTER BICESTER VILLAGE BICESTER VILLAGE BICESTER-Launcesto BURFORD CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON CARTERTON DIDCOT-HADDEN HIDDOT-HADDEN HOLDOT HADDENHAM HENLEY PRINCES RISEBOROI READING SEACOURT TOWER I SWINDON SWINDON-DESIGNET HAME WALLINGFORD WANTAGE WINTAGE	NCIL AREA Is RP In Road RP Dxfordshire RP I RP I Road RP UGH RP	2.04% 0.32% 0.00% 0.74% 0.03% 0.00% 0.00% 0.05% 0.05% 0.05% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	1.67% 0.32% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	20.32% 7.85% 0.04% 0.09% 0.00%	$\begin{array}{c} 1.41\%\\ 0.60\%\\ 1.44\%\\ 0.81\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.00\%\\ 0.43\%\\ 1.43\%\\ 0.06\%\\ 0.43\%\\ 0.43\%\\ 0.00\%\\ 0.43\%\\ 0.00\%\\ 0.43\%\\ 0.00\%\\ 0.25\%\\ 0.00\%\\ 0.25\%\\ 0.00\%\\ 0.25\%\\ 0.00\%\\ 0.20\%\\ 0.00\%$	0.90% 0.33% 0.00% 2.21% 0.00% 0.25% 0.26% 0.00% 0.00% 0.00% 0.00% 0.00% 1.15% 0.00% 1.15% 0.00% 1.24% 0.00% 0.24% 0.00% 0.24% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.25% 0.00%	0.37% 0.28% 0.13% 12.07% 1.83% 1.83% 3.72% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.11% 9.54% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	0.68% 0.06% 24.10% 1.50% 2.27% 0.00% 0.27% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 1.34% 2.25% 0.00% 0.16% 2.25% 0.00% 0.30% 3.59% 0.00% 0.00%	23.19% 6.68% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 27.52% 0.23% 0.00% 27.52% 0.26% 1.08% 0.26% 1.08% 0.26% 1.08% 0.26% 0.26% 0.26% 0.26% 0.22% 0.52% 0.52% 0.26%	10.40% 6.94% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.10% 0.00% 0.27% 0.00% 0.27% 0.00% 0.27% 0.00% 0.27% 0.00% 0.27% 0.00% 0.27% 0.00% 0.25% 0.00% 0.25% 0.00% 0.09% 0.00%	7.62% 2.54% 2.66% 2.49% 7.16% 0.38% 0.03% 0.03% 0.03% 0.03% 0.03% 0.03% 0.03% 0.04% 0.14% 0.04% 0.14% 0.08% 4.18% 0.08% 4.18% 0.06% 3.58% 0.17% 0.79% 0.16% 2.32% 0.48% 2.48% 2.48% 7.84% 0.08%	0.32% 0.00% 0.45% 0.25% 0.33% 0.00% 0.00%

	hopping and other Specia									_	TOTAL	LOCAL AUTHO
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	STUDY AREA	AREA
		£245.43 £m	£162.27 £m	£62.00 £m	£40.65 £m	£165.23 £m	£269.17 £m	£162.61 £m	£391.33 £m	£131.41 £m	£1,630.11 £m	£407.70 Zones 1-
FORD CITY CENTRE	SUB TIOTAL:	£117.22	£55.92	£20.22	£16.60	£14.88	£35.56	£14.58	£69.24	£19.18	£363.42	£173.1
COWLEY CENTRE	Primary District	£7.56	£45.34	£2.97	£6.36	£0.51	£1.76	£6.80	£5.77	£1.35	£78.42	£52.90
SUMMERTOWN	Secondary District	£12.10	£0.50	£0.10	£0.05	£0.00	£0.07	£0.00	£0.00	£0.00	£12.81	£12.6
HEADINGTON	Secondary District	£13.15	£2.15	£0.25	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£15.58	£15.3
COWLEY ROAD	Secondary District	£2.35	£4.43	£1.20	£0.00	£0.00	£0.00	£0.00	£0.32	£0.31	£8.61	£6.78
BLACKBIRD LEYS	Secondary District	£0.12	£1.51	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£1.64	£1.63
	SUB TOTAL:	£35.3	£53.9	£4.5	£6.5	£0.5	£1.8	£6.8	£6.1	£1.7	£117.1	£89.2
HER LOCAL/ NEIGHBOURHOOD BARTON	CENTRES WITHIN CITY COUI	£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		£0.96	£4.14	£0.21	£0.14	£0.00	£0.00	£0.00	£0.91	£0.00	£6.36	£5.10
MARSTON		£0.46	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.79	£0.79
NEW BOTLEY		£0.00	£0.05	£1.32	£0.03	£0.38	£0.00	£0.00	£0.48	£0.00	£2.25	£0.05
NEW HEADINGTON		£4.99	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£5.04	£4.99
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		£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	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.70	£0.70
TEMPLE COWLEY		£0.00	£0.77	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.82	£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	£0.90	£0.76	£0.00	£1.67	£0.00
WILKINS ROAD WOOD FARM		£0.12 £0.00	£0.00 £0.00	£0.00 £0.00	£0.08 £0.00	£0.21 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.41 £0.00	£0.12 £0.00
WOOD FARM	SUB TOTAL:	£7.9	£5.6	£1.5	£0.4	£0.6	£0.00	£0.00	£2.3	£0.00	£19.2	£13.5
AJOR OUT-OF-CENTRE SHOPPING	LOCATIONS / STORES:											
BOTLEY ROAD RP		£29.12	£18.44	£11.02	£2.83	£10.95	£14.93	£0.38	£7.86	£3.47	£99.00	£47.5
OXFORD RP		£2.08	£11.56	£0.00	£0.56	£1.03	£0.17	£0.10	£0.12	£0.00	£15.62	£13.6
HORSPATH Driftway		£7.57	£1.60	£0.00	£1.09	£0.00	£0.00	£0.00	£0.14	£0.00	£10.39	
HORSPATH Driftway	SUB TOTAL:	£7.57 £38.8 £199.17	£1.60 £31.6 £147.10	£0.00 £11.0 £37.29	£1.09 £4.5 £27.90	£0.00 £12.0 £27.95	£0.00 £15.1 £52.49	£0.00 £0.5 £22.76	£0.14 £8.1 £85.72	£0.00 £3.5 £24.32	£10.39 £125.0 £624.70	£9.16 £70.4 £346.2
	SUB TOTAL:	£38.8	£31.6	£11.0	£4.5	£12.0	£15.1	£0.5	£8.1	£3.5	£125.0	£70.4
L CENTRES / STORES IN OXFO	SUB TOTAL: RD CITY AREA: NCIL AREA	£38.8 £199.17	£31.6 £147.10	£11.0 £37.29	£4.5 £27.90	£12.0 £27.95	£15.1 £52.49	£0.5 £22.76	£8.1 £85.72	£3.5 £24.32	£125.0 £624.70	£70.4 £346.2
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FORD CITY CENTRE	SUB TOTAL: TRADE DRAW	32%	15%	6%	5%	4%	10%	4%	19%	5%	100%	48%
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TRICT CENTRES	MN Cocondon District	94%	4%	10/	0%	0%	10/	0%	0%	09/	100%	0.00/
SUMMERTO COWLEY CEN		94% 10%	4% 58%	1% 4%	0% 8%	0% 1%	1% 2%	0% 9%	0% 7%	0% 2%	100% 100%	98% 67%
HEADINGTO	,	84%	14%	4% 2%	0%	0%	2%	0%	0%	2%	100%	98%
COWLEY ROA		27%	51%	14%	0%	0%	0%	0%	4%	4%	100%	79%
BLACKBIRD L	,	7%	92%	0%	1%	0%	0%	0%	4%	4%	100%	99%
BLACKBIND	EYS Secondary District SUB TOTAL: TRADE DRAW		46%	4%	6%	0%	2%	6%	5%	1%	100%	76%
HER LOCAL/ NEIGHBOUI BARTON	RHOOD CENTRES WITHIN CITY COUNCIL	L AREA 100%	0%	0%	0%	0%	0%	0%	0%	0%	100%	100%
CUTTESLOW	E	-	-	-	-	-	-	-	-	-	-	-
GRANDPON		-	-	-	-	-	-	-	-	-	-	-
HOLLOW WA	Y	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 HEADIN	IGTON	99%	0%	0%	1%	0%	0%	0%	0%	0%	100%	99%
NEW HINKSE		-	-	-	-	-	-	-	-	-	-	-
NEW MARST RISINGHURS		100%	0%	0%	0%	0%	0%	0%	0%	0%	100%	100%
ROSE HILL	•	59%	41%	0%	0%	0%	0%	0%	0%	0%	100%	100%
TEMPLE COV	/LEY	0%	94%	0%	6%	0%	0%	0%	0%	0%	100%	94%
WALTON MA		-	-	-	-	-	-	-	-	-		-
WATLINGTO		0%	0%	0%	1%	0%	0%	54%	45%	0%	100%	0%
WILKINS RO		29%	0%	0%	19%	52%	0%	0%	0%	0%	100%	29%
WOOD FAR		-	-	-	-	-	-	-	-	-	-	-
	SUB TOTAL: TRADE DRAW	41%	29%	8%	2%	3%	0%	5%	12%	0%	100%	71%
BOTLEY ROA	OPPING LOCATIONS / STORES:	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 D	riftway RP	73%	15%	0%	10%	0%	0%	0%	1%	0%	100%	88%
	SUB TOTAL: TRADE DRAW		25%	9%	4%	10%	12%	0%	6%	3%	100%	56%
		37%	24%	6%	1%	4%	8%	4%	14%	4%	100%	55%
	DRES IN OXFORD CITY AREA:	32%	24%	6%	4%	4%	8%	4%	14%	4%	100%	55%
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HER STORES OUTSIDE CI ABINGDON	TY COUNCIL AREA	4%	2%	10%	0%	1%	1%	1%	70%	11%	100%	6%
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	pping and other Special F	onns of muu	ing		_							
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHO
		£247.16 £m	£163.96 £m	£62.60 £m	£40.97 £m	£167.23 £m	£272.14 £m	£164.48 £m	£395.26 £m	£132.71 £m	£1,646.51 £m	£411.12 Zones 1-2
KFORD CITY CENTRE		£118.05	£56.51	£20.41	£16.73	£15.06	£35.95	£14.75	£69.94	£19.37	£366.78	£174.56
		1110.05	150.51	120.41	110.75	215.00	133.33	114.75	105.54	115.57	1300.70	11/4.50
SUMMERTOWN	Secondary District	£12.19	£0.51	£0.10	£0.05	£0.00	£0.07	£0.00	£0.00	£0.00	£12.91	£12.70
	Primary District	£7.61	£45.81	£3.00	£6.41	£0.51	£1.78	£6.88	£5.83	£1.37	£79.19	£53.43
	Secondary District	£13.24	£2.17	£0.26	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£15.70	£15.41
	Secondary District	£2.37	£4.48	£1.21	£0.00	£0.00	£0.00	£0.00	£0.32	£0.31	£8.69	£6.85
BLACKBIRD LEYS	Secondary District	£0.12	£1.52	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£1.66	£1.64
THER LOCAL/ NEIGHBOURHOOD CE BARTON	NTRES WITHIN CITY COUNC	IL AREA £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	£0.00 £0.00	£0.00 £0.00	£0.00	£0.00 £0.86	£0.00
NEW MARSTON RISINGHURST		£0.86 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.86 £0.00	£0.86 £0.00
ROSE HILL		£0.00 £0.42	£0.00	£0.00	£0.00	£0.00 £0.00	£0.00	£0.00	£0.00	£0.00	£0.00 £0.71	£0.00 £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
JOR OUT-OF-CENTRE SHOPPING L	DCATIONS / 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 HORSPATH Driftway R		£2.10 £7.62	£11.68 £1.61	£0.00 £0.00	£0.57 £1.10	£1.04 £0.00	£0.17 £0.00	£0.10 £0.00	£0.12 £0.14	£0.00 £0.00	£15.78 £10.47	£13.78 £9.24
ford 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
ABINGDON ABINGDON-Fairacres F AYLESBURY	P	£5.04 £0.79 £0.00	£2.74 £0.53 £0.00	£12.72 £4.91 £0.03	£0.58 £0.24 £0.59	£1.50 £0.55 £0.00	£1.00 £0.76 £0.36	£1.12 £0.10 £39.64	£91.67 £26.39 £0.00	£13.80 £9.20 £0.00	£130.18 £43.48 £40.62	£7.79 £1.32 £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 Oxf	ordshire 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 R		£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.66	£0.00	£0.75	£0.10
DIDCOT-Wallingford R	Dad KP	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.37	£0.14	£2.51	£0.00
HADDENHAM HENLEY		£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£2.20 £0.27	£0.00 £1.04	£0.00 £0.00	£2.20 £1.32	£0.00 £0.00
HIGH WYCOMBE		£0.00 £9.12	£0.00 £5.11	£0.00 £1.24	£0.00 £3.05	£0.00 £1.92	£0.00 £3.72	£0.27 £36.59	£1.04 £4.26	£0.00 £0.35	£1.32 £65.36	£0.00 £14.23
THOLE WE CONDL		£3.66	£0.17	£1.24 £0.00	£0.00	£0.00	£7.84	£0.00	£0.19	£0.00	£11.86	£3.83
KIDLINGTON				20.00	20.00		£0.30	£1.92	£2.52	£1.91	£13.12	£5.59
KIDLINGTON LONDON		£4.96	£0.63	£0.30	£0.17	£0.40					£43.34	£2.77
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	DDS - 2022 MARKET SHA pping and other Special		ling									
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHO AREA
		£274.38 £m	£184.46 £m	£70.44 £m	£45.92 £m	£191.16 £m	£308.88 £m	£187.63 £m	£447.52 £m	£150.40 £m	£1,860.79 £m	£458.84 Zones 1-2
KFORD CITY CENTRE		£131.05	£63.57	£22.97	£18.75	£17.22	£40.81	£16.82	£79.19	£21.95	£412.33	£194.62
		2151.05	200.07		210.75	217.22	210.01	210.02	275.25	111.55	2412.00	2101.02
SUMMERTOWN S	econdary District	£13.53	£0.57	£0.11	£0.06	£0.00	£0.08	£0.00	£0.00	£0.00	£14.34	£14.10
	rimary District	£8.45	£51.54	£3.37	£7.18	£0.58	£2.02	£7.85	£6.60	£1.55	£89.15	£59.99
	econdary 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 S	econdary 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 S	econdary District	£0.13	£1.71	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£1.87	£1.85
THER LOCAL/ NEIGHBOURHOOD CEN BARTON	TRES WITHIN CITY COUN	CIL AREA £0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.10
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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 ROSE HILL		£0.00 £0.47	£0.00 £0.32	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.79	£0.00 £0.79
TEMPLE COWLEY		£0.47 £0.00	£0.32 £0.87	£0.00 £0.00	£0.00 £0.06	£0.00 £0.00	£0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.79 £0.93	£0.79 £0.87
WALTON MANOR		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95	£0.87
WATLINGTON		£0.00	£0.00	£0.00	£0.00	£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
JOR OUT-OF-CENTRE SHOPPING LO	CATIONS / 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
HORSPATH Driftway RP ord City Council Area		£8.46 £222.66	£1.81 £167.21	£0.00 £42.37	£1.23 £31.51	£0.00 £32.34	£0.00 £60.23	£0.00 £26.26	£0.16 £98.02	£0.00 £27.84	£11.66 £708.45	£10.28 £389.8
ABINGDON ABINGDON-Fairacres R AYLESBURY	p	£5.60 £0.87 £0.00	£3.09 £0.60 £0.00	£14.32 £5.53 £0.03	£0.65 £0.27 £0.66	£1.72 £0.63 £0.00	£1.14 £0.86 £0.41	£1.28 £0.11 £45.22	£103.78 £29.88 £0.00	£15.64 £10.43 £0.00	£147.21 £49.19 £46.32	£8.69 £1.47 £0.00
BANBURY		£2.03	£0.00	£0.03	£0.88 £0.37	£0.00 £4.23	£37.28	£45.22 £2.81	£0.00	£0.00	£40.32 £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 R	oad 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 Oxfo	rdshire 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 Ro	ad RP	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.68	£0.16	£2.84	£0.00
HADDENHAM HENLEY		£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£2.51 £0.31	£0.00 £1.18	£0.00 £0.00	£2.51 £1.49	£0.00 £0.00
HIGH WYCOMBE		£0.00 £10.12	£0.00 £5.75	£0.00 £1.39	£0.00 £3.41	£0.00 £2.19	£0.00 £4.23	£0.31 £41.74	£1.18 £4.83	£0.00 £0.40	£1.49 £74.07	£0.00 £15.88
KIDLINGTON		£10.12 £4.06	£0.19	£0.00	£0.00	£0.00	£4.25 £8.90	£0.00	£4.85 £0.21	£0.40 £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	£12.19	£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
	ł	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.53	£0.00	£1.10	£0.00
PRINCES RISEBOROUGH		£10.25	£1.08	£0.63	£0.20	£0.31	£0.00	£6.74	£44.12	£4.37	£67.71	£11.3
PRINCES RISEBOROUGH READING		64.44	£0.10	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£1.45	£3.15	£1.54
READING SEACOURT TOWER RP		£1.44		£0.00	£0.00	£8.22	£0.00	£0.00	£2.40	£3.82	£15.25	£0.81
READING SEACOURT TOWER RP SWINDON		£0.00	£0.81			£0.07	£0.00	£0.00	£0.54	£2.40	£3.02	£0.00
READING SEACOURT TOWER RP SWINDON SWINDON-Designer Ou	tlet	£0.00 £0.00	£0.00	£0.00	£0.00				£0.60	£0.00	£40.43	£0.26
READING SEACOURT TOWER RP SWINDON SWINDON-Designer Ou THAME	tlet	£0.00 £0.00 £0.26	£0.00 £0.00	£0.00	£1.86	£0.00	£0.37	£37.34				
READING SEACOURT TOWER RP SWINDON SWINDON-Designer Ou THAME WALLINGFORD	tlet	£0.00 £0.00 £0.26 £0.00	£0.00 £0.00 £0.00	£0.00 £0.00	£1.86 £0.12	£0.00	£0.00	£0.00	£9.20	£0.11	£9.43	
READING SEACOURT TOWER RP SWINDON SWINDON-Designer Ou THAME WALLINGFORD WANTAGE	tlet	£0.00 £0.00 £0.26 £0.00 £0.00	£0.00 £0.00 £0.00 £0.00	£0.00 £0.00 £0.03	£1.86 £0.12 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£9.20 £2.33	£0.11 £45.60	£9.43 £47.95	£0.00
READING SEACOURT TOWER RP SWINDON SWINDON-Designer Ou THAME WALLINGFORD	tlet	£0.00 £0.00 £0.26 £0.00	£0.00 £0.00 £0.00	£0.00 £0.00	£1.86 £0.12	£0.00	£0.00	£0.00	£9.20	£0.11	£9.43	£0.00 £0.00 £2.05 £0.10
READING SEACOURT TOWER RP SWINDON SWINDON-Designer Ou THAME WALLINGFORD WANTAGE WITNEY		£0.00 £0.00 £0.26 £0.00 £0.00 £2.05	£0.00 £0.00 £0.00 £0.00 £0.00	£0.00 £0.00 £0.03 £2.04	£1.86 £0.12 £0.00 £0.11	£0.00 £0.00 £133.75	£0.00 £0.00 £8.13	£0.00 £0.00 £0.00	£9.20 £2.33 £1.13	£0.11 £45.60 £4.26	£9.43 £47.95 £151.46	£0.00 £2.05
READING SEACOURT TOWER RP SWINDON SWINDON-Designer Ou THAME WALLINGFORD WANTAGE WITNEY WOODSTOCK ALL OTHER CENTRES / ST		£0.00 £0.00 £0.26 £0.00 £2.05 £0.10 £5.23	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00	£0.00 £0.00 £0.03 £2.04 £0.11 £3.05	£1.86 £0.12 £0.00 £0.11 £0.00 £4.98	£0.00 £0.00 £133.75 £0.09 £2.21	£0.00 £0.00 £8.13 £1.29 £9.73	£0.00 £0.00 £0.00 £0.00 £1.97	£9.20 £2.33 £1.13 £0.00 £6.88	£0.11 £45.60 £4.26 £0.00 £2.81	f9.43 f47.95 f151.46 f1.59 f39.87	£0.00 £2.05 £0.10 £8.23
READING SEACOURT TOWER RP SWINDON SWINDON-Designer Ou THAME WALLINGFORD WANTAGE WITNEY WOODSTOCK		£0.00 £0.26 £0.00 £0.00 £2.05 £0.10	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00	£0.00 £0.00 £0.03 £2.04 £0.11	£1.86 £0.12 £0.00 £0.11 £0.00	£0.00 £0.00 £133.75 £0.09	£0.00 £0.00 £8.13 £1.29	£0.00 £0.00 £0.00 £0.00	£9.20 £2.33 £1.13 £0.00	£0.11 £45.60 £4.26 £0.00	£9.43 £47.95 £151.46 £1.59	£0.00 £2.05 £0.10
READING SEACOURT TOWER RP SWINDON SWINDON-Designer Ou THAME WALLINGFORD WANTAGE WITNEY WOODSTOCK ALL OTHER CENTRES / ST		£0.00 £0.00 £0.26 £0.00 £2.05 £0.10 £5.23	£0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00	£0.00 £0.00 £0.03 £2.04 £0.11 £3.05	£1.86 £0.12 £0.00 £0.11 £0.00 £4.98	£0.00 £0.00 £133.75 £0.09 £2.21	£0.00 £0.00 £8.13 £1.29 £9.73	£0.00 £0.00 £0.00 £0.00 £1.97	£9.20 £2.33 £1.13 £0.00 £6.88	£0.11 £45.60 £4.26 £0.00 £2.81	f9.43 f47.95 f151.46 f1.59 f39.87	£0.00 £2.05 £0.10 £8.23

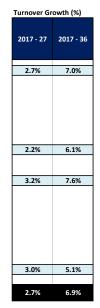
other (Centres / stores		£61.42	£20.78	£33.27	£16.98	£190.62	£296.62	£193.59	£416.46	£146.48	£1,376.22	£82.20
- 41													
	ALL OTHER CENTRES	/ STORES:	£6.21	£3.61	£3.62	£5.87	£2.66	£11.61	£2.36	£8.19	£3.36	£47.50	£9.82
	WOODSTOCK		£0.12	£0.00	£0.13	£0.00	£0.11	£1.53	£0.00	£0.00	£0.00	£1.90	£0.12
	WANTAGE WITNEY		£0.00 £2.43	£0.00 £0.00	£0.03 £2.42	£0.00 £0.13	£0.00 £160.53	£0.00 £9.70	£0.00 £0.00	£2.77 £1.34	£54.50 £5.09	£57.30 £181.64	£0.00 £2.43
	WALLINGFORD		£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£10.97	£0.14	£11.24	£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
	SWINDON-Designe	r Outlet	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.65	£2.87	£3.60	£0.00
	SWINDON		£1.71 £0.00	£0.12 £0.98	£0.00	£0.00	£9.87	£0.00	£0.00	£0.00 £2.86	£4.56	£18.27	£0.98
	READING SEACOURT TOWER	RP	£12.17 £1.71	£1.31 £0.12	£0.75 £0.19	£0.23 £0.00	£0.38 £0.00	£0.00 £0.00	£8.09 £0.00	£52.58 £0.00	£5.22 £1.73	£80.72 £3.75	£13.48 £1.83
	PRINCES RISEBORO	UGH	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	£0.63	£0.00	£1.31	£0.00
	NEWBURY		£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£12.92	£22.20	£35.32	£0.00
	MILTON KEYNES		£2.25	£1.44	£0.07	£0.77	£2.85	£35.14	£14.97	£0.00	£1.30	£58.80	£3.69
	LONDON		£4.82 £6.54	£0.23 £0.85	£0.00 £0.40	£0.00 £0.23	£0.00 £0.55	£10.61 £0.41	£0.00 £2.63	£0.25 £3.40	£0.00 £2.59	£15.92 £17.60	£5.06 £7.39
	HIGH WYCOMBE KIDLINGTON		£12.02 £4.82	£6.93 £0.23	£1.65 £0.00	£4.02 £0.00	£2.63 £0.00	£5.04 £10.61	£50.07 £0.00	£5.75 £0.25	£0.48 £0.00	£88.61 £15.92	£18.96 £5.06
	HENLEY		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£1.41	£0.00	£1.78	£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
	DIDCOT-Wallingfor		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.19	£0.19	£3.38	£0.00
	DIDCOT-Hadden Hi	ll RP	£0.19 £0.00	£0.00 £0.13	£0.25	£0.00	£0.00	£0.00	£0.00 £0.00	£0.89	£0.00	£1.02	£0.19
	CHINNOR DIDCOT		£0.00 £0.19	£0.00 £0.00	£0.00 £0.23	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£1.60 £0.00	£0.00 £146.77	£0.00 £9.07	£1.60 £156.25	£0.00 £0.19
	CHELTENHAM		£0.16	£0.00	£0.00	£0.19	£1.88	£0.00	£0.00	£1.25	£0.00	£3.48	£0.16
	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
	CARTERTON		£0.00	£0.00	£0.00	£0.00	£0.60	£0.00	£0.00	£0.00	£0.00	£0.60	£0.00
	BICESTER-Launcest BURFORD	on nodu nr	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.58	£13.72 £0.00	£0.60 £0.00	£0.00 £0.00	£0.00 £0.00	£14.32 £0.58	£0.00 £0.00
	BICESTER VILLAGE	an Road PR	£1.75 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£6.73 £13.72	£0.00 £0.60	£0.00 £0.00	£0.00 £0.00	£8.48 £14.32	£1.75 £0.00
	BICESTER		£0.62	£0.73	£0.07	£0.70	£0.00	£154.32	£5.12	£0.00	£2.04	£163.61	£1.36
	BANBURY		£2.41	£0.00	£0.16	£0.44	£5.08	£44.48	£3.38	£0.63	£0.00	£56.58	£2.41
	AVLESBURY	53 M.	£1.04 £0.00	£0.72 £0.00	£0.03	£0.32 £0.78	£0.75 £0.00	£1.03 £0.49	£0.14 £54.25	£35.60 £0.00	£12.47 £0.00	£58.62 £55.55	£1.76 £0.00
	ABINGDON ABINGDON-Fairacr	es RP	£6.65 £1.04	£3.72 £0.72	£16.96 £6.55	£0.76 £0.32	£2.06 £0.75	£1.36 £1.03	£1.54 £0.14	£123.67 £35.60	£18.69 £12.47	£175.41 £58.62	£10.37 £1.76
ER STC	DRES OUTSIDE CITY COU	NCIL AREA		co =0	<i>cac cc</i>	co =c	ca	64 65	ca = -	C422 57	C40	CA 75	
ord Cit	ty Council Area	,	£264.44	£201.47	£50.20	£37.14	£38.82	£71.86	£31.51	£116.81	£33.27	£845.50	£465.9
	HORSPATH Driftwa	v RP	£2.77 £10.05	£15.84 £2.19	£0.00 £0.00	£0.75 £1.45	£1.42 £0.00	£0.23 £0.00	£0.14 £0.00	£0.16 £0.19	£0.00 £0.00	£21.31 £13.87	£18.60 £12.24
	BOTLEY ROAD RP OXFORD RP		£38.66 £2.77	£25.25 £15.84	£14.84 £0.00	£3.76 £0.75	£15.20 £1.42	£20.44 £0.23	£0.53 £0.14	£10.71 £0.16	£4.75 £0.00	£134.15 £21.31	£63.91 £18.60
OR OU		G LOCATIONS / STORES:	c20.cc	C25 25	C14 04	c2 7C	C1E 20	620.44	co 53	C10 74	64.75	C124 45	
	WOOD FARM		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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
	WATLINGTON		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.25	£1.04	£0.00	£2.30	£0.00
	TEMPLE COWLEY WALTON MANOR		£0.00 £0.00	£1.05 £0.00	£0.00 £0.00	£0.07 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£1.12 £0.00	£1.05 £0.00
	ROSE HILL		£0.55	£0.39	£0.00 £0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.94	£0.94
	RISINGHURST		£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
	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 HEADINGTON		£6.62	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£6.70	£6.62
	MARSTON NEW BOTLEY		£0.61 £0.00	£0.45 £0.07	£0.00 £1.78	£0.00 £0.04	£0.00 £0.53	£0.00 £0.00	£0.00 £0.00	£0.00 £0.65	£0.00 £0.00	£1.06 £3.06	£1.06 £0.07
	LITTLEMORE		£1.28	£5.66	£0.29	£0.18	£0.00	£0.00	£0.00	£1.24	£0.00	£8.66	£6.94
	IFFLEY ROAD		£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11
	HOLLOW WAY		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.17	£0.00
	CUTTESLOWE GRANDPONT		£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00
	BARTON		£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.12
ER LOC	CAL/ NEIGHBOURHOOD	CENTRES WITHIN CITY COUR	ICIL AREA										
	BLACKBIRD LEYS	Secondary District	£0.16	£2.06	£0.00	£0.00	£0.00	£0.00	£0.00 £0.00	£0.44 £0.00	£0.42 £0.00	£2.25	£9.19 £2.22
	HEADINGTON COWLEY ROAD	Secondary District Secondary District	£17.46 £3.12	£2.95 £6.07	£0.34 £1.61	£0.04 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.44	£0.00 £0.42	£20.79 £11.67	£20.40 £9.19
	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
	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
RICT C	ENTRES												
ORD CI	TY CENTRE		£155.64	£76.59	£27.22	£22.10	£20.67	£48.68	£20.18	£94.36	£26.24	£491.68	£232.2
			£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	Zones 1-2
			£325.86	£222.25	£83.47	£54.11	£229,44	£368.48	£225.10	£533.26	£179.75	£2,221.72	£548.11
			Lone 1	20110 2	20110-5	20116 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	STUDY AREA	AREA
			Zone 1	Zone 2	Zone 3	Zone 4	3 F	7	7 7	7 0	7 0	TOTAL	LOCAL AUTHO

International line International linternatin linternational line International li				ing								TOTAL	LOCAL AUTHO
etcforforforforforforforforforforforCOUNTYC			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9		LOCAL AUTHO AREA
THE CONTROL SCORE POINT 1 13.0 10.0 10.0 10.0 10.0 10.0 10.0 10													£653.12 Zones 1-2
Bar Additional Priority Disk End 20 PLA PLA <t< th=""><th>FORD CITY CENTRE</th><th></th><th>£184.76</th><th>£91.77</th><th>£32.18</th><th>£26.04</th><th>£24.71</th><th>£57.98</th><th>£24.14</th><th>£112.27</th><th>£31.21</th><th>£599.45</th><th>£276.5</th></t<>	FORD CITY CENTRE		£184.76	£91.77	£32.18	£26.04	£24.71	£57.98	£24.14	£112.27	£31.21	£599.45	£276.5
Bar MarketTOW Secondary District E190 60.20 60.00 6	TRICT CENTRES												
Head NetTon Secondary District 2.0.7.2 6.3.5 6.0.40 6.0.0		condary District	£19.08	£0.82	£0.15	£0.08	£0.00	£0.11	£0.00	£0.00	£0.00	£22.07	£19.90
Head Endow Endow <th< td=""><td>COWLEY CENTRE Pr</td><td>mary District</td><td>£11.92</td><td>£74.41</td><td>£4.72</td><td>£9.97</td><td>£0.84</td><td>£2.88</td><td>£11.26</td><td>£9.35</td><td>£2.20</td><td>£131.15</td><td>£86.32</td></th<>	COWLEY CENTRE Pr	mary District	£11.92	£74.41	£4.72	£9.97	£0.84	£2.88	£11.26	£9.35	£2.20	£131.15	£86.32
BLACEBIND LEYS Secondary Dutrict E119 E1247 E010 E0.00 E0.			£20.72	£3.53	£0.40	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£26.74	£24.2
Cold / MECHA (MECHA GUNROL CHATHER WITHIN CATY COUNCE AREA Barton Chi 1 Chi 3 Chi 0 Chi 0 <thchi 0<="" th=""></thchi>													£10.9
MATCN ED.14 ED.00 ED.00 <th< td=""><td></td><td></td><td></td><td>£2.47</td><td>£0.00</td><td>£0.03</td><td>£0.00</td><td>£0.00</td><td>£0.00</td><td>£0.00</td><td>£0.00</td><td>£2.75</td><td>£2.66</td></th<>				£2.47	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£2.75	£2.66
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	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
AL £386.83 £266.29 £98.68 £63.75 £274.28 £438.88 £269.27 £634.47 £213.78 £2,646.23 £													£653.1

			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHO AREA
			£442.38 £m	£307.11 £m	£112.80 £m	£72.80 £m	£317.23 £m	£505.79 £m	£310.83 £m	£729.02 £m	£245.49 £m	£3,043.47 £m	£749.50 Zones 1-2
FORD CITY CE	ENTRE		£211.29	£105.84	£36.78	£29.74	£28.58	£66.82	£27.87	£129.00	£35.83	£671.75	£317.13
STRICT CENTRI	RES												
	JMMERTOWN	Secondary District	£21.81	£0.95	£0.17	£0.09	£0.00	£0.12	£0.00	£0.00	£0.00	£23.15	£22.76
CO	OWLEY 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
HE	EADINGTON	Secondary District	£23.70	£4.07	£0.46	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£28.29	£27.77
	OWLEY ROAD ACKBIRD LEYS	Secondary District Secondary District	£4.24 £0.21	£8.39 £2.85	£2.18 £0.00	£0.00 £0.03	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.60 £0.00	£0.58 £0.00	£15.98 £3.10	£12.63 £3.07
HER LOCAL/ N	NEIGHBOURHOOD	CENTRES WITHIN CITY COU	NCIL AREA										
	ARTON		£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.16
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	RANDPONT		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	OLLOW WAY		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	£0.23	£0.00
	FLEY ROAD TTLEMORE		£0.00 £1.74	£0.16 £7.83	£0.00 £0.39	£0.00 £0.24	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £1.70	£0.00 £0.00	£0.16 £11.90	£0.16 £9.56
	ARSTON		£0.83	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.45	£1.45
	EW BOTLEY		£0.00	£0.02	£2.40	£0.05	£0.73	£0.00	£0.00	£0.89	£0.00	£4.16	£0.09
	EW HEADINGTON		£8.99	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£9.09	£8.99
	EW HINKSEY		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
NE	EW MARSTON		£1.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£1.55
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	OSE HILL		£0.75	£0.54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.29	£1.29
	EMPLE COWLEY		£0.00	£1.45	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£1.54	£1.45
	ALTON MANOR		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	ILKINS ROAD		£0.00 £0.21	£0.00 £0.00	£0.00 £0.00	£0.02 £0.14	£0.00 £0.40	£0.00 £0.00	£1.72 £0.00	£1.42 £0.00	£0.00 £0.00	£3.16 £0.76	£0.00 £0.21
	OOD FARM		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
IOR OUT-OF-	-CENTRE SHOPPING	LOCATIONS / STORES:											
BO	OTLEY ROAD RP		£52.48	£34.89	£20.06	£5.06	£21.02	£28.06	£0.73	£14.64	£6.49	£183.43	£87.3
	XFORD RP		£3.76	£21.88	£0.00	£1.01	£1.97	£0.32	£0.19	£0.22	£0.00	£29.35	£25.6
HC ford City Cou	ORSPATH Driftway	RP	£13.64 £359.00	£3.02 £278.40	£0.00 £67.84	£1.95 £49.96	£0.00 £53.67	£0.00 £98.63	£0.00 £43.51	£0.25 £159.69	£0.00 £45.44	£18.86 £1,156.13	£16.66 £637.3
AB	BINGDON BINGDON-Fairacre	s RP	£9.02 £1.41	£5.14 £0.99 £0.00	£22.93 £8.85 £0.05	£1.03 £0.43	£2.85 £1.04 £0.00	£1.87 £1.41	£2.12 £0.19 £74.91	£169.07 £48.67 £0.00	£25.53 £17.03	£239.55 £80.03	£14.1 £2.40 £0.00
	LESBURY		£0.00			£1.05		£0.67 £61.05	£74.91 £4.66		£0.00	£76.68	
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	ANBURY CESTER		£3.27 £0.85	£0.00 £1.01	£0.22 £0.10	£0.59 £0.94	£7.02 £0.00			£0.87 £0.00	£0.00 £2.79	£77.69 £224.59	£3.27
BIG	CESTER		£0.85	£0.00 £1.01 £0.00	£0.22 £0.10 £0.00	£0.59 £0.94 £0.00	£0.00	£211.83	£7.06	£0.00 £0.00	£2.79	£224.59	£3.27 £1.86
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		Estimated 'Inflow' from Outside Study Area (Zones 1- 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
		DEA	£137.6	£137.6	£137.4	£140.6	£143.8	£146.1
OTHER LOCAL / NEIGHBOURHOOD CEI		REA 5%	£137.6 £36.2	£137.6 £36.2	£137.4 £36.5	£140.6 £37.4	£143.8 £38.3	£146.1 £39.0
	NTRES WITHIN CITY COUNCIL A				-			
	NTRES WITHIN CITY COUNCIL A				-			
OUT-OF-CENTRE	NTRES WITHIN CITY COUNCIL AF	5%	£36.2	£36.2	£36.5	£37.4	£38.3	£39.0
OUT-OF-CENTRE OXFORD RETAIL PARK	TRES WITHIN CITY COUNCIL AN SUB TOTAL	5%	£36.2 £41.2	£36.2 £41.3	£36.5 £41.5	£37.4 £42.7	£38.3 £43.8	£39.0 £44.7
OUT-OF-CENTRE OXFORD RETAIL PARK BOTLEY ROAD	TRES WITHIN CITY COUNCIL AI	5% 5% 5%	£36.2 £41.2 £22.2	£36.2 £41.3 £22.2	£36.5 £41.5 £22.3	£37.4 £42.7 £22.8	£38.3 £43.8 £23.3	£39.0 £44.7 £23.6
OUT-OF-CENTRE OXFORD RETAIL PARK BOTLEY ROAD BOTLEY ROAD	TESCO SUPERSTORE ALDI WAITROSE	5% 5% 5% 5%	£36.2 £41.2 £22.2 £18.1	£36.2 £41.3 £22.2 £18.2	£36.5 £41.5 £22.3 £18.1	£37.4 £42.7 £22.8 £18.5	£38.3 £43.8 £23.3 £18.9	£39.0 £44.7 £23.6 £19.2
OUT-OF-CENTRE OXFORD RETAIL PARK BOTLEY ROAD BOTLEY ROAD HEYFORD HILL	TESCO SUPERSTORE ALDI WAITROSE SAINSBURYS	5% 5% 5% 5% 5%	£36.2 £41.2 £22.2 £18.1 £71.5	£36.2 £41.3 £22.2 £18.2 £71.6	£36.5 £41.5 £22.3 £18.1 £71.9	£37.4 £42.7 £22.8 £18.5 £73.8	£38.3 £43.8 £23.3 £18.9 £75.7	£39.0 £ 44.7 £23.6 £19.2 £77.1
BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE	TESCO SUPERSTORE ALDI WAITROSE SAINSBURYS WAITROSE	5% 5% 5% 5% 5%	£36.2 £41.2 £22.2 £18.1 £71.5 £0.2	£36.2 £41.3 £22.2 £18.2 £71.6 £0.2	£36.5 £41.5 £22.3 £18.1 £71.9 £0.2	£37.4 £42.7 £22.8 £18.5 £73.8 £0.3	£38.3 £43.8 £23.3 £18.9 £75.7 £0.3	£39.0 £44.7 £23.6 £19.2 £77.1 £0.3

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



'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 populatons and the location/level of competition of 'like-for-like' facilities in neighbouring authorities both within and outside the study area.

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

		LPA Planning Ref	Estimated Gross Additional	Estimat Additional		Average Sales	2016	2016	2017	2022	2027	2032	2036
			Floorspace	Total (m ² net)	Food (m ² net)	(£ per m ²)							
OXFORD CITY	Y CENTRE - WESTGATE QUARTER (1)												
	John Lewis Department Store: Other Class A1 Retail:		14,544 68,735	9,755 48,115	0 0	£10,500 £12,500	£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 F	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	£0.0
BARTON - LA	ND WEST OF BARTON NORTH (A40) & SOUTH OF BAYSWATER BF	ЮОК (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
HORSPATH D	PRIFTWAY 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	Y CENTRE - ST. ALDATES: DEMOLITION OF 4-5 QUEEN STREET AND	REAR OF 114-119 S	T. 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
TOTAL TURN	NOVER OF ALL COMMITTED & ALLOCATED RETAIL FLOORSPA	ACE (£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 (Maneded plans and further information). Proposals include:

* up to 83,279 sq m gross additional retail floorspace (Use Class A1);

 $^{\ast}\,$ 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 (3,220 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 6497 sq ft gross) (64.54 sq m gross).

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

Assume Equilibrium at Base Year and Constant Market Sha	ires
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		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) ⁽¹⁾ :	£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 COMMITED FLOORSPACE (£m)	-	£0.0	£13.2	£13.3	£13.3	£13.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.8	-£8.7	-£0.1	£7.3	£12.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	62	-699	-9	583	1,015
	(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:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	111	-1,248	-17	1,041	1,812
	(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 COMMITED FLOORSPACE (£m)		£0.0	£1.5	£1.5	£1.5	£1.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	-£1.0	£0.1	£1.0	£1.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
STEP 6:		£12,500 0	£12,488 7	£12,388 - 79	£12,425 6	£12,487 78	£12,537 129
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):						£12,537 129 70%
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	0	7	-79	6	78	129
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	0 70%	7 70%	- 79 70%	6 70%	78 70%	129 70%
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): 	0 70%	7 70%	- 79 70%	6 70%	78 70%	129 70%
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:	0 70% 0	7 70% 10	- 79 70% -113	6 70% 8	78 70% 111	129 70% 185
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	0 70% 0 £7,000	7 70% 10 £6,993	- 79 70% -113 £6,937	6 70% 8 £6,958	78 70% 111 £6,993	129 70% 185 £7,021

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 (Em):	£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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.4	£0.9	£1.4	£1.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	5	30	74	110	138
	(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:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	9	54	131	197	247
	(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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.7	£1.2	£1.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	2	10	56	98	126
	(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:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	3	18	100	176	226
	(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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£1.0	£1.9	£2.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	2	11	83	150	193
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-	15	119	214	276
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	4	19	148	267	345
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%

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 (fm):	£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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.1	£0.4	£1.0	£1.6	£2.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	5	29	83	128	162
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-	41	118	183	231
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	9	52	148	229	288
	(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

		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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.0	£0.1	£0.2	£0.2	£0.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	1	5	13	20	25
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-	6	18	28	36
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	2	8	23	35	44
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
1	(iii) Assumed Net 7 Gross Hoorspace Natio.	10/0	10/0	10/0	10/0	10/0	

Assume Equilibrium at Base Year and Constant Market Shares

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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.1	£0.7	£1.5	£2.2	£2.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	8	53	117	172	215
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	170%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-	76	167	246	307
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	14	95	209	308	384
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	170%	70%	70%	70%	70%
1	(iv) Gross Floorspace Capacity (sq m):	-	-	135	299	439	549

TABLE 11: OTHER OUT-OF-CENTRE FLOORSPACE - CONVENIENCE GOODS CAPACITY ASSESSMENT

		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 COMMITED FLOORSPACE (£m)		£0.0	£11.7	£11.8	£11.8	£11.9
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.4	-£9.4	-£5.5	-£2.2	£0.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	33	-758	-441	-173	26
	(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:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	58	-1,353	-787	-309	47
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%

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
	TOTAL CITY-WIDE CONVENIENCE GOODS CAPACITY	62	-699	-9	583	1,015
Source:	Tables 1-11	62	-699	-9	583	1,015

Source: Tables 1-11

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
	TOTAL CITY-WIDE CONVENIENCE GOODS CAPACITY	111	-1,248	-17	1,041	1,812
Source:	Tables 1-11	111	-1,248	-17	1,041	1,812

TABLE 1: ESTIMATED 'INFLOW' (TRADE DRAW) FRO	OM OUTSIDE STUDY AREA & TOTAL FORECA	AST TURNOVERS (£ r	nillion)	1			1	Turn	over Gr	owth (
	Estimated 'Inflow' from Outside Study Area (Zones 1 9)	2016	2017	2022	2027	2032	2036	201	.7 - 27	2017
OXFORD CITY CENTRE	20%	£454.3	£458.5	£515.4	£614.6	£749.3	£839.7	34	4.1%	83
DISTRICT CENTRES										
COWLEY CENTRE	10%	£87.1	£88.0	£99.1	£118.7	£145.7	£163.1	34	4.9%	85
SUMMERTOWN	10%	£14.2	£14.3	£15.9	£18.9	£24.5	£25.7	33	2.0%	79
HEADINGTON	5%	£16.4	£16.5	£18.4	£21.9	£28.2	£29.8	33	2.4%	8
COWLEY ROAD	5%	£9.1	£9.2	£10.3	£12.3	£15.1	£16.8	34	4.2%	8
BLACKBIRD LEYS	0%	£1.6	£1.7	£1.9	£2.2	£2.7	£3.1	3!	5.2%	86
OCAL CENTRES:	0%	£19.2	£19.4	£21.7	£25.9	£32.2	£35.4	3:	3.8%	83
DUT-OF-CENTRE:										
BOTLEY ROAD RETAIL PARK	10%	£110.0	£111.0	£124.9	£149.1	£180.9	£203.8	34	4.2%	83
OXFORD RETAIL PARK	5%	£16.4	£16.6	£18.7	£22.4	£27.5	£30.9	3!	5.0%	8
HORSPATH DRIFTWAY RP	5%	£10.9	£11.0	£12.3	£14.6	£18.8	£19.9	33	2.5%	80
TOTAL:		£739.3	£746.2	£838.5	£1,000.6	£1,224.9	£1,368.2	13	3.4%	85

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). Notes: 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.

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

		LPA Planning Ref	Estimated Gross Additional Floorspace		ited Net I Sales Area	Average Sales	2016	2016	2017	2022	2027	2032	2036
				Total	Non-Food								
			(m ² gross)	(m ² net)	(m ² net)	(£ per m²)							
OXFORD CITY CE	ENTRE - 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
w	VESTGATE 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
_	AD, OXFORD, OX2 0QR NSTALLATION 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)												
N	IEW (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 DRIF	FTWAY RETAIL PARK, OX3 7JG (3)												
c	ONVERSION OF FORMER UNIT FOR NEW ALDI STORE	15/03709/FUL	333	233	-	£8,000	-	-	-	-	-	-	-
OXFORD CITY CE	ENTRE - ST. ALDATES: DEMOLITION OF 4-5 QUEEN STREET AND REAR OF	114-119 ST. ALDA	res										
N	IEW (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
	VER OF ALL COMMITTED & ALLOCATED RETAIL FLOORSPACE (£m)	•					£361.1	£307.9	£312.5	£345.7	£385.8	£430.2	£469.3

(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 (not 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 (1,348 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: STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN OXFORD CITY LOCAL AUTHORITY AREA (£m) ¹¹ : NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£739.3 £0.0	£750.4	£830.1 f8.4	£926.4 £74.2	£1,032.9 £192.0	£1,126.9 £241.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£345.7	£385.8	£430.2	£469.3
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	-£4.2	-£337.3	-£311.6	-£238.2	-£227.9
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-695	-50,068	-41,443	-28,417	-24,924
	(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 COMMITED FLOORSPACE (£m)	-	£0.0	£340.5	£380.0	£423.7	£462.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.6	-£335.1	-£334.6	-£309.0	-£314.9
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-429	-49,743	-44,506	-36,863	-34,432
	(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

Accumo Fauilibrium	at Race Vear a	nd Constant Market Sha	roc

		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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.4	£1.2	£9.5	£24.0	£30.3
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-73	182	1,267	2,862	3,312
	(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 Rese Year and Constant Market Shares

	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 COMMITED FLOORSPACE (Em)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	-£0.1	£1.1	£4.6	£4.0
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-18	-8	145	553	440
	(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

Accume Fauilibrium	at Race Vear and	Constant Market Shares

	Assume Equilibrium of Dase Tear 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 COMMITED FLOORSPACE (£m)			£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:			£0.0	£1.3	£5.2	£4.8
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	0	-5	176	624	522
	(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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	-£0.1	£0.1	£0.9	£2.4	£3.0
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-8	13	122	291	329
	(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

		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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.0	£0.0	£0.2	£0.5	£0.6
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-1	3	25	54	65
	(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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	-£0.1	£0.2	£1.9	£5.3	£6.2
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-19	24	248	636	676
	(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 (Ém):		-£0.8	£1.6	£13.9	£35.2	£45.2
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£5.2	£5.8	£6.5	£7.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	-£0.8	-£3.6	£8.1	£28.7	£38.1
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-126	-534	1,078	3,426	4,165
	(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
	TOTAL DISTRICT-WIDE COMPARISON GOODS CAPACITY		-50,068	-41,443	-28,417	-24,924
Source:	Tables 12-18.		-50,068	-41,443	-28,417	-24,924

		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
			£154.6	£155.2	£158.5	£163.9	£169.3	£173.7
OTHER LOCAL / NEIGHBOURHOOD CE	SUB TOTAL	REA	1134.0	1133.2	1150.5	220015		
OTHER LOCAL / NEIGHBOURHOOD CE		REA 5%	£35.1	£35.2	£36.0	£37.4	£38.8	£40.0
OTHER LOCAL / NEIGHBOURHOOD CE	NTRES WITHIN CITY COUNCIL A							
OTHER LOCAL / NEIGHBOURHOOD CE OUT-OF-CENTRE	NTRES WITHIN CITY COUNCIL A							
	NTRES WITHIN CITY COUNCIL A							
OUT-OF-CENTRE	NTRES WITHIN CITY COUNCIL A SUB TOTAL	5%	£35.1	£35.2	£36.0	£37.4	£38.8	£40.0
OUT-OF-CENTRE OXFORD RETAIL PARK	NTRES WITHIN CITY COUNCIL A SUB TOTAL TESCO SUPERSTORE	5% 5%	£35.1 £33.3	£35.2 £33.4	£36.0 £34.1	£37.4 £35.3	£38.8 £36.5	£40.0 £37.5
OUT-OF-CENTRE OXFORD RETAIL PARK BOTLEY ROAD BOTLEY ROAD HEYFORD HILL	TRES WITHIN CITY COUNCIL A SUB TOTAL TESCO SUPERSTORE ALDI WAITROSE SAINSBURYS	5% 5% 5% 5% 5%	£35.1 £33.3 £23.6 £20.1 £65.8	£35.2 £33.4 £23.7 £20.1 £66.1	£36.0 £34.1 £24.1 £20.5 £67.6	£35.3 £24.9 £21.1 £70.0	£36.5 £25.7 £21.8 £72.5	£40.0 £37.5 £26.3 £22.3 £74.5
OUT-OF-CENTRE OXFORD RETAIL PARK BOTLEY ROAD BOTLEY ROAD	TESCO SUPERSTORE ALDI WAITROSE	5% 5% 5% 5% 5% 5%	£35.1 £33.3 £23.6 £20.1 £65.8 £0.2	£35.2 £33.4 £23.7 £20.1 £66.1 £0.2	£36.0 £34.1 £24.1 £20.5 £67.6 £0.2	£37.4 £35.3 £24.9 £21.1	£38.8 £36.5 £25.7 £21.8 £72.5 £0.3	£40.0 £37.5 £26.3 £22.3 £74.5 £0.3
OUT-OF-CENTRE OXFORD RETAIL PARK BOTLEY ROAD BOTLEY ROAD HEYFORD HILL	TRES WITHIN CITY COUNCIL A SUB TOTAL TESCO SUPERSTORE ALDI WAITROSE SAINSBURYS	5% 5% 5% 5% 5%	£35.1 £33.3 £23.6 £20.1 £65.8	£35.2 £33.4 £23.7 £20.1 £66.1	£36.0 £34.1 £24.1 £20.5 £67.6	£37.4 £35.3 £24.9 £21.1 £70.0	£36.5 £25.7 £21.8 £72.5	£40.0 £37.5 £26.3 £22.3 £74.5
OUT-OF-CENTRE OXFORD RETAIL PARK BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE	TRES WITHIN CITY COUNCIL A SUB TOTAL TESCO SUPERSTORE ALDI WAITROSE SAINSBURYS WAITROSE	5% 5% 5% 5% 5% 5%	£35.1 £33.3 £23.6 £20.1 £65.8 £0.2	£35.2 £33.4 £23.7 £20.1 £66.1 £0.2	£36.0 £34.1 £24.1 £20.5 £67.6 £0.2	£37.4 £35.3 £24.9 £21.1 £70.0 £0.2	£38.8 £36.5 £25.7 £21.8 £72.5 £0.3	£40.0 £37.5 £26.3 £22.3 £74.5 £0.3
OUT-OF-CENTRE OXFORD RETAIL PARK BOTLEY ROAD BOTLEY ROAD HEYFORD HILL PEARTREE	TESCO SUPERSTORE ALDI WAITROSE SAINSBURYS WAITROSE LIDL	5% 5% 5% 5% 5% 5%	£35.1 £33.3 £23.6 £20.1 £65.8 £0.2 £13.7	£35.2 £33.4 £23.7 £20.1 £66.1 £0.2 £13.8	£36.0 £34.1 £24.1 £20.5 £67.6 £0.2 £14.1	£37.4 £35.3 £24.9 £21.1 £70.0 £0.2 £14.6	£38.8 £36.5 £25.7 £21.8 £72.5 £0.3 £15.2	£40.0 £37.5 £26.3 £22.3 £74.5 £0.3 £15.6

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

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

Turnover Growth (%)

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 populatons and the location/level of competition of "like-for-like" facilities in neighbouring authorities both within and outside the study area.

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

		Estimated										
	LPA Planning Ref	Gross Additional	Estimat Additional		Average Sales	2016	2016	2017	2022	2027	2032	2036
		Floorspace	Total	Food								
		(m ² gross)	(m ² net)	(m ² net)	(£ per m ²)							
OXFORD CITY CENTRE - WESTGATE QUARTER (1)												
John Lewis Department Store: Other Class A1 Retail:		14,544 68,735	9,755 48,115	0 0	£10,500 £12,500	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £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 OQR												
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	£0.0
BARTON - LAND WEST OF BARTON NORTH (A40) & SOUTH OF BAYSWATER I	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
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	£2.1
OXFORD CITY CENTRE - ST. ALDATES: DEMOLITION OF 4-5 QUEEN STREET AN	ID REAR OF 114-119 S	T. 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 FLOORSI	ACE (£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, refurbis	hment of remain	der of the exist	ng Westgate Cer	ntre and constru	ction of a retail-l	ed mixed use de	velopment toge	ther providing A	1 (retail), A2 (fin	ance and

(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 A4 (finance), and cafes) and/or A4 (public house, etc.) and/or A4 (public house, etc.)

* 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 6497 sq ft 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 9,0000 support granternal area) of employment to 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 was new necessarily assumed that the allocated floorspace (2,000 sq m gross) and some ancillary comparison goods (500 sq m gross) automation supports development.

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

-				
Assume	Eauilibrium at	t 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) ⁽¹⁾ :	£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 COMMITED FLOORSPACE (£m)	-	£0.0	£20.5	£20.5	£20.6	£20.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£2.0	-£7.0	£5.5	£17.5	£27.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	160	-569	443	1,403	2,187
	(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:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	286	-1,016	791	2,505	3,906
	(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 COMMITED FLOORSPACE (£m)		£0.0	£1.5	£1.5	£1.5	£1.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.1	£1.5	£2.9	£4.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,53
STEP 6:		£12,500 0	£12,488 19	£12,388 6	£12,425 122	£12,487 230	£12,533 319
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	· · ·					£12,537 319 70%
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	0	19	6	122	230	319
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	0 70%	19 70%	6 70%	122 70%	230 70%	319 70%
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	0 70%	19 70%	6 70%	122 70%	230 70%	319 70%
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:	0 70% 0	19 70% 27	6 70% 8	122 70% 174	230 70% 329	319 70% 455
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	0 70% 0 £7,000	19 70% 27 £6,993	6 70% 8 £6,937	122 70% 174 £6,958	230 70% 329 £6,993	319 70% 455 £7,021

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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.7	£1.4	£2.2	£2.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	9	59	116	173	219
	(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:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	16	106	208	309	391
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
1	(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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£1.4	£2.6	£3.8	£4.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	17	111	210	301	375
	(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:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
J31EP /.	FORECAST CAPACITY FOR NEW SOF ERMARKET/ DICOONT FORMAT FEODRSFACE.						
SIEP 7.	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
31EF 7.		£7,000 0	£6,993 30	£6,937 197	£6,958 375	£6,993 537	£7,021 670
STEP 7.	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):						

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 (fm):	£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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.3	£2.3	£4.3	£6.2	£7.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	27	183	347	495	617
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-	261	495	707	881
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	49	326	619	884	1,102
	(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 I	Base Year and	Constant Market Shares
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		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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.1	£0.9	£1.7	£2.5	£3.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	11	72	139	203	254
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-	103	199	290	364
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	19	129	249	362	454
	(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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.0	£0.1	£0.1	£0.2	£0.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	1	6	12	16	20
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-	9	16	23	29
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	2	11	21	29	36
	(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 COMMITED FLOORSPACE (£m)		£0.0	£7.2	£7.3	£7.3	£7.3
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.2	-£6.0	-£4.8	-£3.5	-£2.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	15	-483	-383	-281	-198
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	170%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-	-691	-547	-401	-283
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	26	-863	-684	-502	-354
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	170%	70%	70%	70%	70%
					-977	-717	-505

TABLE 11: OTHER OUT-OF-CENTRE FLOORSPACE - CONVENIENCE GOODS CAPACITY ASSESSMENT

		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 COMMITED FLOORSPACE (£m)		£0.0	£11.7	£11.8	£11.8	£11.9
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.8	-£6.5	-£1.5	£3.3	£7.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,488	£12,388	£12,425	£12,487	£12,537
	(ii) Net Floorspace Capacity (sq m):	0	63	-522	-120	266	581
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-	-746	-172	380	830
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DICOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,993	£6,937	£6,958	£6,993	£7,021
	(ii) Net Floorspace Capacity (sq m):	0	112	-932	-215	475	1,037
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%

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
	TOTAL CITY-WIDE CONVENIENCE GOODS CAPACITY	160	-569	443	1,403	2,187
Source:	Tables 1-11	160	-569	443	1,403	2,187

Source: Tables 1-11

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
	TOTAL CITY-WIDE CONVENIENCE GOODS CAPACITY	286	-1,016	791	2,505	3,906
Source:	Tables 1-11	286	-1,016	791	2,505	3,906

Turnover Growth (%)

2017 - 36

92.7%

93.1%

90.4%

90.3%

89.7%

90.6%

91.9%

91.0%

91.1%

91.4% 94.6%

	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	

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

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.

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		ated Net I Sales Area	Average Sales	2016	2016	2017	2022	2027	2032	2036
			Total	Non-Food								
		(m ² gross)	(m ² net)	(m ² net)	(£ per m²)							
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 (Em):					£362.5	£309.4	£314.0	£347.3	£387.6	£432.2	£471.5

(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 2,000 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 Addates. Renovation and alteration of remaining properties at 114-119 St. Addates 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 furthr 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. Addates (1,398 sq ft) have permission for A1 use and are assumed to be for comparison goods purposes totalling 6947 sq ft gross (45.4 sq mt gross).

(5) Under Policy CS6 of the Core Strategy the 'Northern Gateway' is allocated for major employment-led development. The Northern Gateway AP (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 sqm 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 sqm gross) and some analizing comparison goods (500 sqm 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 2036 2016 2017 2022 2027 2032 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)⁽¹⁾: £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: £347.3 £387.6 COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m) £0.0 £432.2 £471.5 -STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 -£2.3 -£322.1 -£281.1 -£200.1 -£150.7 FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: STEP 6: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 £6,090 £6,737 £7,518 £8,383 £9,145 (ii) Net Floorspace Capacity (sq m): 0 -377 -47,821 -37,386 -23,877 -16,475 (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 COMMITED FLOORSPACE (£m)	-	£0.0	£340.5	£380.0	£423.7	£462.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.4	-£324.4	-£312.2	-£301.2	-£257.8
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-235	-48,157	-41,530	-35,927	-28,193
	(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 Yea	r 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 (Ém):	£0.0	-£0.2	£2.6	£10.6	£51.4	£31.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (Em)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	£2.6	£10.6	£51.4	£31.6
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-33	382	1,406	6,138	3,456
	(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

	Assume Equilibrium at Base Year and Constant Warket 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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	£0.6	£2.5	£0.2	£7.4
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-9	91	336	23	812
	(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 Fauilibrium	at Base Year and	Constant Market Shares

	Assume Equilibrium at base rear 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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:			£0.7	£2.8	£1.6	£8.1
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	0	99	366	192	887
	(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

	Assume Equilibrium of Dase Tear and Constant Market Shares						
		2016	2017	2022	2027	2032	2036
CTED 4							
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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.0	£0.3	£1.1	£4.3	£3.3
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-5	37	146	515	361
	(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 Fa	uilihrium a	at Base	Year o	nd Constr	ant Market S	hares

		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 COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.0	£0.0	£0.2	£1.2	£0.5
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-1	6	22	148	53
	(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 COMMITED FLOORSPACE (£m)		£0.0	£1.6	£1.8	£2.0	£2.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	-£0.1	-£1.0	£1.0	£4.1	£6.1
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-9	-144	127	491	666
	(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 COMMITED FLOORSPACE (£m)		£0.0	£5.2	£5.8	£6.5	£7.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	-£0.5	-£0.9	£13.1	£38.1	£50.2
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,090	£6,737	£7,518	£8,383	£9,145
	(ii) Net Floorspace Capacity (sq m):	0	-77	-133	1,741	4,543	5,484
	(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
	TOTAL DISTRICT-WIDE COMPARISON GOODS CAPACITY		-47,821	-37,386	-23,877	-16,475
Source:	Tables 12-18.		-47,821	-37,386	-23,877	-16,475