

Carter Jonas

Thame Retail Capacity & Impact Study: Final Report

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Thame Retail Capacity & Impact Study

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1.0 INTRODUCTION

- 1.1 Carter Jonas was commissioned by the Thame Town Council in June 2015 to assess the potential to accommodate new retail floorspace in Thame Town Centre. The study considers how new retail development could influence the economic vibrancy of the High Street and wider town centre. The study also provides recommendations on the size/ scope of retail development that could be accommodated in Thame without resulting in a detrimental impact on the town centre's vitality and viability.
- 1.2 The findings of the study have been informed through a high level retail capacity assessment that identifies forecast capacity for new convenience and comparison retail floorspace for Thame Town Centre over the study period 2015 to 2031.
- 1.3 The study has been prepared in the context of current and emerging national and development plan policy guidance, as well as other key material considerations; principally the National Planning Policy Framework (NPPF) published in March 2012. Where relevant the study also draws on advice set out in the National Planning Practice Guidance (NPPG), published in March 2014, which still places significant weight on the development of positive plan-led visions and strategies to help ensure the vitality of town centres. The sequential and impact 'tests' are also both noted as being key to both plan-making and decision-taking at the local level.
- 1.4 The retail capacity assessment utilises up to date shopping patterns identified from a household telephone interview survey (HTIS) commissioned by South Oxford District Council (SODC) for their Retail and Leisure Study 2015 ('2015 Retail Study'). We have also adopted the same Study Area identified in the 2015 Retail Study. From this we have identified a Primary Catchment Area (PCA) and Secondary Catchment Area (SCA) for Thame Town Centre, which together form the Total Catchment Area (TCA) – as shown in **Appendix 1**.
- 1.5 The capacity assessment takes account of the following key baseline data:
 - the most up to date retail (convenience and comparison goods) expenditure per capita levels derived from the latest *Retail Planner Reports* produced by Experian.
 - the most recent forecasts of expenditure growth and 'non-store' retail sales (otherwise referred to as Special Forms of Trading)¹ based on Experian's latest *Retail Planner Briefing Note 12.1* (October 2014).
 - an update and overview of key retail trends and assumptions.
- 1.6 It is important to state at the outset that, in our experience, capacity forecasts beyond a five year time period should be interpreted with caution as they are subject to increasing margins of error. We therefore advise the Town Council that although this

¹ SFT is made up of purchases that generally occur outside of shops such as, for example, via mail order, vending machines, telephone sales, market stalls and the Internet.

study provides the robust evidence base required to help inform plan-making, site allocations and the determination of planning applications at the local level, the forecasts should be constantly monitored, and updated to take into account any significant new retail development and changes in the retail expenditure and population growth forecasts over time, as well as any potential impacts arising from other key trends in the retail (such as, for example, the growth in internet shopping).

1.7 For ease of reference this report is structured as follows:

- **Section 2** reviews the national, regional (where relevant) and local planning policy context material to retail planning and town centres.
- **Section 3** highlights some of the key trends that are driving the dynamic changes in the retail sector at the national and local level, and how this has shaped (and is likely to shape) the UK's urban and retail landscape.
- **Section 4** sets out the results of the market share analysis for convenience and comparison goods retailing for Thame Town Centre and its catchments (PCA and SCA) based on the results of the household telephone interview survey. The market share tabulations for convenience and comparison goods are set out in **Appendix 2** and **Appendix 3** respectively.
- **Section 5** provides high-level health of Thame Town Centre. The assessment draws on the latest audit of town centre uses and vacancies.
- **Section 6** describes the key inputs and outputs of the retail (economic) capacity assessment for comparison and convenience goods retailing for the Study Area and Catchments (PCA, SCA & TCA) based on our in-house CREAT^e (excel spreadsheet model). The full tabulations are set out in **Appendix 4** for convenience goods and **Appendix 5** for comparison goods.
- **Section 7** outlines the four foodstore options for consideration, which form the basis of the impact assessment. The options vary in terms of store size and format, and likely trade draw/ diversion from existing stores.
- **Section 8** assesses the likely impact of the four foodstore options, taking account of trading characteristics established in Section 4 and the health of Thame Town Centre. This helps to identify the potential level of new convenience floorspace that can be supported in Thame without resulting in a significant adverse impact on the town centre.
- Finally, **Section 9** draws together the key findings of previous sections and sets out our recommendations for accommodating new convenience floorspace in Thame.

2.0 BACKGROUND TO ASSESSING FOR ASSESSING CAPACITY & IMPACT

- 2.1 This section summarises national policy and guidance for assessing retail capacity and the impact of new retail development.

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

- 2.2 The NPPF was published in March 2012 and sets out the planning policies for England and how these are expected to be applied. It reinforces the importance of up-to-date plans and strengthens local decision making. The NPPF must be taken into account in the preparation of Local Plans² and Neighbourhood Plans³.
- 2.3 At the heart of the NPPF is a **presumption in favour of sustainable development**⁴, which is seen as *“a golden thread running through both plan-making and decision-taking”* (paragraph 14). The NPPF (paragraph 14) sets out the Government’s view of what sustainable development means in practice for both plan-making and decision-taking at the local level.
- 2.4 For plan-making the Framework states that local planning authorities should positively seek opportunities to meet the development needs of their area. Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits. The Framework (paragraph 15) states that policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that *“...it is clear that development which is sustainable can be approved without delay”*.
- 2.5 The NPPF (paragraph 17) also sets out twelve **core planning principles** that underpin both plan-making and decision-taking. Amongst other objectives these principles confirm that planning should be genuinely plan-led; proactively drive and support sustainable economic development to deliver thriving local places; promote mixed use developments; focus significant development in locations which are or can be made sustainable; and deliver sufficient community and cultural facilities and services to meet local needs.
- 2.6 The Framework (paragraph 150) emphasises that **Local Plans** are *“...the key to delivering sustainable development that reflects the vision and aspirations of local*

² Defined by NPPF (Annex 2) as the plan for the future development of the local area, drawn up by the local planning authority in consultation with the community. In law this is described as the development plan documents adopted under the Planning and Compulsory Purchase Act 2004. Current Core Strategies or other planning policies, which under the regulations would be considered to be development plan documents, form part of the Local Plan. The term includes old policies which have been saved under the 2004 Act.

³ A plan prepared by a Parish Council or Neighbourhood Forum for a particular neighbourhood area (made under the Planning and Compulsory Purchase Act 2004).

⁴ Sustainable development is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

communities". They should be *"aspirational but realistic"* and should set out the opportunities for development and clear policies on *"...what will or will not be permitted and where"* (paragraph 154). Only those policies that provide a clear indication of how a decision maker should react to a development proposal should be included in the plan. Any additional DPDs should only be used where clearly justified (paragraph 153).

2.7 The NPPF (paragraph 156) requires **strategic priorities** for the area covered by the Local Plan to deliver the homes and jobs needed in the area; the provision of retail, leisure and other commercial development; and the provision of health, security, community and cultural infrastructure and other local facilities; etc. Crucially the NPPF (paragraph 157) indicates that Local Plans should, amongst other key requirements:

- plan positively for the development and infrastructure required in the area;
- be drawn up over an appropriate time scale (preferably 15 years), take account of longer term requirements and be kept up to date;
- indicate broad locations for strategic development on a key diagram and land-use designations on a proposals map;
- allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate; and
- identify land where development would be inappropriate, for instance because of its environmental or historic significance.

2.8 In terms of the **evidence-based approach to planning**, the Framework states LPAs should ensure that the Local Plan is based on *"...adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area"* (paragraph 158). Furthermore the assessment of, and strategies for housing, employment and other uses should be integrated, and take full account of relevant market and economic signals. LPAs should use this evidence base to:

- assess the needs for land or floorspace for economic development, including for retail and leisure development;
- examine the role and function of town centres and the relationship between them;
- assess the capacity of existing centres to accommodate new town centre development; and
- identify locations of deprivation which may benefit from planned remedial action.

2.9 The NPPF is clear that pursuing sustainable development requires *"...careful attention to viability and costs in plan-making and decision-taking"* (paragraph 173). Plans

should be deliverable and, in this context, sites and the scale of development identified in the plan should “...*not be subject to such a scale of obligations and policy burdens that their ability to be delivered viably is threatened*” (paragraph 173).

- 2.10 The Framework (paragraphs 18-149) sets out thirteen key ‘principles’ for **delivering sustainable development**, including building a strong, competitive economy; ensuring the vitality of town centres; promoting sustainable transport; delivering a wide choice of high quality homes; requiring good design; promoting healthy communities; protecting Green Belt land; and conserving and enhancing the natural and historic environment.
- 2.11 In terms of ‘**ensuring the vitality of town centres**’ the NPPF (paragraph 23) states that planning policies should be positive and promote competitive town centre⁵ environments, as well as setting out policies for the management and growth of centres over the plan period. When drawing up Local Plans, LPAs should:
- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
 - define a network and hierarchy of centres that is resilient to anticipated future economic changes;
 - define the extent of town centres and primary shopping areas⁶, based on a clear definition of primary and secondary frontages⁷ in designated centres, and set policies that make clear which uses will be permitted in such locations;
 - promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
 - retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
 - allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres;
 - ensure that the needs for retail, leisure, office and other main town centre uses are “*met in full*” and “*not compromised by limited site availability*”. Assessments should therefore be undertaken of the need to expand town centres to ensure a sufficient supply of suitable sites;

⁵ The NPPF (Annex 2) states that references to town centres or centres apply to city centres, town centres, district centres and local centres, but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

⁶ Primary shopping area is defined by the NPPF (Annex 2) as the defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage).

⁷ The NPPF (Annex 2) states that ‘primary frontages’ are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. ‘Secondary frontages’ provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

- allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;
- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

2.12 When assessing and determining applications for main town centre uses⁸ that are not in an existing centre and not in accordance with an up-to-date Local Plan, the Framework requires that LPAs should:

- Apply a **sequential test**⁹, which requires applications for main town centre uses to be located in town centres first, then in edge-of-centre locations and only consider out-of-centre locations if suitable sequentially more preferable sites are not available. When considering edge and out of centre proposals, *"...preference should be given to accessible sites that are well connected to the town centre"* (paragraph 24). Applicants and LPAs should demonstrate flexibility on issues such as format and scale.
- Require an **impact assessment** if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m²). The NPPF (paragraph 26) states that this should *"include"* assessment of the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, *"...the impact should also be assessed up to ten years from the time the application is made"*.

⁸ NPPF (Annex 2) defines 'main town centre uses' as retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

⁹ This sequential approach should not be applied to applications for small scale rural offices or other small scale rural development.

- 2.13 The NPPF (paragraph 27) states that *"...where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused"*.
- 2.14 In considering impact, the NPPF (paragraph 27) states that an application should be refused where it is likely to have *"significant adverse impact"*. In this context it is for the decision-maker (i.e. the local planning authority in this case) to determine what constitutes an 'acceptable', 'adverse', or 'significant adverse' impact, having regard to national and local plan policy objectives and other material considerations. The NPPG (para 017) states that *"a judgement as to whether the likely adverse impacts are significant can only be reached in light of local circumstances"*.

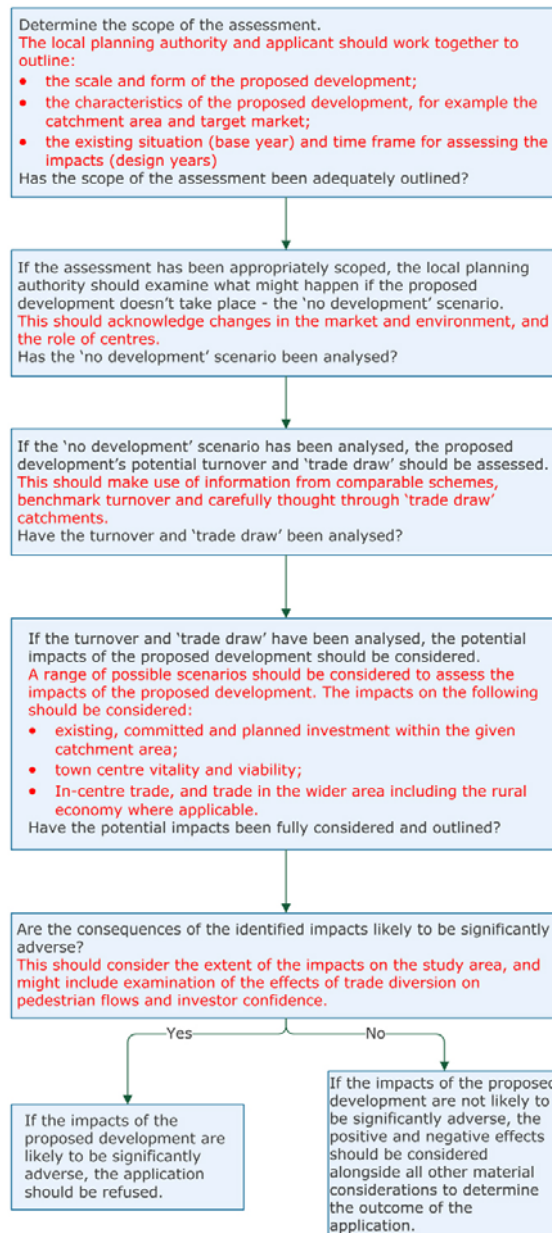
PLANNING PRACTICE GUIDANCE (PPG)

- 2.15 As previously stated in Section 1, this study also draws on advice set out in the *Planning Practice Guidance* (PPG), published in March 2014. The PPG has streamlined and replaced the advice previously set out in PPS4 *Practice Guidance on Need, Impact and the Sequential Approach*. The revised PPG still places significant weight on the development of positive plan-led visions and strategies for town centres, and has retained the key sequential and 'impact tests'.
- 2.16 The PPG encourages Councils to regularly monitor the health of their town centres by assessing key indicators identified in para 005; ranging from the diversity of uses and vacancy levels to retail rental values, footfall levels and the perception of the town centre, amongst others.
- 2.17 For decision-taking the NPPG (para 101) helpfully provides a '**checklist**' setting out the key considerations that should be taken into account in determining whether a proposal complies with the sequential test:
- With due regard to the requirement to demonstrate flexibility, has the suitability of more central sites to accommodate the proposal been considered? Where the proposal is in an edge or out of centre location, preference should be given to accessible sites that are well connected to the town centre. Any associated reasoning should be set out clearly.
 - Is there scope for flexibility in the format and/or scale of the proposal? It is not necessary to demonstrate that a potential in-centre or edge-of-centre site can accommodate precisely the scale and form of development being proposed, but rather to consider "what contribution more central sites are able to make individually to accommodate the proposal".
 - If there are no suitable sequentially preferable locations, the sequential test is passed (in line with the NPPF, para 27).

2.18 Compliance with the sequential and impact tests does not, however, guarantee that permission is granted as LPAs will have to consider all material considerations in reaching a decision.

2.19 Similarly, the PPG provides a checklist for applying the impact test in para 017 in decision-taking, which is summarised in Figure 2.1.

2.20 Figure 2-1 Key steps to assessing retail impact



2.21

2.22 Of relevance to this study the NPPG (para 003) states that the assessment of the potential for centres to accommodate new development and different types of development should cover a "three-five year period" but should "also take the lifetime of the Local Plan into account and be regularly reviewed".

3.0 NATIONAL RETAIL TRENDS & TOWN CENTRE FUTURES

3.1 This section summarises some of the key trends that have fuelled the changes in the retail sector over the last three decades, and the impact of these trends on the UK's town centres. It provides a commentary on the impact of the downturn in the economy since 2007 and the growth of internet ('multi-channel') retailing on consumer spending, retail development and retailers' business strategies. Drawing on the latest research it also describes how these trends may continue to shape changes in the future, and whether and how town centres can respond to help maintain and enhance their overall vitality and viability.

RETAIL TRENDS

Retail Expenditure Growth

3.2 Following an unprecedented period of growth in consumer spending since the mid-1990s, the onset of the economic recession in 2007/08 had a dramatic impact on consumer spending and market demand. Business and consumer confidence was further weakened by public sector cuts, the rise in VAT, increasing unemployment, less expansionary consumer credit and the rising cost of living (including higher energy costs, petrol and housing prices). This has effectively reduced disposable income and retailers' margins are being squeezed further.

3.3 The table below shows the actual and forecast growth in retail (convenience and comparison goods) spending per head identified by Experian Business Strategies in their latest *Retail Planner Briefing Note 12.1* (October 2014).

Table 3.1 **Actual and Forecast Annual Retail Expenditure Growth**

Volume Growth per head (%):	-----ACTUAL GROWTH-----						FORECASTS		TRENDS	
	2008	2009	2010	2011	2012	2013	2014	2015-25	1973-2013	1993-2013
<i>Total Retail Spend</i>	1.7	-3.1	0.3	-0.8	1.2	2.3	3.3	2.4	2.7	3.6
<i>Convenience Goods:</i>	-4.9	-5.0	-0.8	-2.7	-0.5	-1.3	-0.5	0.6	0.2	-0.2
<i>Comparison Goods:</i>	4.7	-2.4	0.9	0.5	2.6	4.6	5.6	3.3	4.5	5.9

Source: Experian Retail Planner Briefing Note 12.1 (October 2014); Figures 1a and 1b.

Notes: The table also shows historic growth rates for the period 1973-2013 (the '*ultra long-term*' trend) and for 1993-2013 (the '*medium-term*' trend).

3.4 Although there has been negative annual growth in convenience goods expenditure per capita levels since 2008, the forecasts for 2015-25 show positive growth of +0.6% per

annum on average. This is above previous historic long term trends of around +0.2% per annum.

- 3.5 For comparison goods Experian forecast that annual growth rates are recovering from a low of -2.4% in 2009, to +4.6% in 2013 and a stronger annual growth of +5.6% for 2014. However, Experian forecast that growth will fall back to an average +3.3% per annum for the period 2015-2025, which is well below historic trends of between 4.5% and 5.9% per annum.
- 3.6 In summary there are positive signs of improvement in the UK economy and consumer and business confidence in 2014. Notwithstanding this, it is clear that the retail sector is highly vulnerable to changes in the UK economy (and how it responds in the future to changes in the Eurozone and global economies) and the fact that the forecast growth in retail sales volumes will be much lower and slower than in recent history.

Special Forms of Trading and Internet Shopping

- 3.7 *Special Forms of Trading* (SFT) comprises all non-store retail sales made via the internet, mail order, stalls and markets, door-to-door and telephone sales. On-line sales by supermarkets, department stores and catalogue companies are also included in the data collected by the Office for National Statistics (ONS).
- 3.8 Based on ONS data, Experian Business Strategies (EBS) estimate that the current (2014) value of internet sales is £37.2bn (current prices) and other (non-internet) SFT sales stand at approximately £8.3bn. This results in total SFT sales of £45.5bn in 2013, which represents a circa 165% increase from £17.1bn recorded in 2006. Overall the market share of SFT as a proportion of total retail sales has increased from 5.6% in 2006 to 13% in 2014. This significant growth has been fuelled by internet shopping, which had increased its share of total retail sales from 4.7% in 2008 to 10.6% in mid-2014.
- 3.9 Up to now, the impact of Internet shopping has been mainly concentrated on certain retail products and services (such as, for example, electrical goods, books, music and travel). In turn, this has resulted in a reduction in the number of retailers selling these types of products and services on the high street (the most recent examples being HMV and Blockbusters). However this does not mean that other comparison goods categories are immune to the impact of the internet, including clothing and footwear.
- 3.10 The table below sets out Experian's latest forecasts of the growth in the total market share of SFT between 2014 and 2035, based on retail spending growth assumptions and predictions as to the future take-up and expansion of internet shopping¹⁰.

¹⁰ Please note that although no official data is available for convenience and comparison goods, EBS have provided their own market share estimates.

Table 3.2 The forecast growth in SFT's market share of total retail sales

	2015	2020	2025	2030	2035
TOTAL:	14.1%	18.5%	19.7%	20.1%	20.3%
Comparison	16.6%	21.0%	21.2%	20.8%	20.3%
Convenience	9.4%	13.5%	16.3%	18.1%	20.2%

Source: Appendix 3 of Experian Retail Planner Briefing Note 12.1 (October 2014)

- 3.11 EBS forecast that non-store retailing will continue to grow rapidly over the short to medium term, outpacing traditional forms of spending. They predict that this growth will be sustained by new technology (such as browsing and purchasing through mobile phones) and the development of interactive TV shopping, but will slow after 2020.
- 3.12 However such forecasts need to be treated with caution, as according to Experian approximately 25% of all SFT sales for comparison goods and some 70% for convenience goods are still sourced through traditional ('bricks-and-mortar') retail space, rather than from 'virtual' stores and/or distribution warehouses. On this basis Experian has adjusted the SFT market shares to reflect the proportion of internet sales sourced from existing stores.

Table 3.3 Adjusted SFT's market shares

	2015	2020	2025	2030	2035
TOTAL:	9.0%	11.9%	12.6 %	12.8%	12.9%
Comparison	12.5%	15.7%	15.9%	15.6%	15.2%
Convenience	2.8%	4.0%	4.9%	5.4%	6.1%

Source: Appendix 3 of Experian Retail Planner Briefing Note 12.1 (October 2014)

- 3.13 Although the growth in online sales has, and will inevitably continue to impact on the need for traditional shops, some commentators believe that the development of multi-channelling as part of retailers' business models will result in internet shopping actually driving demand for 'bricks-and-mortar' stores. This may be due to the need for 'click-and-collect' facilities in easily accessible locations (for example, on the high street, in existing out-of-centre stores or at important transport nodes), or for 'showrooms' where customers can view and test products in store before purchasing online. This co-ordinated multi-channel strategy should therefore help to support demand for retail space over time.

Floorspace 'Productivity' Growth

- 3.14 Floorspace 'productivity' (or turnover 'efficiency') growth represents the ability of retailers to absorb higher than inflation increases in their costs over time (such as rents, rates and service charges) to help maintain their profitability and viability. It is standard practice for retail planning assessments to make an allowance for the year-

on-year growth in the average sales densities of existing comparison and convenience goods retail floorspace.

- 3.15 However there is limited evidence detailing actual changes in the turnover and profitability of retailers over time. Furthermore analysis of past data and trends is complicated by the fact that sales density increases have been affected by changes in the use of retail floorspace over the last 20 years; such as, for example, the growth in out-of-centre retailing; Sunday-trading; longer opening hours; and the very strong growth of retail expenditure relative to the growth in floorspace. However following the recession many retailers struggled to increase or even maintain sales density levels and, together with other financial problems, this resulted in some retailers going out of business.
- 3.16 The table below sets out the latest sales density growth forecasts for comparison and convenience goods floorspace published by Experian Business Strategies (EBS), based on predicted changes in retail floorspace over time and after making an allowance for non-store retailing.

Table 3.4 **Productivity Growth in Retail Floorspace**

	2013	2014	2015	2016	2017-21	2022-35
<i>Comparison</i>	+4.3	+5.3	+3.8	+2.3	+2.0	+2.2
<i>Convenience</i>	-1.8	-1.4	-0.3	-0.4	-0.2	+0.1

Source: Figures 4a and 4b (Addendum), Experian *Retail Planner Briefing Note 1.1* (October 2014)

- 3.17 The forecasts show that the scope for sales density growth is very limited for convenience goods. This is mainly due to slow growth in sales volumes and limited additions to the floorspace stock. For comparison goods retailing, the trends towards more modern, higher density stores and the demolition of older inefficient space is forecast to continue, resulting in average growth rates of close to +2.2% per annum over the next two decades. However, this is still well below the rate seen during the boom of the early years of this century¹¹.

RETAIL DEVELOPMENT PIPELINE

- 3.18 The retail development pipeline slowed dramatically during the economic downturn compared with the shopping centre 'boom' experienced in the ten year period up to 2007. One of the key impacts has been to 'weed out' some of the more expensive and unviable development schemes that were in the pipeline before the economic downturn.
- 3.19 The latest *Shopping Centre Development Pipeline Report* published by the British Council of Shopping Centres (BCSC) in 2013 confirms that the quantum of completed

¹¹ Please note that the floorspace 'productivity' growth rates forecast by EBS have been used to inform the retail capacity assessment set out in Section 8 of this study.

new shopping centre floorspace in the UK is currently at its lowest level since the 1990s. Following the development of circa 260,000 m² in 2009, 232,000 m² in 2010 and 280,000 m² in 2011, no new floorspace opened in 2012. The quantum of retail development in the pipeline is also continuing to decline, with shopping centre proposal levels falling by 37% from a peak of 30 million m² in March 2009 to 19 million m² in June 2013 (CBRE data¹²). This trend is anticipated to continue over the short term at least to 2015/16.

- 3.20 Notwithstanding this, the BCSC research also identified the first significant signs of new development activity in 2013 following the opening of circa 140,000m² of new retail floorspace (including Trinity Leeds). This is set to continue with a number of major schemes opening in 2014 and 2015, including Grand Central in Birmingham and Old Market in Hereford. There are also positive signs that new investment is returning to the shopping centre market from UK-based and international funds seeking assets in prime and secondary locations that offer the potential for growth.
- 3.21 Given that it takes on average over ten years for a town centre scheme to be planned and developed, and can take even longer to deliver more complicated sites, then it follows that it will take a number of years for centres to benefit from the economic upturn and renewed investment and development confidence. Furthermore, the more challenging retail environment means that those shopping locations outside the 'top 100' centres that missed the previous (pre-recession) development cycle may face a long wait for new town centre development, or require a new approach if they are to secure new shopping centre development in the future. Even then, the scale and type of new retail investment that will emerge in the post-recessionary period could be very different to the last "*golden decade*" of shopping centre development between 1997 and 2007.

RETAILER REQUIREMENTS

- 3.22 The economic downturn, in combination with other trends (such as changes in customer requirements, planning legislation and the growth in internet shopping), has created a need for retailers to review and rapidly adapt their business strategies, requirements and store formats. In general terms those retailers with strong brands and loyal customers, trading from the right stores in the right locations, and with a good online facility have managed to weather the economic storm. The following highlights some of the key trends that are occurring in the convenience and comparison goods retail sectors.

Convenience Goods Retailing

- 3.23 The changes in the food and grocery sector over the last decade illustrate the dynamic changes in the retail industry. Some of the key trends include:

¹² CBRE (June 2013) UK Shopping Centres in the Pipeline

- The move by all the major national grocery retailers into the smaller convenience store sector in order to increase market share further, including for example the Tesco 'Express', Sainsbury's 'Local' and 'Little Waitrose' formats.
- The growth of European 'deep discount' food operators (such as Aldi and Lidl) has also continued during the economic downturn. In response, this has resulted in the expansion of own-brand 'value' ranges by the established grocers.
- An increase in the non-food sale areas of larger superstores over the last decade, including the development of own-label clothing. In some of the stores operated by Tesco (i.e. the 'Extra' format) and Asda, for example, a significant proportion of sales area (over 50%) is often set aside for non-food retailing.
- The 'race for more space' and new store openings over the last decade has also resulted in extensions to existing stores and/or new mezzanine space, and the growth of online shopping.

3.24 Over the last 12-18 months, however, the focus for the main foodstore operators has shifted to opening more convenience store formats, and growing their market shares of online sales. At the same time applications for large store formats have slowed significantly. Furthermore, Tesco and Morrisons have recently announced that they intend to dispose of some of their under-performing superstores, and Tesco is not now going to develop some 49 foodstores with extant planning permissions, including sites in Basingstoke and Dartford. This will inevitably have implications for the scale and type of new floorspace required by foodstore operators across the UK.

Comparison Goods Retailing

3.25 In the non-food sector, those retailers that experienced significant growth up to 2007 have had to adapt to the very different market conditions. The retailers that have not been flexible enough to respond to changing consumer needs, or are being squeezed in the increasingly competitive 'middle ground' between high-end and value retailing, have largely struggled to maintain market share over recent years. In some cases, this has resulted in a series of high profile 'casualties' and a number of key retailers have either disappeared from our high streets altogether (e.g. Woolworths, TJ Hughes, Jessops and Jane Norman), or have gone into administration and been forced to reduce their representation in centres across the UK (e.g. HMV, Blockbusters, Bank, Austin Reed, etc.).

3.26 Within town centres, some traditional high street multiple operators are also changing their formats and requirements. For example, key anchor retailers such as Boots, Next, Mothercare, TK Maxx, John Lewis and Marks & Spencer are actively looking for larger format new-build or existing stores in out-of-centre locations to accommodate

new retail formats (such as John Lewis at Home) and display their full range of products. These changes in retailer requirements and market demand will continue to have a significant impact on the UK's town centres and high streets, particularly in those cases where retailers make the decision to relocate from town centres to out-of-centre locations, or even out of the area altogether.

- 3.27 Research also shows that there is an increasing polarisation of development activity and investment interest in the larger regional and sub-regional centres (i.e. the 'top 100' centres). This is because these centres usually have large and established catchment areas, and therefore represent less 'risky' investments in the current uncertain economic climate. These larger centres have also generally benefitted from recent new shopping centre development and investment over the last decade, and are therefore better placed than smaller and medium sized centres to accommodate retailers' requirements for modern larger format units. The continuation of these trends will impact on future operator requirements, with retailers looking to satisfy their demand for larger modern premises in prime shopping locations, with strong catchment areas and a good supply of appropriate retail space.
- 3.28 The out-of-centre sector has also not been immune to change. Since 2007 there has been a notable downturn in the demand from traditional 'bulky goods' retailers for new space. For example, during the late 1990s both B&Q ('Warehouse') and Homebase were rolling out very large out-of-centre retail warehouses (some exceeding 10,000m² gross) in an attempt to dominate market share. However, these same operators are now looking to close or scale down their under-performing stores in certain areas. For example, B&Q announced the closure of 60 stores across the UK portfolio. Other 'bulky goods' operators have simply gone out of business (such as Focus DIY). Notwithstanding this, out-of-centre retailing still accounts for a significant proportion of existing and new retail floorspace and sales in the UK. For example recent research has highlighted the fact that of the new retail developments approved since the NPPF was published in March 2012, 72% were in out of town locations, 16% were edge of centre and just 12% were in town centres¹³.

LINKED TRIP RESEARCH

- 3.29 'Linked trips' are trips that consumers make between a variety of different activities including shopping and non-shopping and/or for different types of shopping. Usually, linked trips represent trips to different locations, be they within a centre or between various locations. Linked trips are key to the success of a town centre as they encourage town centre users to use/ visit multiple retailers or businesses in one single visit. The relationship between edge¹⁴ and out of centre retail provision and town

¹³ <http://www.acs.org.uk/en/research/planning.cfm> referenced in Why Our High Streets Still Matter: A Think Piece by Mary Portas, 30th May 2014.

¹⁴ Defined as being within 300 metres of the Primary Shopping Area in retail planning terms (NPPF, Annex 2).

centre it serves is a key consideration in determining impact. Specifically, consideration is given to whether a retail proposal will encourage or discourage linked trips to the town centre.

- 3.30 It is widely recognised that foodstores and non-food retail floorspace can provide an important 'anchor' function to smaller town centres, particularly where they are well integrated with the existing shopping area. This is because smaller centres do not generally have the 'critical mass' in terms of their retail offer and catchment populations to support major non-food department and variety 'anchor' stores (such as, for example, John Lewis and Debenhams).
- 3.31 Anchor foodstores can therefore help to underpin the vitality and viability of smaller centres by 'clawing back' shoppers and expenditure from competing out-of-centre superstores and shopping locations, thereby generating more regular and frequent visits to town centres as a whole. This, in turn, increases shopper presence (or vitality) in centres from which other shopkeepers and businesses can benefit through 'linked trips' and 'spin-off' expenditure. If shoppers shop for food locally, research shows that they will be more inclined to resist other destinations for shopping, leisure and other activities.
- 3.32 The important contribution that 'anchor' foodstores can make to the overall vitality and viability of smaller centres was identified by the *PPS 4 Practice Guidance* (now replaced by the Planning Practice Guidance published in March 2014), as well as by recent independent research by academic institutions and others. For example, the *PPS 4 Practice Guidance* referred to the positive impact of an edge-of-centre superstore which opened in Beverley in East Yorkshire in 2002. In this case a "before"/"after" study¹⁵ commissioned by the Council found that the new store had made a positive contribution to the health of the town centre, increasing the attraction of Beverley as a place to shop and visit, and reducing the 'leakage' of trade out of the town centre to competing out-of-centre superstores. For example, the research evidence found:
- a high level of 'linked trips' combining food shopping at the edge-of-centre store with other town centre shops and services (involving 65% of shoppers at the foodstore);
 - significant evidence of 'linked trips' by shoppers travelling by all modes to the store;
 - substantial 'claw back' of shoppers and trade (valued at £3.75m), which had resulted in increased footfall and "buzz" across the town centre;
 - no significant fall in other food and convenience provision in the centre some 12 months after the new store had opened; and

¹⁵ East Riding of Yorkshire Council (2003) *'Beverley Retail Study 2003'*, England & Lyle.

- additional investment in the town centre in the first year of opening (including, for example, the opening of a new M&S Simply Food store).
- 3.33 This is a prime example of where a “*well-integrated*” scheme, located within easy walking distance of the town centre had encouraged linked trips to other shops and services. The store has provided additional choice for Beverley’s shoppers; increased competition and choice in the local area; and is consistent with the policy objective of sustaining and enhancing the vitality and viability of town centres. The *Practice Guidance* concluded that: “*People may be more willing to walk between an edge of centre site and the PSA if they each have strong, complementary attractions*” (paragraph 6.7).
- 3.34 A 2009 research report by the *British Council of Shopping Centres* (BCSC) entitled ‘*Medium-Sized and Smaller Towns – Raising the Game*’ also confirms the important role that foodstores have played and are playing as important ‘anchors’ to the regeneration and renaissance of smaller town centres. It specifically describes how the introduction and integration of foodstores in existing town centres can help to promote a vibrant independent sector by encouraging linked trips. The study also found that major redevelopment schemes offer the opportunity to rationalise and improve town centre car parking provision.
- 3.35 There is also considerable academic agreement with the proposition that the quality of foodstore provision is vital to both the maintenance and enhancement of the role of small towns, district centres and rural market towns in servicing their hinterlands. For example, the scoping paper prepared by the Oxford Institute of Retail Management (OXIRM) on behalf of the National Retail Planning Forum in 2004 referred to research by Somerfield and Tesco, which indicated that between 40% and 45% of shoppers to a significant number of different stores in different locations carried out linked trips as part of their main food shopping trip.
- 3.36 Research by the *University of Southampton* (UoS) examined how edge of centre foodstores contribute and/or impact on linked trips to town centres. Their 2010 study, ‘*Revisiting the Impact of Large Foodstores on Market Towns and District Centres*’, was based on more up to date research and survey evidence.
- 3.37 In summary, the study concluded from its case studies and survey evidence of 8,000 consumers and 1,000 traders that supermarkets developed edge of centre:
- reduce expenditure leakage by the claw back of lost expenditure;
 - encourage a significant decrease in car usage and promote walking for main food shopping purchases;
 - are not being used for ‘one-stop’ shopping purchases and support linked trips to the town centre whereby they maintain and enhance their vitality and viability;

- A year after opening are considered by two-thirds of consumers as beneficial for local residents and the town centres; and
 - Received consistently positive feedback from traders on the impact of the new supermarket on local residents and the town centre. A generally positive or neutral view was given on the impact on their own business.
- 3.38 A review of changes in the retail mix of eight town centre case studies found that there was little support for the argument that supermarket development at edge of centre locations lead to greater economic health issues for existing centres or impact on the diversity of their retail offer.
- 3.39 Similar research by the *University of Southampton* also shows that foodstores in smaller towns can help to 'claw back' shoppers and trade from larger urban centres, resulting in a positive impact on the usage and turnover of existing shops and services. By way of example, their "*before*"/"*after*" case study research into the effects of the relocation of an out-of-centre foodstore to an edge-of-centre site in Shepton Mallet¹⁶ found that, *inter alia*, the 'linked trips' generated by the new edge-of-centre store ranged from 33% up to 64%. Other research based on case studies has identified similar benefits from new foodstore development to the vitality and viability of a range of different centres.
- 3.40 From our experience, the closer a new foodstore is located to a town centre the greater the potential for linked trips between the new store and the town centre. Other factors such as good pedestrian links, quality of environment, and topography between the store and town centre also play a part in maximising the potential for linked trips.

TOWN CENTRE FUTURES

- 3.41 A number of high profile research reports have been commissioned over recent years that set out recommendations and guidance on how to maintain and enhance the future vitality and viability of the UK's town centres. These include:
- **The Portas Review** (2011) reports on the findings and recommendations of research led by Mary Portas into the future of the High Streets. The report presented 28 key recommendations for government, local authorities and businesses to help high streets respond to the current challenges facing them and to prevent further decline.
 - **The Grimsey Review** (2013) addresses the continuing decline of many local high streets. The review highlights the dramatic impact that recent technological changes have had on consumer behaviour and the knock-on

¹⁶ Town & Country Planning (October 2009) '*Linked Trips and Town Centre Viability*', Professor Neil Wrigley et al., School of Geography, University of Southampton

effects for high streets. It suggests that the Portas recommendations failed to adequately account for this.

- **The Distressed Town Centre Property Taskforce (DTCP)** report (November 2013) was produced by an industry-led cross sector taskforce, assembled in response to the Portas Review. The report specifically focuses on the role that property ownership, investment, development and occupation can have on town centre viability, and provides recommendations on how the property sector can act to leverage in investment for town centres and support their ongoing viability.

3.42 The table below provides an overview of some of the common themes and recommendations identified by the different research in support of town centre revitalisation, including the Portas Review.

Strategy	Description
Reforming the management of town centres	Improving the ways in which town centres are managed was a key recommendation made by the Portas Review. In response, the Government has set up 27 'Portas Pilots' and 333 Town Teams, which bring together local councils, retailers and businesses to try out new ideas to drive their local economy. Strategies to deliver change are formulated in recognition of the particular strengths of each local area. It may be too early in the process to comment on the success of these, however a recent thought piece published by Portas (May 2014) has suggested that progress has been slow. There is also increasing financial support for Business Improvement Districts (BIDs) , which enable local businesses to take on responsibility for realising improvements in their local area. The Government has launched a BID Loan Fund to help those wishing to set up a BID in their area. Support for local (street) markets is also increasing, as a way to increase footfall and enhance the vibrancy of local centres. This was also a key recommendation in the Portas Review.
Making use of the planning system to protect and enhance town centres	The planning system is being used in various ways to enhance and protect local centres where possible. This includes maintaining use of 'town centres first' policies (as set out in the NPPF) in order to protect town centres from unnecessary competition from out-of-town developments. Where BIDs are in place, the improved planning conditions may also facilitate development. More stringent protection has been advocated by some sources. The Portas Review included a recommendation to introduce 'exceptional sign off' for all new out-of-centre retail development in order to protect existing centres. However, this was one of the few Portas recommendations that was not taken on by the Government. LPAs are also being encouraged to make use of CPOs in order to address issues of fragmented ownership and to facilitate comprehensive development across a centre.
Engaging communities	Encouraging communities to support their local high streets and town centres is essential and was a key recommendation in the Portas Review. Recent strategies to promote community participation in the development of local centres have included government support for communities wishing to take on the responsibility for ownership and management of assets of community value, such as their local pub or shop. A £19 million fund has been set up and more than 300 assets have already been listed under the Community Right to Bid.

Strategy	Description
Leveraging investment and funding	There are a number of new sources of public sector investment now available to facilitate improvements to local centres. These include £3.6m of funding via the Town Teams, a High Street Innovation Fund worth £10m and High Street renewal awards to date worth £1m. The DTCP suggestion that a workable Tax Increment Finance (TIF) model be put in place has since been actioned by the government. This will allow LPAs to raise finance to fund development and infrastructure based on the projected future increase in business rates resulting from investment. The DTCP report has also recommended greater engagement between LPAs and the private sector in order to tackle the challenges faced by town centres proactively. They support the use of joint venture partnerships between the public and private sector to facilitate development. A recent report by Peter Brett ¹⁷ suggested a new method that would involve the selection of a Property Company Partner (possibly private sector) who will then fund future investment in the centre. The Property Company would be assisted by the LPA through use of CPOs and restricting leases to de-fragment the ownership of the high street.
Adapting to take on the threat from increasing internet sales	Recent research has highlighted the importance of recognising the threat from increasing internet retailing as an important trend that will continue over the short term. Some centres are adapting better than others for example, the incorporation of Click & Collect (delivery and returns) points into centres. Other more general strategies include ensuring adequate parking and accessibility to improve the general accessibility of the centre. The Grimsey Review recommends that town centres focus on their role as a community hub , where retail is just one element, creating a diverse offer which will help local centres to compete more effectively with online retailers. The DTCP recommends adapting retail capacity models in order to account for the erosion of the physical retail space requirement in the face of competition from online retail. LPAs in many secondary town centres will need to actively plan for this future loss of retail space requirement , particularly from the larger retailers.
Encouraging a mix of uses	A recent trend has been the growing presence and proportion of food and beverage (F&B) units within shopping centres and high streets. A BCSC report ¹⁸ suggests that there are various benefits that may result from this, and recommends that shopping centre development include a mix of retail, F&B and leisure which are generally mutually supportive . However, there are also warnings that this is not the whole solution to filling current vacancies left by retail decline. The BCSC recommends that F&B units in retail centres should be targeted appropriately according to the likely consumer profile. Conversion from shops to residential uses is also becoming one way for LPAs to make better use of underused retail space and prevent unwanted vacancy. Increased residential populations living in or near to the town centre will also improve footfall and potentially spend in these areas. However, with high levels of pressure due to national housing shortages, there is a danger that the influx of residential development into town centres could undermine the retail and leisure functions of the centre.

3.43 Although there are positive signs that the UK is finally beginning to emerge from the economic downturn, it is clear that our town centres and high streets post-recession will be very different to the 'boom' years of the last decade. Over the short to medium term at least the economy is forecast to experience a sustained period of lower growth in consumer spending, reduced bank lending, limited access to credit and cuts in public sector expenditure. This presents significant challenges for all those involved in town centre management, development and investment.

3.44 The growth of online shopping is also impacting on the vitality and viability of many of Britain's centres and high streets. This is placing pressures on rental growth and market demand in many centres; particularly the smaller secondary centres outside the 'top 100' shopping locations. This has been further compounded by rising vacancy

¹⁷ Peter Brett (2013): Investing in the High Street: Town Centre Investment Management and its role in delivering change

¹⁸ BCSC (2014), Food and Beverage: A solution for shopping centres?

levels and the loss of key retailers. As a result, the share of non-food retail sales conducted through town centre shops has declined; from 64% in 2002 to just over 40% by 2013¹⁹. In our opinion, a far more uncertain future awaits the next wave of new retail investment and development. The evidence suggests that high quality schemes in the strongest prime shopping locations will continue to prosper. In contrast, the weaker secondary centres and shopping locations with a more limited offer, smaller catchments and negligible market demand will struggle to attract market interest and investment.

- 3.45 Notwithstanding the threat of online shopping, industry experts still predict that the demand from major retailers for new space will continue as it remains the primary mechanism for retailers to 'reach' their customers and grow their businesses. Over the short to medium term any increased demand for space from retailers will have to be met by the current retail stock (i.e. existing shopping centres, the high street and out-of-centre facilities), as there is limited new retail floorspace in the pipeline in town centres. With increased demand and the lack of supply over the short to medium term, research for the British Council of Shopping Centres (BCSC) predicts that this will effectively 'push up' rental levels for the larger modern desirable units until a significant amount of new development reaches completion. As a result, over the medium term, retailers will be competing for limited available space. Therefore those centres that are able to accommodate and deliver new developments over the next 5-10 years should be in a good position to attract operator interest. However, this will depend on the new retail floorspace being in the right location (i.e. preferably prime shopping locations) and having the right size, format and specification to meet the needs of modern retailers.
- 3.46 Research by the BCSC has also identified an increased emphasis on asset management, as owners and developers invest in the expansion or refurbishment of existing shopping centres to increase their investment value and turnover. In the current economic climate this investment in existing assets is less risky and financially onerous than new build projects. However, as the supply of suitable units "dry up" in prime locations, so retailers will also look at alternative options for delivering growth, such as through new out-of-centre openings, increasing sales through the internet, and/or expanding internationally.
- 3.47 Finally, although the NPPF reinforces the longstanding policy objective of promoting development and investment in town centres first, the market appetite for new and extended shopping facilities in out-of-centre locations shows no signs of slowing. The lack of available, suitable and viable sites in town centres to meet the demands of modern retailers and commercial leisure operators for larger format units will

¹⁹ Peter Brett (2013), Investing in the High Street: Town Centre

inevitably result in an increase in new out-of-centre applications and/or applications to widen 'bulky conditions' conditions on existing retail parks.

4.0 SHOPPING PATTERNS & MARKET SHARE ANALYSIS

- 4.1 This section sets out the headline findings of the market share analysis for all (comparison and convenience goods) shopping purchases based on the results of the telephone interview survey of 1,000 households commissioned by SODC as part of their 2015 Retail Study.

STUDY AREA & CATCHMENT AREAS

- 4.2 For the purpose of this study we have adopted the Study Area identified for the 2015 Retail Study which is defined using postcode geography and covers all of the South Oxfordshire District local authority area, as well as some outlying areas (see Plan 1, **Appendix 1**). The Study Area is broken down into twelve zones that broadly correlate to catchments for main centres within the Study Area.
- 4.3 Within the defined Study Area we have identified shopping catchments for Thame Town Centre, which are based on identified market shares achieved by stores in Thame and typical drive time catchments for convenience and comparison retailers:
- **Primary Catchment Area (PCA) or Zone 2** – comprises Thame Town Centre and hinterland and reflects the findings of the 2015 Retail Study which identified that stores in Thame Town Centre attract a strong market share of retail expenditure. The PCA also broadly correlates to a ten-minute drive-time catchment for the town centre, as shown in Plan 2, Appendix 1. Typically, the PCA represents a local catchment for a town centre and should retain a very high proportion of convenience expenditure in particular. However, retention is influenced by the level of retail offer available and the proximity of competing stores/ centres to the PCA.
 - **Secondary Catchment Area (SCA) or Zone 1** - includes smaller settlements (including Haddenham) and rural areas to the north of Thame, as shown in Plan 2, Appendix 1. Here, the 2015 Retail Study confirms that stores in Thame Town Centre attract some expenditure from Zone 1; primarily relating to convenience shopping. The majority of the SCA sits within a fifteen-minute drive-time catchment from Thame Town Centre. Typically, an SCA for one town centre may overlap with the SCA for neighbouring centre. Therefore, the level of expenditure retention will be dependent on the proximity between centres and their retail offer. In this case, Thame will compete for expenditure from Zone 2 from Aylesbury Town Centre and its retail parks.
 - **Total Catchment Area (TCA) or Zones 1 and 2** – comprises the PCA and SCA.
- 4.4 The rest of the Study Area includes key shopping centres in SODC including Wheatley Watlington, Abingdon, Wallingford, Henley-upon-Thames and Didcot (see Plan 1, Appendix 1).

- 4.5 A breakdown of the Study Area and catchments identified for Thame are set out in the table below, along with corresponding population for 2015.

Table 4.1 **Study Area, Catchments and Population**

Catchments		Zones	Geographic/ Catchment Areas	2015 Population
Total Catchment Area	Primary Catchment Area	2	Thame	13,054
	Secondary Catchment Area	1	Haddenham and rural	24,402
Rest of Study Area		3 to 12	Various	283,933
Total Study Area		321,389		

Source: 2015 population estimates based on ONS 2011 Census and derived from CJ's in-house *Experian MMG3 Geographic Information System (GIS)*.

Notes: See Study Area & Catchment Plans in Appendix 1

PATTERNS OF RETAIL SPENDING

- 4.6 As part of the 2015 Retail Study, SODC commissioned NEMS Market Research to carry out a household telephone interview survey (HTIS) across the defined Study Area and zones in 2015. The survey asked a series of questions to respondents to identify shopping patterns for convenience and comparison goods.
- 4.7 For the purpose of this study, we have utilised the results of the HTIS to identify market shares for stores in Thame Town Centre based on its catchment areas and the wider Study Area. In addition the analysis has identified the influence of Special Forms of Trading (SFT) including internet shopping on expenditure in the catchment areas as well as identifying competing stores and centres.

Convenience Goods – Market Share Analysis

- 4.8 Convenience goods²⁰ retailing is generally defined as comprising everyday essential items (including food, drinks, newspapers/magazines and confectionery), as well as an element of non-durable housing goods (such as washing up liquid, kitchen roll, bin bags, etc.). The household survey included questions on where households normally carryout their main 'bulk' (trolley) food purchases, any other stores they visit for main 'bulk' food purchases, and where households carry out more frequent 'top-up' (basket) purchase.
- 4.9 The results for main 'bulk', secondary 'bulk' and top up shopping are then merged through the application of a weighting based on judgements as to the proportion of household expenditure normally accounted for by each type of convenience goods

²⁰ For the purpose of this retail assessment 'convenience goods' and 'food' shopping have the same meaning.

shopping. In this case we have assumed a standard weighting of 65% for primary main 'bulk' shopping, 10% for secondary main 'bulk' shopping, and 25% for top-up shopping.

- 4.10 It should be noted that for the purpose of this market share analysis we have included expenditure on Special Forms of Trading (SFT), including internet sales, but have removed 'null' responses (including 'don't know' as a response). Please note that a more detailed explanation of SFT is provided in **Section 3**.
- 4.11 For convenience shopping, the household survey shows that 3.1% of respondents in the PCA (Zone 2) purchase all their food shopping online. This is lower than the corresponding market share for online food shopping for the SCA (6.6%) and wider Study Area (6.3%). The lower online market share for the PCA correlates with other zones in the Study Area that include or comprise urban areas. This suggests that online food shopping is more popular in areas that are less accessible to physical stores.
- 4.12 Looking at in-store sales in more detail, the results of the market share analysis for stores in the Catchment and Study Area are set out in Table 1 (**Appendix 3**). Here the market share analysis shows mixed results in terms of convenience expenditure retention for Thame Town Centre. Typically, foodstores command a catchment equivalent to a 5-10 minute drive-time (depending on the scale and location of the foodstores relative to existing competition, etc.), as shoppers are more likely to use stores in proximity to where they live. Stores in Thame Town Centre retain 74.5% of convenience goods expenditure from the PCA (Zone 2), which broadly represents a ten-minute drive time catchment from the town centre. The level of market share reduces to 43.8% within the SCA (Zone 1) due to competition from larger foodstores in Aylesbury.
- 4.13 The table below summarises the market share of stores in Thame Town Centre from the catchment areas.

Table 4.2 **Convenience Goods Market Shares for Thame Town Centre and Competing Stores/ Centres**

	Primary Catchment Area (Zone 2)	Secondary Catchment Area (Zone 1)	Total Catchment Area
Co-operative, High Street	16.1%	0.8%	5.7%
Sainsbury's, High Street	15.4%	4.9%	8.3%
Waitrose, Greyhound Lane	40.9%	20.9%	27.3%
M&S Simply Food, Park Street	0.9%	0.0%	0.3%
Other stores, Thame	1.3%	2.8%	2.3%
Total – Thame Town Centre	74.5%	31.0%	44.9%
Asda Superstore, Wheatley	10.9%	17.1%	15.2%
Aylesbury - Town Centre	0.4%	10.3%	7.1%
Aylesbury - Out of Centre	7.3%	17.2%	14.1%
SFT/ Online	3.1%	6.6%	6.1%

Source: Table 1, Appendix 2

- 4.14 In terms of the market share of individual stores, the table above shows that the Waitrose on Greyhound Lane attracts the highest proportion of expenditure for Thame Town Centre within the catchment areas – attracting 40.9% of PCA expenditure and 20.9% of SCA expenditure.
- 4.15 Expenditure from the PCA is primarily leaked to the Asda Superstore in Wheatley (10.9%) and out of centre locations in Aylesbury (7.3%), namely the Tesco Extras at Tring Road and Broadfields Retail Park. These stores offer a considerably greater choice in bulk 'main food' shopping offer than smaller foodstores in Thame. This is reflected in the market shares for the SCA, where the larger stores account for 34.3% of convenience goods expenditure.
- 4.16 Overall, while a market share for the PCA of 74.5% is reasonable, we consider that there is potential to increase the retention level of convenience goods expenditure. We also consider that there is potential for stores in Thame to increase their market share of expenditure in the SCA. This could be achieved through greater choice and offer in convenience food retailing, which in turn could capture expenditure lost to online shopping.

Comparison Goods – Market Share Analysis

- 4.17 Comparison goods²¹ are generally defined as items not obtained on a frequent basis and include clothing, footwear, household and recreational goods (also see Glossary of Terms). The household survey comprised of questions on the following main non-food expenditure categories:
- 'clothing, footwear and other fashion goods';
 - 'furniture, floor coverings and household textiles';
 - 'DIY goods and decorating goods';
 - 'domestic appliances such as washing machines, fridges cookers and kettles';
 - 'TV, Hi-Fi, photographic, computer items' (i.e. audio visual items);
 - 'personal care, such as soaps, beauty products, medical goods'; and
 - 'recreational and luxury goods including books, games, sports, pets and pet products, bicycles, jewellery'.
- 4.18 As for convenience goods, the updated retail capacity assessment draws on the overall market share analysis for all comparison goods shopping in Thame Town Centre, its catchments and the wider Study Area (see Table 1 in **Appendix 4**).
- 4.19 This has been derived by applying the market shares for the different categories of comparison goods to the comparable average per capita expenditure levels by goods type within each survey zone. This is an accepted approach as it provides a more accurate assessment of the distribution and weight of spend by respondents across each zone. The more detailed expenditure category approach means that the resultant market shares for centres and stores are not skewed by any particular comparison goods expenditure category. As a result, the analysis provides a more robust picture of overall shopping patterns for comparison goods.
- 4.20 Table 1 (**Appendix 4**) shows the market shares (%) for all comparison goods shopping purchases made both within and outside the catchment areas and Study Area, including SFT. These total market shares have been informed by the shopping patterns for the different types of comparison goods expenditure set out in Tables 2-12. It should be noted that the market share analysis (%) takes account of the distribution and weight of spend (£) by households on the different comparison goods categories. This ensures that the resultant shares are not skewed by any particular comparison goods expenditure category. This is a standard approach for retail assessments.
- 4.21 The table below sets out market shares for non-food expenditure for Thame Town Centre and its competing centres.

²¹ Please note that comparison goods and non-food shopping have the same meanings.

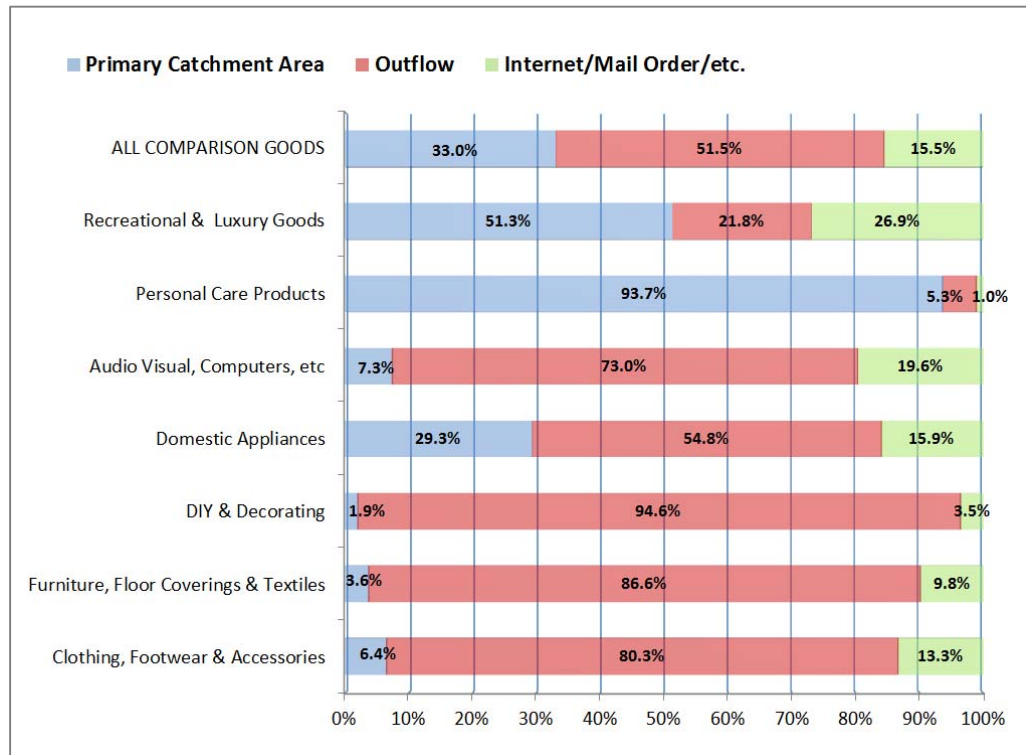
Table 4.3 **Comparison Goods Market Shares for Thame Town Centre**

	<i>Primary Catchment Area (Zone 2)</i>	<i>Secondary Catchment Area (Zone 1)</i>	<i>Total Catchment Area</i>
<i>Thame Town Centre</i>	33.0%	6.7%	14.9%
<i>Aylesbury Town Centre</i>	4.6%	6.7%	6.1%
<i>Aylesbury Shopping Park</i>	21.2%	22.9%	22.4%
<i>Oxford City Centre</i>	10.4%	5.6%	7.1%
<i>High Wycombe Town Centre</i>	7.9%	2.8%	4.4%
<i>High Wycombe – Out of Centre</i>	1.4%	3.5%	2.8%

Source: Table 1, Appendix 3

- 4.22 As the table shows, non-food shops and stores in Thame Town Centre are retaining 33.0% of PCA (Zone 2) expenditure and 6.7% for the SCA. The lower market shares for non-food shopping compared with food shopping reflect the limited comparison goods and fashion retail offer in the town centre, commensurate with its relative role and function in the network and hierarchy of centres. As a result, residents are more likely to shop at higher order centres where there is a greater range of offer.
- 4.23 Over a fifth of expenditure from the PCA (21.2%) and SCA (22.9%) is drawn to stores at Aylesbury Shopping Park. The Shopping Park has a mix of 'bulky' and general comparison goods retailers including Argos, B&M Bargains, PC World/ Comet, Sports Direct, amongst others. However, stores in Aylesbury Town Centre attract a much smaller market share (4.6% from PCA), which suggests that shoppers are travelling to the Shopping Park, possibly reflecting that it is more convenient to access by car and provides free parking. Expenditure is also leaked to stores in High Wycombe town Centre (7.9% from the PCA).
- 4.24 Oxford City Centre is also a key competitor and attracts 10.4% of total comparison expenditure from the PCA. The City Centre's market share increases to 30.7% for total PCA expenditure on fashion items. This reflects the City Centre's role as a regional shopping centre, which smaller centres such as Thame will struggle to compete with.
- 4.25 As the figure below shows, the market shares (retention levels) for the different categories of comparison goods retailing in the catchments and for internet shopping vary significantly for the PCA (see Tables 1-8, Appendix 3).

Table 4.4 **Primary Catchment Area Comparison Goods Market Shares for Thame Town Centre**



Source: Tables 1-8, Appendix 3

- 4.26 The figure above shows that stores in Thame Town Centre achieve a market share of just 6.4% for clothing and footwear purchases in the PCA. The corresponding market share for the SCA is 1.0%. Non-store clothing and footwear purchases (via the internet, mail order, etc.) account for a market share of 13.3% for the PCA. The corresponding figure for the SCA is considerably higher at 23.6%.
- 4.27 The low level of retention and high leakage for clothing and footwear reflects the fact that Thame has a very limited offer for this type of comparison shopping. The proximity of competing centres, such as Oxford City Centre, is likely to stifle demand for fashion retailing. Similar retention and leakage levels are identified for other comparison goods types.
- 4.28 It is worth noting that online shopping is more popular for particular types of goods. Over a quarter (26.9%) of sales for recreational and luxury goods are taking place via the internet, mail order, etc. Internet purchases are also popular for audio visual goods (19.6%) and domestic appliances (15.9%), and are least popular for purchasing personal care products (1.0%) and DIY goods (3.5%). The above figures reflect national trends and the impact of multi-channel retailing on shopping preferences and expenditure.

SUMMARY

- 4.29 In summary, the survey-derived market shares show that food and convenience stores in Thame Town Centre are achieving relatively strong 'retention levels' within the defined PCA (Zone 2). The Waitrose store on Greyhound Lane attracts the greatest market share for convenience food expenditure. However, there does appear to be potential to improve retention levels for Thame through the claw back of leaked expenditure to larger out of centre foodstores in Aylesbury and Wheatley. In particular, we consider that the centre underperforms in terms of its market share from the SCA, where there is no main food offer.
- 4.30 In terms of comparison goods retailing, it is evident that Thame cannot compete with larger centres in the District and beyond. This reflects the relative role and function of Thame Town Centre in the District and wider sub-region; and the more limited range, choice and overall quality of comparison goods offer compared with those higher order centres. At the same time, Thame along with other centres is facing increasing competition from online retailing; particularly sales for recreational and luxury, and audio visual goods. While the potential to improve comparison goods retention will be limited due to the significant offer of comparison retail in Oxford City Centre, there is potential to claw back some leaked expenditure from the PCA; particularly for general comparison goods offer (e.g. non-fashion goods) or comparison goods purchases that are linked to main food shopping.

5.0 TOWN CENTRE HEALTH CHECK

METHODOLOGY & APPROACH

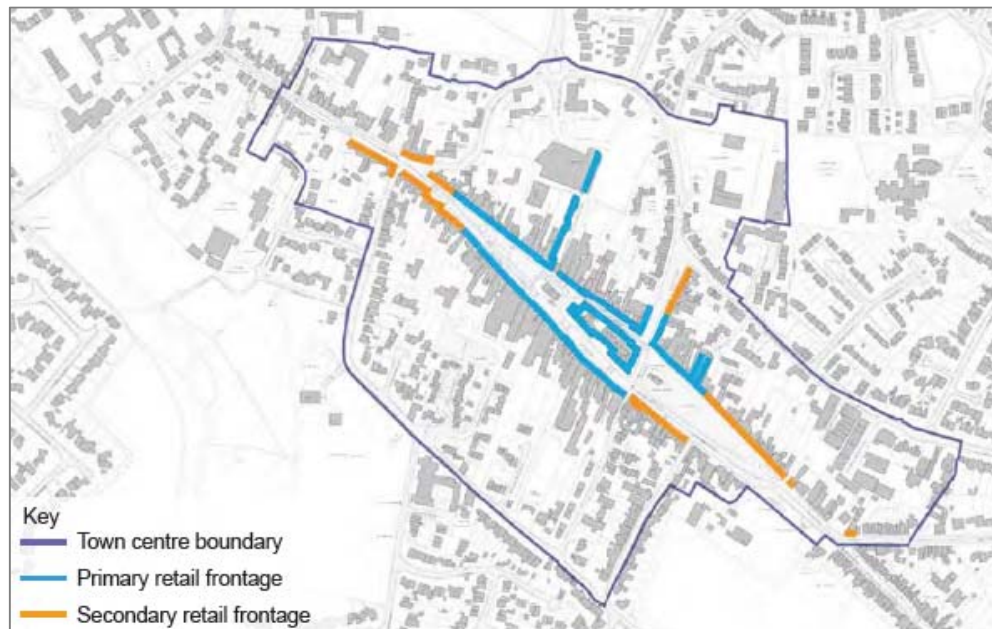
- 5.1 This section provides a high-level health check for Thame Town Centre.
- 5.2 Health checks are recognised as important planning ‘tools’ for appraising and monitoring the changes in the overall vitality and viability of town centres, and informing both plan-making and decision-taking at the local level.
- 5.3 In accordance with the NPPG (paragraph 005), there are a number of *Key Performance Indicators* (KPIs) that are widely used (where the information exists) to help assess and monitor the overall health and performance of centres. Some of the KPIs include:
- the scale and diversity of uses (e.g. retail and services offer);
 - retailer representation and demand;
 - commercial property indicators (such as Prime Zone A Rents);
 - changes in vacancy levels;
 - accessibility and parking provision;
 - the quality of the town centre environment;
 - pedestrian footfall; and
 - customers’ views and behaviour.
- 5.4 In this case the most and reliable KPIs have been gathered (where possible) for Thame Town Centre to help inform the assessment of their overall strengths and weaknesses in retail terms, the opportunities for new sustainable development and growth, and any potential current and future threats to the centre’s overall vitality and viability.
- 5.5 The health check assessment of the town centre has been informed by analysis of the 2015 Retail Study and a site visit to the town centre on 8th June 2015.

RETAIL CONTEXT

- 5.6 Thame Town Centre is a compact, attractive centre with a historic character. The main shopping area is focussed around High Street - a traditional, wide market area, which forms a focal point for the town centre. The town itself has strong agricultural roots and hosts a regular cattle market as well as farm sales and smallholders fairs and an annual sheep fair.
- 5.7 The town’s historic context lends it a unique character, from the medieval origins of the settlement to the many listed buildings and conservation area that make up the town centre. Overall, the centre presents an attractive environment for visitors, with well-maintained public realm and traditional street layout.

- 5.8 The Primary Shopping Frontage for the centre has been identified in the South Oxfordshire Core Strategy (2012) and includes the following:
- High Street includes a large area of paving separating the two sides of the street, used for parking (the 'Upper High Street car park') and events like the weekly markets. The frontages are predominantly traditional, interspersed with some modern units.
 - Cornmarket leads on from High Street south. The town hall occupies a large and attractive building at the southern end of the street, between Cornmarket and Butter Market overlooking the paved market area.
 - Butter Market leads on from High Street north. This is a narrow street with a single lane for vehicles and narrow pavements.
 - Greyhound Walk is a narrow pedestrianised shopping street which links the High Street with the Waitrose store.
 - North Street runs around the east of the town centre, and a small section that connects to Butter Market is included in the primary shopping frontage.
- 5.9 As the market analysis in Section 4 confirms, Thame Town Centre faces competition for visitors and expenditure from surrounding towns, such as Aylesbury and High Wycombe (and its shopping parks). These centres have been developing their retail and commercial leisure offer in recent years.
- 5.10 The map below shows Thame Town Centre boundary and the primary and secondary frontages as set out in the Thame Neighbourhood Plan.

Figure 5-1 Thame Town Centre Map



Source: Thame Neighbourhood Plan Figure 8.1

RETAIL COMPOSITION AND DIVERSITY

- 5.11 The assessment of the current retail and service provision in Thame Town Centre (measured by outlets and floorspace) has been informed by the emerging 2015 Retail Study, which is based Experian Goad survey data for September 2013.
- 5.12 Experian Goad identifies 131 shop units in Thame Town Centre. A breakdown of the type of town centre uses is provided in the table below:

Table 5.1 Thame Town Centre Composition of Units

	<i>No. of Units</i>	<i>% Total</i>	<i>UK Average (%)</i>	<i>Variance (%)</i>
<i>Convenience</i>	17	12.98	8.27	+4.71
<i>Comparison</i>	49	37.4	32.72	+4.68
<i>Service</i>	58	44.27	47.23	-2.96
<i>Vacant</i>	7	5.34	11.46	-6.12
<i>Total</i>	131	100	100	-

Source: South Oxfordshire Retail Study 2015 and Experian Goad Category Report September 2013

- 5.13 As the table show, retailer representation in Thame includes a good overall proportion of convenience stores (12.98% of total units), which is above the UK average (8.27%). Provision also includes a large Waitrose store, which anchors the town centre and provides a key draw for visitors. This store is supplemented by smaller format

supermarkets, including a Sainsbury's and a Co-op. There are also a number of high end independent stores including two butchers.

- 5.14 Comparison provision (37.4%) is also above the UK average (32.72%), and includes a good mix of both national multiple brands and independent occupiers. National multiples include Boots, and Superdrug. There is also a successful weekly local market on Tuesday and regular farmers' markets held in the Upper High Street car park. The former accommodates approximately 42 traders and offers a variety of goods. The Farmers' markets which operate on the second Tuesday and fifth Saturday of every month focus on food and drink produce.
- 5.15 The level of service provision is good (44.27%) in particular in relation to retail services and financial services. This highlights the town's role as a local service centre from surrounding populations. The level of leisure service provision is below the UK average (47.23%). This suggests that the centre's leisure provision could be improved with a better range of cafes, restaurants and bars in the centre, which would in turn support the evening economy. However, the town does benefit from a number of hotels and guesthouses and a good cultural offer including a cinema, the Thame Museum, and the Players Theatre. The town centre also has a number of commercial art galleries.
- 5.16 Retail accommodation in the town centre is characterised by smaller units. The larger units in the town centre tend to be occupied by national multiple occupiers, including: supermarkets like Waitrose, Sainsbury's and the Co-op; and banks including Barclays and Lloyds.

VACANCY LEVELS

- 5.17 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the 2015 Retail Study which uses Experian Goad data on vacancy from September 2013.
- 5.18 The Experian data shows that vacancy rates in Thame are very low at 5.34% of units, compared to a UK average of 11.46%. In terms of floorspace, this figure is even lower at 2.85% compared to a UK average of 9.29%. The 2015 Retail Study also included an update of vacancy data by site visit in November 2014 which confirmed that the number of vacant units had fallen to four. The vacant units are spread across the shopping frontage and there was no identified vacancy 'hot spot'.
- 5.19 The low level of vacancies in Thame indicates that the centre is a viable centre. At the same time it may also be an indicator of a lack of retail accommodation, which is likely given that the main retail frontage is restricted to one linear street – High Street and Butter Market/ Cornmarket.

NEW INVESTMENT AND DEVELOPMENT

- 5.20 Thame Town Centre is protected by a conservation area, which has limited larger development proposals for the centre. There are currently no significant development plans identified for the town centre.
- 5.21 However, the Cattle Market site does represent a potential development site on the edge of the centre. The cattle market itself has secured permission to move to a site to the east of the ring road. This site is considered suitable for the development of “larger retail units and a specialist food and drink quarter”²². However, SODC do not consider the site suitable for the development of a large foodstore. This is reflected in local planning policy (notably Local Plan policy THA1 and policy 8D-P1 of the Thame Neighbourhood Plan), which excludes development of food supermarkets on the Cattle Market site. An application for the development of a Sainsbury’s supermarket on the site was also refused in March 2013 (Ref: P11/E2086).
- 5.22 The Thame Neighbourhood Plan identifies the site as suitable for mixed use development, and may include the following elements:
- up to 3,000 m² of retail in the following classes: A1 (excluding food supermarkets); A2 financial and professional services; and A3 restaurants and cafes;
 - residential uses including dwellings at upper floor levels. Residential may only form a minor element of any mixed-use scheme as the main role of this site is to support the town centre;
 - office uses (Classes B1a or A2), including office uses at upper floor levels;
 - residential and non-residential institutions (Classes C2 and D1) and community facilities (Class D2);
 - public car parking spaces; and
 - improved pedestrian links along North Street to the High Street.

PRIME ZONE A RENTS

- 5.23 The level of rent that businesses are prepared to pay for retail space in a centre provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location.
- 5.24 Due to the relatively small size of the centre and the core retail frontage, there is limited information on retail rents in the area. Consultation will be carried with local agents to identify rental values. Agents confirmed that currently the prime zone A rents in Thame town centre is around £40 to £45 per square foot for smaller units and £65 to

²² Miller Consulting, Developing a Unique Selling Point for Thame 2010

£75 per square foot for larger units. Agents also confirmed that rents have increased over the last two to three years and that there had not been a significant decline over the economic downturn.

ACCESSIBILITY & PEDESTRIAN FLOWS

- 5.25 By rail, Thame is accessible via the Haddenham and Thame Parkway station which is located outside of the town, around 4.5km to the north (which equates to around a ten minute drive). Regular services run to Bicester, High Wycombe, Birmingham and London. It is understood that there is a bus service linking the station and the town centre. There are also four bus stops in the town centre which provide service link to neighbouring towns like Henley-on-Thames and Princes Risborough and to the surrounding residential areas. The Neighbourhood Plan for Thame has identified the need for improvements to the bus service for the town.
- 5.26 It is understood that the car parks in Thame Town Centre provide well over 500 spaces; including the spaces provided in Upper High Street, which are not available on market days when stalls occupy the area. Much of this car parking is free. The largest of these is the parking adjacent to the Waitrose store (230 spaces).
- 5.27 There is a good level of pedestrian connectivity around the centre. There are pedestrian crossings at key points along High Street and North Street, which present the two busiest roads running through the core retail area. Greyhound Walk presents an attractive pedestrianised route through the Waitrose supermarket and car park into the High Street. Some of the smaller historic streets such as Buttermarket have narrow pavements, although parking in these areas is prohibited which keeps the pavements clear for pedestrians.

CUSTOMER VIEWS AND PERCEPTIONS

- 5.28 The household telephone interview survey conducted as part of the 2015 Retail Study asked specific questions on respondents' views and perceptions of Thame Town Centre as a place to shop and visit for a wide range of uses and attractions. This included identifying key improvements people would like to see that might encourage them to visit Thame Town Centre more often for shopping and other purposes.
- 5.29 Almost two thirds (62%) of respondents visit Thame Town Centre primarily for food shopping, which highlights the importance of food retail in supporting footfall in the centre.
- 5.30 The survey results showed that respondents liked the fact that the centre was 'close to home', highlighting the role Thame Town Centre plays in serving local needs. Respondents also identified the attractive environment as a key positive feature, and the market.

- 5.31 Respondents were also asked what they disliked and to suggest improvements that would make them visit Thame Town Centre more often. The majority of respondents said there was nothing they disliked about the centre. Issues of parking were highlighted as something people disliked and subsequently identified as an area for improvement.
- 5.32 The local business survey conducted as part of the SODC Retail Study found that most of the respondents felt that Thame Town Centre was performing well. A majority of businesses felt that parking was good to very good, although a proportion (34%) felt that parking availability was poor. Another strength that was identified by local businesses was the mix and type of retailers, including the presence of niche and boutique occupiers.

MARKET STALL HOLDER AND VISITOR SURVEY

- 5.33 Thame Town Council also carried out a market stall holder and visitor survey on the weekly Tuesday market. The surveys were completed on the 18th August 2015.
- 5.34 The aim of the stall holder survey was to establish the potential impact of the proposed Tesco store on market trading performance, including the potential loss of turnover. A total of 31 stall holders took part in the survey, which obtained information on weekly average turnover, trading performance in the last five years, and the likely proportion of turnover that could be lost as a result of the Tesco store.
- 5.35 A survey was also carried out on visitors to the market, which explored whether the Tesco store would have a positive, negative or neutral impact on trips to the market. A total of 135 visitors were surveyed. The visitor survey also analysed where visitors travelled from, the age of visitors, the frequency of visits to the market, and the average spend per trip.
- 5.36 The findings for both surveys are set out in **Appendix 2** of this report and summarised below:

<i>Market Trader Survey Results</i>	<i>Market Visitor Survey Results</i>
<i>Annual turnover of £1.3m – however, this is likely to be a conservative estimate.</i>	<i>The average age of respondents was 56</i>
<i>The majority of respondents have experienced a growth in turnover over the last five years</i>	<i>Almost half of respondents visit the market weekly</i>
<i>All respondents anticipate that the Tesco will have some level of impact on turnover with the majority citing a likely impact of 29% on their turnover.</i>	<i>The average spend per trip was £15 per individual or for couples together.</i>
	<i>Almost all (96%) of respondents stated that their frequency of visits to the market would not change should Tesco open. A similar proportion (94%) stated that their level of spend at the market would not change.</i>

Source: Thame Town Council

- 5.37 The survey results highlight differences in perception between visitors and stall holders as to how the Tesco store could impact on the weekly market, in particularly in respect to visitor expenditure and stall holder turnover. For example, visitors indicated that their shopping habits to the market will not change, while the overall view from stall holders is that the opening of the Tesco store would reduce turnover by 29%. Two to three stall holders stated in the survey that the opening of a Tesco store could lead them to cease trading altogether.
- 5.38 Comments raised by individual stall holders point to markets that have either ceased trading or have been undermined as a result of competition from major foodstores including markets in Abingdon, Banbury, High Wycombe, and Newmarket.
- 5.39 It is evident from the stall holder and visitor surveys that the market is popular, drawing a loyal and frequent customer base. The market is clearly an important feature for Thame Town Centre, not just in terms of character, but also economically. It is likely to support linked shopping trips to other retailers and businesses in the town centre on market days.
- 5.40 Further consideration of how a new foodstore could impact on the trading performance of the weekly market is considered as part of the retail assessment in **Section 8**.

ENVIRONMENTAL QUALITY

- 5.41 Thame Town Centre is an historic centre, presenting an attractive offer to visitors including many buildings of particular historic interest, many of which are listed and all of which are covered by the Conservation Area. The layout of the streets presents a mix of the traditional market area, which is a focus point for the centre, and narrow lanes which emphasise the historic character of the town.
- 5.42 The town does not appear to suffer from particular problems with congestion going through the centre itself. There is evidence of well-maintained public planting and street furniture.

OUT OF CENTRE

- 5.43 Thame Town Centre is not served by out of centre retail provision. An Asda Superstore is located out of centre to Wheatley, approximately 10km from Thame Town Centre and is the main out of centre store serving the area. The 2,673m² (net sales) store includes a deli, bakery and several other specialist food counter in addition to a click and collect point and petrol station. Around 20% of provision is non-food goods. The store is linked to Thame Town Centre by a regular bus service. As highlighted in Section 4, the Asda is the main competing foodstore for Thame attracting 10.9% of all convenience expenditure from the PCA.

SUMMARY

- 5.44 This updated health check supports the conclusions of the wider evidence base that Thame is an attractive and successful market town with a vibrant and viable town centre.
- 5.45 The findings presented in this updated health check have identified a number of key strengths and opportunities for Thame Town Centre:
- Thame is an attractive centre with a unique historic character. The market area presents a key focus for the primary retail frontage. Respondents to the recent Household Survey conducted in support of the 2015 Retail Study identified the attractive environment of the centre as a positive feature.
 - The centre is easily accessible by car and there is a good level of car parking, although these are often busy. A bus service also links the centre to the Haddenham and Thame Parkway rail station.
 - Provision of convenience floorspace is good; anchored by the Waitrose store and supplemented by smaller format stores and independent occupiers.
 - Comparison provision is also good and includes a number of national multiple brands.
 - The regular markets in the town provide a key draw for visitors and supplement the fixed retail offer. However, there is a concern from stall holders that the opening of new foodstore could have a harmful impact on the viability of the street market and the loss of traders.
 - The centre also has a crucial service offer meeting the needs of the catchment population, has a strong financial service offer.
 - The level of leisure provision is low when compared to national averages, suggesting that the number and range of food and beverage occupiers in the town centre could be improved.
 - Vacancy levels in the centre are significantly below UK averages, showing the centre to be a vital and viable retail centre.
 - The conservation area that covers much of the centre places limitations on the nature and extent of future development. However, the Cattle Market has been identified as a strategic site for future development, including residential, leisure and office uses.

6.0 ECONOMIC CAPACITY ASSESSMENT

- 6.1 This section provides an update on the key assumptions and forecasts underpinning the quantitative need (capacity) assessment for new retail (comparison and convenience goods) floorspace in Thame Town Centre up to 2031.

METHODOLOGY

- 6.2 The update is based on CJ's **CREAT^e** model and draws on the most up to date average retail (convenience and comparison goods) expenditure reviewed in **Section 2** and informed by key retail trends detailed in **Section 3**.
- 6.3 In simple terms the quantitative capacity for new retail floorspace is generally derived from the forecast growth in population and expenditure, after making an allowance for new commitments, and the increased 'productivity' (or 'efficiency') of all existing and new floorspace. Capacity can also occur where there is a clearly identified "*imbalance*" between the turnover of existing facilities and the current level of expenditure in an area.
- 6.4 The capacity assessment is underpinned by market shares for stores and centres across the Catchment and Study Areas, which was identified by a Household Telephone Interview Survey (HTIS) commissioned by SODC for the emerging 2015 Retail Study in 2015.
- 6.5 For all existing and new convenience floorspace we have assumed an annual average 'productivity' growth rate ranging from -0.3% to 0.1% over the forecast period. We have assumed a corresponding annual productivity growth for comparison floorspace averages at circa 2.2%. These growth rates have been informed by Experian's latest Briefing Note²³ and other research.
- 6.6 At the outset we advise that all capacity forecasts beyond a five year period should be treated with caution. This is because long term trends in the economy, consumer demand and retail property market could have a significant impact on the potential capacity and need for new retail floorspace. For example, as discussed previously, a higher growth in non-store retail sales (i.e. Internet sales) than forecast by Experian would reduce the capacity for new retail floorspace over time. Notwithstanding this, it should also be noted that this capacity assessment is based on a standard constant market share approach. It does not therefore take account of any potential uplift in market shares and capacity that could occur within catchment areas due to the 'claw back' of expenditure to planned retail floorspace in more convenient and sustainable town centre locations. However, as part of this study we have assessed the potential to

²³ However, it should be noted that individual centres, stores and shopping facilities will be capable of achieving higher and/or lower annual 'productivity' growth depending on a range of trading factors (including the size, quality and type of retail floorspace).

improve the market share/ retention of expenditure in Thame Town Centre based on the opening of new foodstore.

ASSUMPTIONS & FORECASTS

- 6.7 The 'baseline' capacity tabulations for convenience goods and comparison goods are set out in Appendices 4 and 5, respectively. The following describes the key steps and assumptions underpinning the retail capacity assessment.

Population Projections

- 6.8 Table 1 (Appendix 4) sets out the base year (2015) population and projections. It also shows the population projections to 2031 for the Primary Catchment Area (PCA), Secondary Catchment Area (SCA), and wider Study Area. The population projections are based on Experian's '*demographic component model*', which takes into account age, gender, birth rates, ageing, net migration and death rates. Experian's population projection data is derived from ONS's 2012-based Sub-National Population Projections which show a +7.9% growth for the PCA (Zone 2) as a whole between 2015 and 2031, from 13,054 to 14,090 (+1,036). Population growth is higher in the SCA (Zone 1) at 15.5% (+3,784) over the study period; increasing from 24,402 in 2015 to 28,186 in 2031.
- 6.9 It should be noted that the ONS population projections do not take account of housing allocations in the area, which may under-estimate growth. Therefore, for the purpose of this study we have tested retail capacity based on adjusted population projections for Zone 2 to take account of housing allocations identified in the Thame Neighbourhood Plan.
- 6.10 The Neighbourhood Plan identifies housing capacity for 910 housing units between 2013 and 2027. Assuming a household size of 2.3 persons, this equates to a net population increase of 2,093. This equals a net increase of +150 persons per annum over the 14 year period. Beyond 2027, we have applied ONS's housing growth rate for Zone 2.
- 6.11 As Table 1 (Appendix 4b) shows, the population for Zone 2 based on housing allocations is 13,229 in 2015; increasing to 15,462 in 2031.

Expenditure per Capita & Special Forms of Trading (SFT)

- 6.12 Per capita expenditure and growth forecasts for key study zones and catchments are set out in Table 2 (**Appendix 4**) for convenience and Table 2 (**Appendix 5**) for comparison goods. The base year average expenditure figures have been derived from our in-house Experian MMG3 Geographic Information System (GIS).
- 6.13 In identifying expenditure per capacity, an allowance has been made for the market share of non-store retail sales (i.e. Special Forms of Trading) at the base year and over the forecast period. This is based on forecasts identified by Experian's latest *Retail*

Planner Briefing Note 12.1 (October 2014). SFT forecasts are then 'adjusted' to take account of goods sourced from traditional ('physical') retail space. In 2015, Experian identify SFT of convenience expenditure at 2.8% and 12.5% for comparison goods. Taking account of adjustments to SFT, the household survey identified a lower market share for convenience goods expenditure of 1.6%²⁴ for the Study Area and a slightly higher share for comparison goods of 18.4%²⁵.

- 6.14 Based on Experian's national forecasts and other research we have made a robust allowance for the growth in SFT for convenience goods from 1.6% to 3.1% between 2015 and 2031, and from 18.4% to 23.5% for comparison goods over the same period.

Total Available Expenditure

- 6.15 Total available retail expenditure for the study zones, catchment areas and Study Area is derived by multiplying the population and average expenditure per capita levels together. Table 3 in Appendix 4 and 5 sets out forecast total available convenience and comparison expenditure for the catchment areas and wider Study Area up to 2031.
- 6.16 Forecast total available expenditure for the TCA (i.e. PCA and SCA combined) show:
- a 22.3% (+£19.6m) growth in total **convenience goods** expenditure in the TCA by 2031 (Table 3, **Appendix 4**); and
 - a 67.7% (+£106.2m) growth in total **comparison goods** expenditure between 2015 and 2031 (Table 3, **Appendix 5**).

Market Share Analysis – excluding SFT

- 6.17 **Section 4** described the headline results of the survey-derived (%) market share analysis (including SFT) based on the detailed tabulations set out in Appendix 2 for convenience goods and Appendix 3 for comparison goods.
- 6.18 For the purpose of the retail capacity assessment, and in accordance with good practice, the market shares (including SFT) have been adjusted for both convenience goods (Table 4, **Appendix 4**) and comparison goods (Table 4, **Appendix 5**) retailing to exclude SFT²⁶.
- 6.19 The next key stage in the capacity assessment involves allocating the baseline convenience and comparison expenditure (£ million) within the catchment area to centres, stores and floorspace based on the survey-derived market shares (%). This helps to establish the current '*baseline*' (2015) trading performance stores in Thame Town Centre and competing centres based on expenditure drawn from the total Study

²⁴ Adjusted from 6.3% to take account of SFT convenience goods sales sourced from 'physical' stores.

²⁵ Adjusted from 26.3% to take account of SFT comparison goods sales sourced from 'physical' stores.

²⁶ The is in accordance with the standard approach for retail assessments, which make a deduction for SFT at the outset from the expenditure per capita figures.

Area. It should be noted that no allowance is made at this stage for the potential “inflow” (trade draw) of expenditure to centres and stores from outside the defined Study Area.

- 6.20 For both convenience and comparison goods the ‘baseline’ turnovers are projected forward to 2020, 2025, and 2031 assuming no changes in market shares. This ‘constant market share approach’ is a standard approach widely used and accepted for strategic retail assessments. However, this is a highly theoretical approach as it does not, for example, take account of the potential impact of new retail investment and development (both within and outside the Study Area) on existing shopping patterns and market shares over time.
- 6.21 The following briefly reviews the trading performance of Thame Town Centre as well as competing centres within and outside the Study Area based on the market share analysis:
- For **convenience goods**, Tables 4 and 5 (Appendix 4) show that, after stripping out the market shares for SFT, all the food and convenience stores in Thame Town Centre are currently achieving a market share of 6.7% (£47.9m) of all the available expenditure (i.e. £724.3m) in the Study Area in 2015. Within the PCA, convenience stores in Thame retain 76.9% (£21.6m) of total expenditure (£28.1m).
 - For **comparison goods**, the corresponding market share expenditure for stores in Thame Town Centre are set in Tables 4 and 5 (**Appendix 5**). After discounting SFT, stores in the Town Centre are retaining 3.2% (£36.3m) of total Study Area expenditure (£1,122.0m) in 2015. Within the PCA, comparison stores in Thame retain 39.1% (£16.8m) of total expenditure (£42.9m).

‘INFLOW’ AND BASE YEAR TURNOVER ESTIMATES

- 6.22 In order to provide a complete picture of the current trading (turnover) performance of stores in Thame Town Centre, we have made informed judgements with regard to the likely ‘inflow’ (trade draw) from outside the Study Area. In the absence of detailed turnover and trade draw information for Thame, our judgements have been informed by previous studies and retail assessments, as well as the survey and health check evidence. The ‘inflow’ assumptions also take account of:
- the scale, offer and location of all existing centres and stores in the Borough;
 - the likely extent of their catchment areas;
 - the competition from centres, stores and shopping facilities outside the catchment areas and the wider Study Area; and
 - the likely retail expenditure derived from people who live outside the Study Area (including visitors and commuters) to Thame Town Centre.

- 6.23 We have assumed that stores in Thame draw 2% of their convenience and comparison goods turnover from outside the Study Area. This takes into account the scale and quality of the centre's shopping offer; linked expenditure from tourists/ visitors, passing trade, and the level of competition from other centres and beyond (e.g. Aylesbury, High Wycombe, Oxford, etc.).
- 6.24 Based on the (survey-derived) market analysis and the 'inflow' assumptions, Table 9 (**Appendix 4 and 5**) sets out the revised convenience and comparison goods turnover estimates for stores in Thame Town Centre.
- 6.25 This section sets out the assessment of the quantitative need (capacity) for new retail (comparison and convenience goods) floorspace for Thame Town Centre from 2015 (the 'base year') to 2031, and intervening periods (i.e. 2015-2014 and 2025-31). In addition, we have tested capacity based on adjusted population projections for Zone 2; taking account of housing allocations identified in the Thame Neighbourhood Plan.

'Equilibrium' Approach to Store Turnover

- 6.26 It has necessarily been assumed for the purpose of the capacity assessment that the Borough's (convenience and comparison goods) retail market share is in '*equilibrium*' at the base year. In other words we assume that the existing centres and stores in the Borough are neither 'over-trading' nor 'under-trading'.
- 6.27 A review of the turnover for key stores in the town centre based on company average sales densities indicates that the Waitrose is trading above its average company sales level and the Sainsbury's store is trading at around its company average level. However, it should be highlighted that company average sales densities based on national averages do not take account of local economic variables. As Thame comprises a relatively affluent catchment it would be expected that key stores will trade significantly above their company averages. Notwithstanding this, comparison between the survey-derived turnover for Co-op and its 'benchmark', based on company averages, indicate that this store is under-performing and could therefore be vulnerable to a further reduction in its turnover.

'BASELINE' RETAIL CAPACITY FORECASTS

Convenience Goods Capacity

- 6.28 The key steps in assessing capacity for convenience goods expenditure and floorspace are set out in Table 10, Appendix 4. The table below sets out the capacity forecast for new convenience floorspace in Thame Town Centre based on Experian population projections:

Table 6.1 **Baseline Convenience Goods Capacity – Assuming Constant Market Shares (m² net)**

	2020	2025	2031
<i>Residual Expenditure (£m):</i>	<i>£3.5</i>	<i>£6.5</i>	<i>£9.9</i>
<i>Floorspace Capacity (m² net):</i>			
<i>Foodstore/ 'Local' format</i>	<i>285</i>	<i>532</i>	<i>804</i>
<i>or</i>			
<i>Supermarket/ Deep discount format</i>	<i>590</i>	<i>1,100</i>	<i>1,662</i>

Source: Table 10, Appendix 4

Note:

Assumes that market shares identified for stores Thame Town Centre (Table 4, Appendix 4) remain constant over the forecast period.

Assumes the retail market (i.e. existing store turnover) is in equilibrium at the base year (2015)

- 6.29 In order to convert the residual expenditure into a net sales figure we have assumed superstore format floorspace will achieve an average sales density of approximately £12,400 per m² in 2015. This is broadly based on the average sales performance of the main foodstore operators (i.e. Tesco, Sainsbury's, Asda, Morrisons, M&S Food, Waitrose, etc.).
- 6.30 The table shows that there is capacity for new convenience goods floorspace in the Thame Town Centre over the forecast period. Capacity is limited in the short term for foodstore format floorspace at 285 m² (net) in 2020. Forecast capacity increases to 532 m² (net) in 2025 and 804 m² (net) by 2035. This could support a 'local' format foodstore (e.g. Tesco Express, Sainsbury's Local, etc.) in the short to medium term (i.e. 2020 to 2025) or a small format foodstore in the longer term (up to 2031).
- 6.31 Alternatively, based on a lower sales density net residual expenditure in the catchment could support 1,662 m² (net) of deep discount (e.g. Aldi, Lidl, Netto, etc.) or local convenience (e.g. Budgens, Co-operative, etc.) format floorspace over the forecast period (up to 2031). This could support a standard format/size deep discount foodstore²⁷ (e.g. Lidl or Aldi) or local supermarket in the medium term (by 2025).
- 6.32 We have also tested convenience capacity based on adjusted population projections for Zone 2 (Thame), reflecting housing allocations identified in the Thame Neighbourhood Plan. This results in a slightly higher quantum of convenience goods capacity for Thame Town Centre. As the table below shows, housing population growth results in an uplift of +160m² net sales foodstore format floorspace from the baseline forecasts (up to 2031) and an uplift of +395m² net sales for deep discount/ local convenience floorspace.

²⁷ Example: the standard net sales area of Aldi stores is 1,254m², which includes a convenience net sales area of 1,003m².

Table 6.2 **Housing Population Growth Based Convenience Goods Capacity – Assuming Constant Market Shares (m² net)**

	2020	2025	2031	Difference from Baseline (2031)
<i>Residual Expenditure (£m):</i>	<i>£4.2</i>	<i>£8.1</i>	<i>£12.3</i>	<i>+£2.4</i>
<i>Floorspace Capacity (m² net):</i>				
<i>Foodstore/ 'Local' format</i>	<i>347</i>	<i>657</i>	<i>995</i>	<i>+ 191</i>
<i>or</i>				
<i>Supermarket/ Deep discount format</i>	<i>716</i>	<i>1,359</i>	<i>2,057</i>	<i>+395</i>

Source: Table 10, Appendix 4b

Notes:

Assumes that market shares identified for stores Thame Town Centre (Table 4, Appendix 4b) remain constant over the forecast period.

Residual expenditure takes account of adjusted population projections for Zone 2, which is based on housing allocations for Thame.

Assumes the retail market (i.e. existing store turnover) is in equilibrium at the base year (2015)

- 6.33 The alternative convenience capacity forecasts provide a similar outcome to the baseline capacity forecasts, with the potential to support a small format foodstore based on total floorspace capacity for the forecast period or a standard format deep discounter or local supermarket in the medium term (up to 2025).

Comparison Goods Capacity

- 6.34 The key steps in assessing capacity for comparison goods expenditure and floorspace are set out in Table 10 (Appendix 5).
- 6.35 It should be noted that the forecast expenditure 'residual' has been converted into a net retail sales area based on an assumed average sales density for all new non-food floorspace of circa £5,500 per m². This is broadly equivalent to the average sales density of new comparison goods floorspace trading in prime town centre locations. Notwithstanding this assumption, average sales levels will vary depending on a range of factors²⁸. The Town Council should be aware that these different sales levels assumptions will have implications for the assessment of the need for, and impact of different types of comparison goods retailing. It will also be a material consideration for the local planning authority when assessing and determining applications for large format retailing (such as retail warehouses for example).
- 6.36 The residual expenditure and floorspace capacity forecasts are summarised in the table below, which is based on Experian population projections.

²⁸ This includes the type of goods sold by the retailer, the location and quality of the retail floorspace, and the size and affluence of the catchment population. For example, published trading figures show that 'bulky goods' retailers in the DIY, carpet and furniture sectors generally achieve lower average sales levels of between £1,500 and £4,000 per m², whereas large format electrical goods retailers can achieve much higher average sales levels of £7,000 per m² and above.

Table 6.3 **Baseline Comparison Goods Capacity – Assuming Constant Market Shares (m² net)**

	2020	2025	2031
<i>Residual Expenditure (£m):</i>	-£0.6	£3.2	£10.8
<i>Floorspace Capacity (m² net):</i>	-96	475	1,430

Source: Table 10, Appendix 5

Note: Assumes that market shares identified for stores in Thame Town Centre (Table 4, Appendix 5) remain constant over the forecast period.

- 6.37 As the table shows, there no forecast residual expenditure to support new comparison goods floorspace in the town centre in the short term (up to 2020). However, forecast capacity emerges in 2025 for 490 m² (net); increasing to 1,476 m² (net) by 2031.
- 6.38 As for convenience goods capacity, we have also tested comparison goods capacity using adjusted population projections for Zone 2; based on housing allocations identified in the Thame Neighbourhood Plan. The increase in population for Zone 2 associated with key housing allocations results in 1,800 m² of forecast comparison goods capacity over the study period (up to 2031). As the table below shows, this equates to a net increase in total forecast comparison goods capacity from the baseline forecasts of +370 m². This could potentially support new comparison outlets in the town centre and ancillary comparison floorspace for a new foodstore.

Table 6.4 **Baseline Comparison Goods Capacity – Assuming Constant Market Shares (m² net)**

	2020	2025	2031	Difference from Baseline (2031)
<i>Residual Expenditure (£m):</i>	£0.2	£4.8	£13.6	+£2.8
<i>Floorspace Capacity (m² net):</i>	37	715	1,800	+370

Source: Table 10, Appendix 5

Notes:

Assumes that market shares identified for stores in Thame Town Centre (Table 4, Appendix 5b) remain constant over the forecast period.

Residual expenditure takes account of adjusted population projections for Zone 2, which is based on housing allocations for Thame.

RETAIL CAPACITY ASSESSMENT: MARKET SHARE 'SENSITIVITY' TEST

- 6.39 To further help inform the assessment of the potential need for new convenience retail floorspace in Thame Town Centre we have 'tested' the potential for stores in Thame to increase their market share (retention) of convenience expenditure from within the catchment areas and from the wider Study Area. The market shares are

- 6.40 The market share analysis (excluding Special Forms of Trading) shows that stores in Thame Town Centre are retaining 76.9% of convenience expenditure from the PCA (Zone 2). In other words, 23.1% of expenditure is lost to foodstores and convenience outlets in competing centres. Within the SCA (Zone 1), stores in Thame attract a much lower market share of 32.0%, with 1.8% retained by stores in the SCA (i.e. Co-op in Stone) and 66.2% of expenditure drawn to stores outside of the PCA and SCA. While we consider the retention level for the PCA is relatively strong, there is some potential to increase current levels, albeit limited. However, there is also potential for stores in Thame to increase their market share of expenditure from the SCA by competing attracting expenditure that is otherwise lost to foodstores in Aylesbury and High Wycombe.
- 6.41 The potential to improve convenience expenditure retention for stores in Thame has been tested based on two scenarios:
- **Market Share Scenario 1** – 5% increase in convenience expenditure market share for the PCA to 80.7% and by 15% for the SCA to 36.8% in 2015.
 - **Market Share Scenario 2** – 10% increase in expenditure retention for the PCA to 84.6% and 25% for the SCA to 40.0% in 2015.
- 6.42 As the table below shows, at the same time we have reduced leakage to other centres in the Study Area in the PCA and SCA assuming additional expenditure linked to improved retention levels for Thame are a result of the claw back of leaked expenditure to competing centres.
- 6.43 Market shares achieved by stores in Thame from Zones 3 and 4 have also been increased by 5% for both scenarios.

Table 6.5 **Market Share Sensitivity Test – Improved Expenditure Retention for Thame Town Centre**

	PCA (Zone 2)	SCA (Zone 1)	Zone 3	Zone 4
<i>Baseline Market Shares</i>				
<i>Thame Town Centre (retention)</i>	76.9%	32.0%	4.5%	3.6%
<i>Other Centres (leakage)</i>	23.1%	66.2%	95.5%	96.4%
<i>Improved Market Share - Scenario 1</i>				
<i>Thame Town Centre (retention)</i>	80.7%	36.8%	4.8%	3.8%
<i>Other Centres (leakage)</i>	19.3%	61.4%	95.2%	96.2%
<i>Market Share Testing - Scenario 2</i>				
<i>Thame Town Centre (retention)</i>	84.6%	40.0%	4.8%	3.8%
<i>Other Centres (leakage)</i>	15.4%	58.2%	95.2%	96.2%

Table Notes:

Scenario 1 - expenditure retention for PCA increased by 5%, 15% for SCA and 5% for Zones 3 and 4. Corresponding reduction in expenditure leakage.

Scenario 2 - expenditure retention for PCA increased by 10%, 25% for SCA and 5% for Zones 3 and 4. Corresponding reduction in expenditure leakage.

- 6.44 Overall, the potential improvement to market shares achieved by stores in Thame Town Centre from PCA and SCA expenditure results in a marginal increase in forecast capacity over the study period for the two market share scenarios. The table below shows that based on Scenario 1 there is only a marginal increase in forecast floorspace over the study period compared to the baseline forecasts; increasing to 892 m² net (+88 m² net) by 2031 for foodstore format floorspace and to 1,844 m² net (+182 m² net) for deep discounter or local convenience format floorspace.
- 6.45 For Scenario 2, which tests a greater increase in convenience expenditure retention for Thame, forecast foodstore format floorspace over the study period increases to 948 m² net sale (+144 m² net sales) and 1,959 m² net sales (+298 m² net sales) for deep discount foodstore floorspace.

Table 6.6 **Market Share Testing – Baseline Forecast Convenience Capacity (m² net)**

	2020	2025	2031
Baseline Capacity			
<i>Residual Expenditure (£m):</i>	£3.5	£6.5	£9.9
<i>Floorspace Capacity (m² net):</i>			
<i>Foodstore format</i>	285	532	804
<i>or</i>			
<i>Deep discount/ local convenience format</i>	590	1,100	1,662
Market Share Testing - Scenario 1			
<i>Residual Expenditure (£m):</i>	£3.9	£7.2	£11.0
<i>Floorspace Capacity (m² net):</i>			
<i>Foodstore format</i>	317	590	892
<i>or</i>			
<i>Deep discount/ local convenience format</i>	654	1,220	1,844
Market Share Testing - Scenario 2			
<i>Residual Expenditure (£m):</i>	£4.1	£7.7	£11.7
<i>Floorspace Capacity (m² net):</i>			
<i>Foodstore format</i>	336	627	948
<i>or</i>			
<i>Deep discount/ local convenience format</i>	695	1,297	1,959

- 6.46 Improvements to market share/ retention based on housing growth results in a further increase in forecast convenience goods floorspace. As the table below shows, under Scenario 1 there is forecast capacity for 1,160 m² net sales foodstore format floorspace

(+165 m² net from unadjusted forecast) or 2,263 m² net sales deep discount foodstore floorspace (+340 m² net sales).

Table 6.7 **Market Share Testing – Housing Growth Based Forecast Convenience Capacity (m² net)**

	2020	2025	2031
Unadjusted Forecast Capacity			
<i>Residual Expenditure (£m):</i>	£4.2	£8.1	£12.3
<i>Floorspace Capacity (m² net):</i>			
<i>Foodstore format</i>	347	657	995
<i>or</i>			
<i>Deep discount/ local convenience format</i>	716	1,359	2,057
Market Share Testing - Scenario 1			
<i>Residual Expenditure (£m):</i>	£4.7	£8.9	£13.5
<i>Floorspace Capacity (m² net):</i>			
<i>Foodstore format</i>	382	723	1,095
<i>or</i>			
<i>Deep discount/ local convenience format</i>	789	1,495	2,263
Market Share Testing - Scenario 2			
<i>Residual Expenditure (£m):</i>	£5.0	£9.4	£14.3
<i>Floorspace Capacity (m² net):</i>			
<i>Foodstore format</i>	404	766	1,160
<i>or</i>			
<i>Deep discount/ local convenience format</i>	836	1,584	2,397

- 6.47 When considering the results of the market share scenario testing, it should be noted that the potential to improve market retention for Thame is based on the scale and format of a new foodstore opening in the town centre.
- 6.48 To claw back leaked expenditure to competing stores the new store would need to have an appropriate critical mass of floorspace, parking and offer. As such, a smaller convenience store would not support the same potential to improve market share/retention.
- 6.49 For example, key foodstores typically represent a store size of 2,500 m² gross; comprising a convenience goods net sales area of 1,400 m². A deep discount foodstore also has the potential to improve market shares; particularly where there is no competition. The typical store size of a deep discount foodstore is 1,880 m² gross; including a convenience goods net sales area of approximately 1,000 m².
- 6.50 Therefore, any potential to increase forecast capacity for Thame through an improvement to market shares could only be supported based on the provision of a new key foodstore or deep discount foodstore.
- 6.51 Furthermore, the market share testing does not take account of the potential for stores in Zone 1 (SCA) to increase expenditure retention and reduce leakage to Thame. We

understand that the proposed residential development at Haddenham Airfield includes a small convenience store (500 m² gross). Aylesbury Vale District Council is still pending consideration of the planning application. However, the size of proposed store indicates that it will primarily serve a top-up shopping function and is unlikely to support an improvement to main food expenditure retention for Zone 1.

7.0 FOODSTORE SCENARIO TESTING

- 7.1 This section provides an overview of four foodstore scenarios that range in size and format. The scenario testing forms the basis of the retail impact assessment and will help to inform the type and scale of new convenience provision that could potentially be supported in Thame without have a significant adverse impact on the town centre.

FOODSTORE SCENARIOS

- 7.2 For the purpose of this study we have considered four different foodstore options, which range in size and format.
- 7.3 A summary of the floorspace and format for each foodstore option is summarised in the table below, which also sets out forecast turnover in 2020:

	Total Floorspace		Convenience Floorspace		Comparison Floorspace	
	(m ² gross)	(m ² net)	(m ² net)	Turnover (£m)	(m ² net)	Turnover (£m)
<i>Option 1 – Small Foodstore</i>	1,276	893	804	£9.85	89	£0.54
<i>Option 2 – Standard Foodstore</i>	2,500	2,000	1,400	£16.81*	350	£2.09*
<i>Option 3 – Proposed Tesco</i>	4,700	2,522	1,765	£19.48*	757	£5.96*
<i>Option 4 – Aldi Foodstore</i>	1,880	1,254	1,003	£7.87*	251	£2.04*

Notes:

The smaller foodstore size is based on the total baseline forecast capacity for new foodstore (convenience) floorspace for Thame (Table 6.5).

It is assumed that total net floorspace (i.e. convenience and comparison goods floorspace combined) equates 70% of gross floorspace.

Floorspace information for the Tesco store is based on a GEA stated in the supporting Planning Statement (paragraph 2.11) and net sales information stated in the Retail Assessment (paragraph 2), both prepared by Martin Robeson Planning Practice. Sales densities are also derived from the Retail Assessment (paragraph 36).

* Turnover for Options 2 to 4 is discounted by 2% to take account of turnover drawn from outside of the study area e.g. purchases supported by passing trade and tourists/ visitors.

Option 1 – Foodstore floorspace based on forecast convenience capacity

- 7.4 It has been established in Section 6 that there is baseline forecast capacity by 2031 to support up to 804 m² net sales of foodstore format floorspace in Thame Town Centre. As such, we have tested the impact of this floorspace coming forward in 2020 (Option 1). This equates to a turnover of £9.85m²⁹ in 2020.
- 7.5 As the table shows, we have also considered **ancillary comparison goods floorspace**. It should be noted that ancillary comparison goods floorspace will range in size depending on the size and format of the foodstore. For example, major superstores

²⁹ It should be noted that the floorspace and turnover for Scenario 1 is based on forecast capacity, which takes account of convenience expenditure inflow e.g. expenditure from outside of the study area.

typically set aside circa 30% to 50% of their total net sales floorspace for the sale of comparison goods, whereas for smaller supermarkets and foodstores, comparison goods floorspace can account for 10% to 30% of total floorspace.

- 7.6 For the purpose of this assessment we have assumed that a smaller foodstore comprising 804 m² net of convenience floorspace could be supported by 89 m² of net ancillary comparison goods floorspace. This equates to 10% of total net sales floorspace, which is typical for a smaller foodstore. Based on an average sales density of £5,500 per m² in 2015, the store could generate comparison good turnover of £0.5m in 2020.

Option 2 – Average sized foodstore

- 7.7 We have also tested the impact of a larger foodstore, based on a standard foodstore size of 2,500 m² gross (Scenario 2). We have assumed that the convenience floorspace will account for 80% (1,400 m²) of the total net sales area, with the remainder (350 m² net) for the sale of comparison goods.
- 7.8 Assuming a sales density of £12,400 per m² in 2015, the store's convenience goods turnover is estimated at £17.15m in 2020. Of this total we have assumed that 98% of the store's turnover will be drawn from the study area – equating to £16.81m in 2020. It is assumed that the remaining turnover (2%) is supported by purchases generated from passing trade and tourists/ visitors from outside of the study area.
- 7.9 The store's comparison goods turnover is estimated at £2.13 in 2020, of which £2.09m in drawn from the study area. Comparison goods turnover is based on an average sales density for comparison goods of £5,500 per m² in 2015.

Option 3 – Proposed Tesco Foodstore

- 7.10 We have also considered the retail impact of a larger store (Option 3) based on the floorspace composition of the proposed Tesco store. The proposed Tesco included a convenience net sales area of 1,765 m² and 757 m² net for the sale of comparison goods. This equates to 30% of the total net sales area.
- 7.11 The store's convenience goods turnover is estimated at £19.88m in 2020 based on a sales density of £11,400 per m² in 2015. This reflects the latest company sales information published by Mintel's Retail Rankings (2013/2014). Turnover is discounted to £19.48m to take account of trade drawn from outside of the catchment.
- 7.12 The store's comparison goods turnover is estimated at £6.08m in 2020 of which £5.96m in drawn from the study area. Comparison goods turnover is based on an average sales density of £7,250 in 2015.

Option 4 – Deep Discount Foodstore (E.g. Aldi)

- 7.13 In addition, we have considered the potential impact of a deep discount foodstore (Option 4). For the purpose of this assessment we have tested impact based on a standard format Aldi store of 1,274 m² net (1,880 m² gross). Typically, deep discount foodstores allocate 80% of total net sales area for the sale of convenience goods; equivalent 1,003 m² net, with the remainder (251 m² net sales), set aside for comparison goods.
- 7.14 The store's convenience goods turnover is estimated at £8.03m in 2020 based on a sales density of £8,100 per m² in 2015. This reflects the latest company sales information published by Mintel's Retail Rankings (2013/2014) and sales densities applied by Aldi in support of recent planning applications. Convenience goods turnover is discounted to £19.48m to take account of trade drawn from outside of the catchment.
- 7.15 The comparison turnover is estimated at £2.08m in 2020. Turnover is based on a sales density of £7,500 in 2015, which is informed by sales densities used by Aldi stores for recent schemes. Turnover is discounted to £2.04m to take account of trade drawn from outside of the catchment (-2% of total turnover).
- 7.16 The potential to support a deep discount foodstore is highlighted in the capacity assessment, which identified up to 1,662 m² net (2,374 m² gross) by 2031. This is based on an average sales density for deep discount convenience floorspace (£6,000 per m²). Based on a higher sales density for Aldi stores, forecast capacity reduces to 1,231 m² net (1,759 m² gross), which compares with the quantum of net convenience floorspace of a standard Aldi store size.

TRADE DIVERSION

- 7.17 Trade diversion represents the level of turnover diverted from an existing store to a proposed new foodstore. Our approach to trade diversion reflects the 'like-for-like' principle, as set out in the NPPG (paragraph 016); namely that retail schemes are most likely to draw trade from similar, comparable destinations. As such, we have applied varying trade diversion assumptions to the different foodstore options.
- 7.18 The level of trade diversion will depend on the size and format of a proposed foodstore, its proximity to competing stores, and existing foodstore provision in the local catchment.
- 7.19 The trade diversion assumptions for each foodstore option are set out in Table 7.1. This takes account of the foodstore format for each option and market shares achieved from competing stores from the PCA and SCA:

Table 7.1 Trade Diversion Assumptions

	PCA Market Share	SCA Market Share	Trade Diversion		
			Option 1	Option 2-3	Option 4
Co-operative, 6 High Street, Thame	16.6%	0.9%	9%	7%	4%
Sainsbury's, High Street, Thame	15.9%	5.4%	10%	8%	3%
Waitrose, Greyhound Lane, Thame	42.2%	22.7%	42%	33%	23%
Other stores in Thame Town Centre	1.3%	3.0%	2%	2%	1%
Weekly Market	No data	No data	0.5%	0.5%	0.5%
Asda Superstore, London Road, Wheatley	11.2%	18.5%	18%	25%	19%
Tesco Extra, Bicester Road, Aylesbury	2.1%	7.4%	7%	10%	5%
Tesco Superstore, Tring Road, Aylesbury	2.4%	4.2%	7%	10%	5%
Other out of centre foodstores, Aylesbury	3.0%	5.8%	5%	5%	20%
Bicester Out of Centre	0.0%	5.7%	-	-	12%
Oxford Out of Centre	0.0%	0.7%	-	-	8%
Total			100%	100%	100%

7.20 Further detail on the trade diversion assumption for each foodstore option is set out below:

Trade Diversion for Option 1

7.21 A smaller store option (Option 1) will offer a limited main food shopping function and is therefore likely to compete with stores within the local catchment. It is for this reason we have assumed that Option 1 could draw the majority of its turnover from stores in Thame Town Centre; in particular relating to top-up and some main food purchases from the Waitrose, Co-operative, and Sainsbury's stores.

7.22 While a smaller foodstore located edge or out of centre has the potential to capture some leaked expenditure to superstores in Aylesbury and Wheatley, this will be limited.

Trade Diversion for Options 2 and 3

7.23 We have assumed that an average or larger sized foodstore (Options 2 and 3, respectively) could draw a third of their turnover from the Waitrose store at Greyhound Lane. This is on the basis that the existing Waitrose is more comparable in size and function (i.e. for main 'bulk' food purchases).

7.24 While it is acknowledged that Waitrose appeals to a more affluent demographic; as the only key foodstore in the town centre it is likely that some shoppers will choose to visit an alternative foodstore that also serves a main food function.

- 7.25 In considering trade diversion from other stores in Thame Town Centre, we have assumed that trade will be diverted from the Co-operative and Sainsbury's stores. The two stores, whilst smaller than the Waitrose, nonetheless serve a main food function alongside a top-up shopping function. In our view, it is inevitable that some convenience expenditure could be diverted to a new foodstore; particularly if it is located outside of the town centre.
- 7.26 There is potential that a new foodstore comparable to Options 2 and 3 could claw back leaked expenditure to competing stores outside of Thame Town Centre. As the table 7.1 shows, we have assumed that almost a quarter of the convenience turnover for Option 2 and 3 could be supported from leaked expenditure (from the PCA and SCA) to the out of centre Asda Superstore in Wheatley. There is also potential to claw back leaked expenditure to competing out of centre stores in Aylesbury; including the Tesco Extra, Tesco Superstore and other out of centre foodstores in the area.
- 7.27 We have also assumed that the proposed store will draw some trade from the weekly Tuesday market. While the market offers a different shopping experience to that of a foodstore, the proposed store is still likely to compete with the market for certain convenience purchases (e.g. everyday food and drink items). Based on the turnover estimate identified from the Town Council's market survey, we have assumed trade diversion at 0.5%.

Trade Diversion for Option 4

- 7.28 Deep discount stores typically draw trade from other competing deep discount foodstores. In this case, the nearest Aldi and Lidl stores to Thame are both located at Aylesbury Shopping Park. The household survey confirms that these stores draw expenditure from the primary and secondary catchment areas. In addition, deep discount foodstores in Bicester (Lidl and Aldi) and Oxford (Lidl and Aldi) also draw expenditure from the catchments. Therefore, we have assumed that a new deep discount store in Thame could draw up to 40% of the store's turnover from competing stores outside the catchments.
- 7.29 However, a new deep discount foodstore in Thame also likely to draw trade from existing foodstores and convenience stores in Thame and neighbouring centres. This is particularly the case as deep discount foodstore operators (e.g. Aldi, Lidl, Netto, etc.) increase their market share of the grocery sector. On this basis, we have assumed that the store could divert 23% of its turnover from the Waitrose store. It is also assumed that a smaller quantum of turnover could be sourced from Co-op (4%) and Sainsbury's (3%). Trade diversion is also expected, albeit marginal, from other convenience retailers in the town centre and from the weekly Tuesday market.

8.0 IMPACT OF NEW FOODSTORE FLOORSPACE

- 8.1 **Appendix 6** sets out the impact forecasts for each foodstore option at 2020 and 2025, based on the **CREAT**[®] model. This has been carried out in accordance with the advice set out in the NPPF and NPPG on assessing retail impact (see Section 2).
- 8.2 This section sets out the findings of the impact assessment for the four foodstore options on the trading performance of Thame Town Centre. We have also assessed the potential impact on key stores in the town centre taking account of the retail capacity findings in Section 6 and the trade diversion assumptions identified in Section 7.
- 8.3 Forecast impact is first tested on convenience turnover and comparison goods turnover separately, before identifying the impact on the total retail turnover (i.e. convenience and comparison turnover combined) of Thame Town Centre. The quantitative findings of the retail impact assessment for each foodstore option are set out in Tables 1-4, Appendix 6.

IMPACT ON CONVENIENCE TURNOVER

- 8.4 The following provides an overview of the impact findings on convenience turnover for the town centre as a whole and for individual stores:

Town Centre Turnover

- **Option 1** - A small foodstore supporting a convenience floorspace of 804 m² (reflecting the baseline forecast capacity) could result in an impact of -11.8% (-£6.21m) in 2020. Impact on convenience goods turnover reduces to -11.2% by 2025.
- **Option 2** - The level of convenience turnover impact increases to -16.1% (-£8.49m) when based on a standard sized foodstore (2,500 m² gross). Impact on convenience goods turnover reduces to -15.3% by 2025.
- **Option 3** - A larger foodstore, corresponding in size to the proposed Tesco store, would have an impact of -18.7% (-£9.84m) on the town centre's total convenience turnover. Impact on convenience goods turnover reduces to -17.7% by 2025.
- **Option 4** - The forecast impact of a deep discount foodstore is considerably less. A deep discount foodstore, such as Aldi, would have an impact of -4.6% (-£2.44m) in 2020 with impact reducing to 4.4% by 2025.

Individual Store Turnover

- 8.5 The impact of the foodstore options on individual stores in the town centre is greatest for the Co-op store. The forecast impacts of the different options on the Co-op store in 2020 are as follows:

- Option 1 - Smaller store: -14.8% (-£0.89m)
 - Option 2 – Standard sized foodstore: -19.7% (-£1.18)
 - Option 3 – Proposed Tesco foodstore: -22.8% (-£1.36m)
 - Option 4 – Deep discount foodstore: -5.3% (-£0.31m)
- 8.6 A review of company average turnover estimates suggests that the Co-op store is under-trading (-£1m). Therefore, any further erosion of the store's turnover could impact on its future viability. This is particularly relevant given that there is evidence that the Co-operative Group is closing poor performing stores across the UK.
- 8.7 The forecast impact on the **Waitrose and Sainsbury's** stores is also significant. Based on a smaller foodstore (Option 1), we forecast an impact on the Waitrose and Sainsbury stores of -12.4% and -10.4%, respectively in 2020. A standard format foodstore could have a corresponding impact of -16.6% and -14.2% on the Waitrose and Sainsbury's stores. Impact increases to -19.2% and -16.5% for Waitrose and Sainsbury's when based on the Tesco proposal (Option 4). Impact associated with a deep discount foodstore (Option 4) is considerably less at -5.3% and -2.5%, respectively.
- 8.8 However, a review of company average turnover for the Waitrose and Sainsbury's stores suggests that both stores are over trading; particularly the Waitrose store. On that basis, the stores are likely to absorb the impact of a potential new foodstore in Thame; particularly for a smaller format foodstore or a discount foodstore.
- 8.9 The corresponding impact on convenience turnover for **other stores** in Thame Town Centre in 2020 ranges from -2.6% for Option 4 (deep discount foodstore) to -12.8% for Option 3 (Tesco proposal).
- 8.10 The potential impact of the foodstore options on the **weekly Tuesday market** ranges from 5.3% for Option 4 to 13.2% for Option 3.
- 8.11 The results of the impact assessment show foodstore Option 2 and 3 will have the greatest impact on the town centre's convenience goods turnover and on its individual stores and the weekly market. For the Co-op store in particular, a larger format foodstore (Option 3) could have a significant adverse impact on the Co-op's viability, which could lead to its closure.
- 8.12 Furthermore, a larger foodstore option (Option 3) is also more likely to draw trade from the Tuesday market and traditional convenience retailers in the town centre.
- 8.13 Whilst the Waitrose store is likely to experience the greatest level of trade diversion and impact, we do not consider that impact associated with the four foodstore options would result in the store's closure.
- 8.14 For other food businesses in the town centre, such as local convenience retailers and the market stall holders, impact is particularly high when based on the proposed Tesco scheme (Option 3). However, there is potential that the loss of linked trips between the

Waitrose store and other smaller stores in the town centre could result in a higher impact than what has been identified.

- 8.15 The assessment suggests that a deep discount foodstore (Option 4) would have a lesser impact on town centre turnover and individual store turnover.
- 8.16 It should be noted that the estimations of impact highlighted above relate to impact on convenience turnover only. An assessment of the impact on comparison goods turnover is also required gain a full understanding of the impact of a new foodstore on existing stores in Thame.

IMPACT ON COMPARISON TURNOVER

- 8.17 For the purpose of this assessment we tested the impact of ancillary comparison goods floorspace associated with the four foodstore scenarios.
- 8.18 It is assumed that turnover generated from the ancillary comparison goods floorspace for each foodstore scenario could be supported by turnover diverted primarily from competing foodstores. This follows the 'like for like' principle described previously and the assumption that comparison goods offer at foodstores represent secondary purchases to food items. In other words, shoppers are less likely to visit foodstores for the primary reason of purchasing non-food (comparison goods).
- 8.19 In summary, trade diverted from stores in Thame Town Centre to a new foodstore in 2020 could result in an impact on comparison goods turnover ranging from -0.7% for a smaller store (Option 1), to -1.2% for a deep discount foodstore (Option 4), -1.5% for an standard size foodstore (Option 2), and up to -4.4% based on the proposed Tesco store (Option 3).

COMBINED IMPACT

- 8.20 Finally, the retail assessment considers the combined impact of convenience and comparison floorspace associated with a new foodstore in Thame.
- 8.21 In summary, the impact forecasts for the four foodstore options show:
 - A smaller foodstore (Scenario 1) could result in a combined impact of -7.0% on Thame Town Centre in 2020; reducing slightly to -6.2% in 2025.
 - Impact increases to -9.7% in 2020 based on a standard sized foodstore (Option 2); reducing to -8.8% in 2025.
 - Impact on Thame Town Centre increases further to -12.4% in 2020 based on a foodstore comparable to the proposed Tesco store. Impact reduces to -11.3% in 2025.
 - A deep discount foodstore is likely to have the least impact on the town centre with impact forecast at -3.2% in 2020, reducing to -2.9% in 2025.

- 8.22 The findings show that a larger foodstore, similar to the proposed Tesco store (Option 3), will have a greater impact on the total retail turnover for Thame Town Centre.

IMPACT ON LINKED TRIPS

- 8.23 For the purpose of this assessment we have considered how the impact of a new foodstore at an edge or out of centre location could impact on linked trips supported by existing foodstores in a town centre and other retailers and businesses. In this case, the Waitrose store attracts a significant market share of convenience expenditure and serves an important 'anchor' function for the town centre. This is evident from the household survey results for the SODC Retail Study 2015, which found that food shopping was the principle reason for respondents in Thame's primary catchment area (Zone 2) to visit the Town Centre. The survey also found that 80% of respondents link their food shopping trip to other activities; in particular for non-food shopping and for financial services.
- 8.24 The above also reflects current academic thinking on the important contribution that anchor stores and other retail offer make to supporting linked trips in smaller centres, as highlighted in Section 3. Research from the *University of Southampton* (UoS) suggests that a new foodstore at edge of centre locations could help to claw back leaked expenditure from larger urban centres. However, stores in Thame already retain a high proportion of convenience expenditure from the primary shopping catchment (PSA). Therefore, the potential to claw back leaked convenience expenditure from the PSA will be limited as highlighted in the market share sensitivity testing in Section 6.
- 8.25 The trade diversion estimations for the different foodstore options tested in Section 7 show turnover would be drawn from Thame's key anchor store, Waitrose, as well from other convenience retailers. Therefore, it is reasonable to assume that linked trips could be lost that would otherwise have been supported between Waitrose and other town centre businesses. The potential level of linked trips or associated expenditure that could be lost to a new edge or out of centre foodstore is difficult to quantify. However, taking account of the UoS's research, we can only assume that distance from the town centre will be an influencing factor. In other words, a new foodstore located edge of centre to Thame based on the NPPF's definition (i.e. 300 metres from the Primary Shopping Area) is more likely to support linked trips than one located out of centre.
- 8.26 Taking account of the foodstore options considered in the impact assessment, it is likely that the foodstore options that draw a greater proportion of trade from the town centre, in particular from Waitrose, Co-op and Sainsbury's (i.e. Options 2 and 3) could lead to a greater loss of lined trips.
- 8.27 Overall, the household survey confirms that Thame's town centre economy is clearly supported by its food retail offer; particularly the Waitrose store, which functions as the town's principal anchor store. The potential diversion of food shoppers to a competing

edge or out of centre foodstore will impact on the potential for linked trips. This in turn will impact on the vitality and viability of the wider town centre.

SUMMARY

- 8.28 The findings of impact assessment show that store size and format will result in very different levels of impact on Thame Town Centre and its key stores.
- 8.29 A smaller foodstore with a total net sales area³⁰ of 893 m² (1,276 m² gross) will result in a relatively low impact. However, in reality, we would question whether there would be sufficient operator demand for a foodstore of this size given that there are already two similar sized grocery retailers (i.e. Sainsbury's and Co-op) serving the town centre.
- 8.30 The assessment shows a standard format deep discount foodstore with a total net sales area³¹ of 1,254 m² (1,880 m² gross) such as Aldi or Lidl is likely to have the least impact on the trading performance and vitality and viability of the town centre. This is on the basis that these stores are more likely to draw a higher proportion of their turnover from competing deep discount foodstores located outside of the catchment.
- 8.31 The impact results for a standard format foodstore with a total net sales area³¹ of 2,000 m² (2,500 m² gross) and a larger format foodstore of with a total net sales area³² of 2,522 m² (4,700 m² gross), similar to the proposed Tesco store, could result in a high level of trade diversion from existing stores in the town centre. Whilst these foodstore options could capture expenditure leaked to superstores outside the catchment, albeit limited for the primary shopping catchment, they would nonetheless compete directly with Waitrose, and to a lesser extent from Sainsbury's and Co-op. Taking account of the household survey results, the loss of shoppers from the town centre could reduce linked trips to other retailers and businesses in the town centre.

³⁰ Comprising a convenience and comparison floorspace ratio of 90:10

³¹ Comprising a convenience and comparison floorspace ratio of 80:20

³² Comprising a convenience and comparison floorspace ration of 70:30

9.0 CONCLUSIONS AND RECOMMENDATIONS

- 9.1 This report has assessed the potential to support new retail floorspace in Thame Town Centre; taking account of retail market shares derived from a household survey used to inform the emerging South Oxfordshire District Retail Study 2015 and projected population and expenditure for Thame's shopping catchment. From this we identified the forecast capacity to support new convenience and comparison floorspace for the town centre. Consideration is also given to the health of town centre, including existing retail provision and vacancies, amongst other key performance indicators.
- 9.2 The capacity assessment focused on the potential to support new convenience retail floorspace including 'foodstore' format and 'deep discount' foodstore format floorspace up to 2031. The findings show that there is potential forecast capacity to support a small format foodstore, similar in size to the existing Co-op store, over the forecast period. Alternatively, there is potential capacity up to 2031 to accommodate a deep discount foodstore. Forecast capacity slightly increases when based on population populations adjusted to take account of planned housing growth in Thame and Haddenham.
- 9.3 In considering impact of a new foodstore floorspace on the trading performance of Thame Town Centre, we have tested the potential impact associated with four different foodstore options located outside of the town centre. The findings of the impact assessment show that a smaller format foodstore (corresponding in scale to forecast convenience capacity for Thame), or a deep discount foodstore would have a lower impact on the trading performance of the town centre and its retailers. In contrast, the assessment indicates that a larger format traditional foodstore (standard size and above) could have a significant harmful impact on the town centre, leading to the potential closure of the existing Co-op store.
- 9.4 Furthermore, the household survey results suggest that food retailing anchors the town centre's economy and support linked trips to other businesses, particularly for non-food shopping and financial services. It is reasonable to assume that trade diversion from key stores in the town centre, particularly from Waitrose, could impact on established linked trips between the store and other businesses. Taking account of the foodstore options considered in the impact assessment, it is assumed that those that compete directly with Waitrose (i.e. larger format traditional foodstores such as the Tesco proposal) could lead to a greater loss of linked trips. While it is difficult to ascertain the exact level in reduction, it is reasonable to assume that the closer a new foodstore is to the town centre, the greater the potential to support linked trips with existing retailers and businesses.

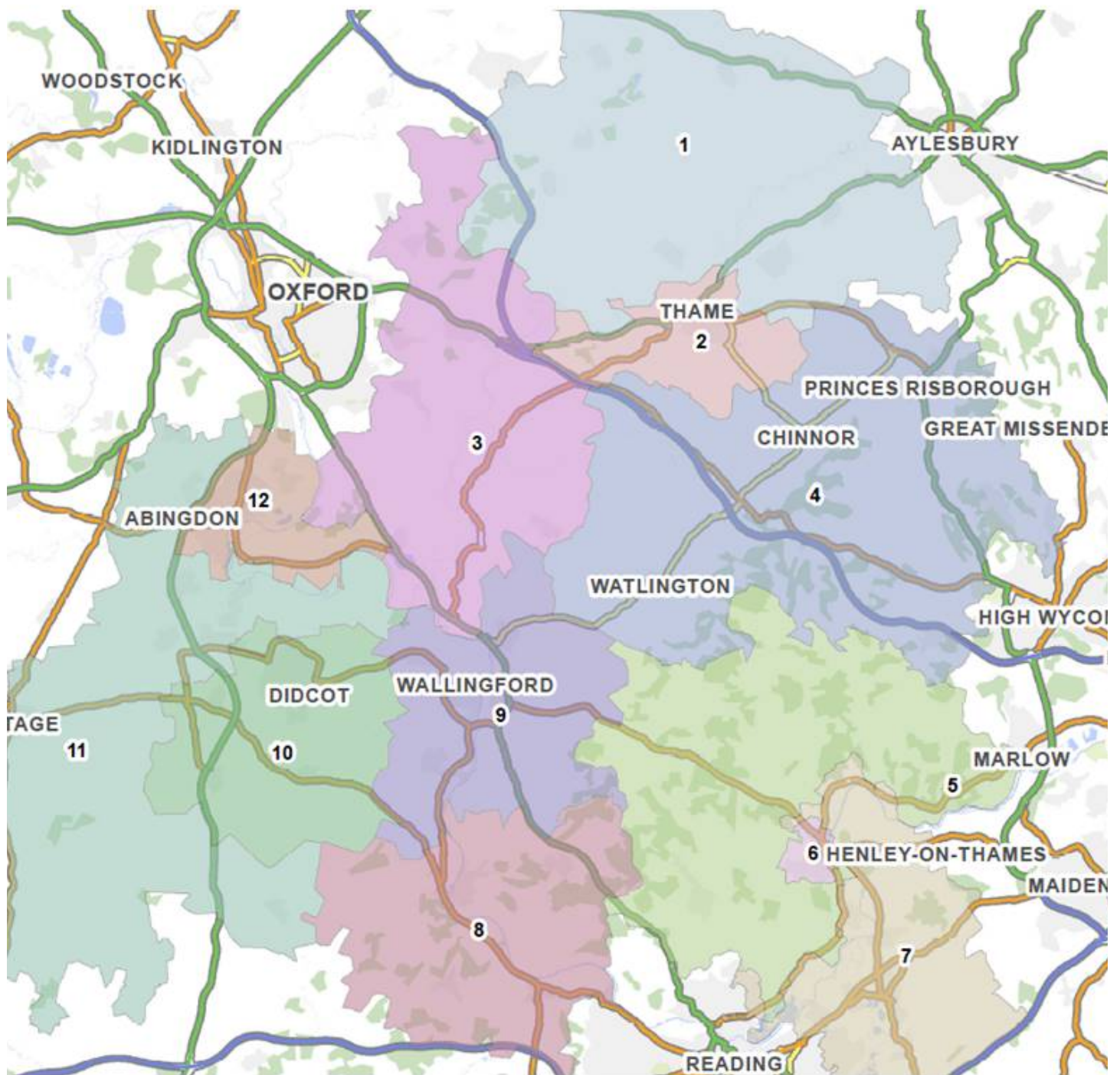
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GLOSSARY & ABBREVIATIONS













CITY CENTRES:	The highest level of centre identified in development plans. In terms of hierarchies, they will often be a regional centre and will serve a wide catchment. The centre may be very large, embracing a wide range of activities and may be distinguished by areas which may perform different main functions.
TOWN CENTRES:	Town centres will usually be the second level of centres after city centres and, in many cases, they will be the principal centre or centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability.
DISTRICT CENTRES:	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.
LOCAL CENTRES:	Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette.
TOWN CENTRE USES:	Main town centre uses are retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, cultural and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
TOWN CENTRE BOUNDARY:	Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area. The extent of the town centre should be defined on a proposals map.
PRIMARY SHOPPING AREA (PSA)	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage). The extent of the primary shopping area should be defined on the proposals map. Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the primary shopping area, therefore the town centre may not extend beyond the primary shopping area.
PRIMARY & SECONDARY FRONTAGES	Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses, such as restaurants, cinemas and businesses.
EDGE-OF-CENTRE	For retail purposes, a location that is well connected up to 300 metres from the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances.
OUT-OF-CENTRE	A location which is not in or on the edge of a centre but not necessarily outside the urban area.
OUT-OF-TOWN	A location out of centre that is outside the existing urban area.
CONVENIENCE SHOPPING	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
SUPERMARKETS	Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.
SUPERSTORES	Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.
COMPARISON SHOPPING	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
RETAIL WAREHOUSES	Large stores specialising in the sale of household goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers.
RETAIL PARKS	An agglomeration of at least 3 retail warehouses.
WAREHOUSE CLUBS	Large businesses specialising in volume sales of reduced priced goods. The operator may limit access to businesses, organisations or classes of individual.
FACTORY	Groups of shops specialising in selling seconds and end-of-line goods at discounted prices.

OUTLET CENTRES	
REGIONAL & SUB-REGIONAL SHOPPING CENTRES	Out-of-centre shopping centres which are generally over shopping centres 50,000 square metres gross retail area, typically comprising a wide variety of comparison goods stores.
LEISURE PARKS	Leisure parks often feature a mix of leisure facilities, such as a multi-screen cinema, indoor bowling centres, night club, restaurants, bars and fast-food outlets, with car parking.
CONVENIENCE GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP categories: Food and non-alcoholic beverages, Tobacco, Alcoholic beverages (off-trade), Newspapers and periodicals, Non-durable household goods.
COMPARISON GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP Categories: Clothing materials & garments, Shoes & other footwear, Materials for maintenance & repair of dwellings, Furniture & furnishings; carpets & other floor coverings, Household textiles, Major household appliances, whether electric or not, Small electric household appliances, Tools & miscellaneous accessories, Glassware, tableware & household utensils, Medical goods & other pharmaceutical products, Therapeutic appliances & equipment, Bicycles, Recording media, Games, toys & hobbies; sport & camping equipment; musical instruments, Gardens, plants & flowers, Pets & related products, Books & stationery, Audio-visual, photographic and information processing equipment, Appliances for personal care, Jewellery, watches & clocks, Other personal effects.
SPECIAL FORMS OF TRADING	All retail sales not in shops and stores; including sales via the internet, mail order, TV shopping, party plan, vending machines, door-to-door and temporary open market stalls.
GROSS GROUND FLOOR FOOTPRINT FLOORSPACE	The area shown on the Ordnance Survey map or other plans as being occupied by buildings and covered areas measured externally.
GROSS RETAIL FLOORSPACE	The total built floor area measured externally which is occupied exclusively by a retailer or retailers; excluding open areas used for the storage, display or sale of goods.
NET RETAIL SALES AREA	The sales area within a building (i.e. all internal areas accessible to the customer), but excluding checkouts, lobbies, concessions, restaurants, customer toilets and walkways behind the checkouts.
RETAIL SALES DENSITY	Convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.
FLOORSPACE 'PRODUCTIVITY' ('EFFICIENCY') GROWTH	The percentage by which a retail sales density is assumed to increase annually in real terms over a stated period. The choice of the most appropriate level of growth will depend on individual circumstances, and in particular the capacity of existing floorspace to absorb increased sales. It is also important that selected rates of growth in productivity are compatible with assumptions about the growth in per capita expenditure.
QUANTITATIVE NEED	Is conventionally measured as expenditure capacity (i.e. the balance between the turnover capacity of existing facilities and available expenditure in any given area). Expenditure capacity, or 'quantitative need' can arise as a result of forecast expenditure growth (either through population growth or increase in spending), or by identification of an imbalance between the existing facilities and current level of expenditure available in an area.
QUALITATIVE NEED	Includes more subjective measures such as, for example, consumer choice; the appropriate distribution of facilities; and the needs of those living in deprived areas. 'Over trading' is also identified as a measure of qualitative need, although evidence of significant over-crowding, etc., may also be an indicator of quantitative need.
OVERTRADING	The extent to which the turnover of existing stores significantly exceeds benchmark turnovers may be a qualitative indicator of need, and in some cases inform quantitative need considerations. For example it may be an expression of the poor range of existing facilities or limited choice of stores and a lack of new floorspace within a locality. In certain cases 'overtrading' occurs when there is an imbalance between demand (i.e. available spend) and supply (i.e. existing floorspace capacity).
BENCHMARK TURNOVER	In the case of specific types of provision (such as foodstores) company average turnover figures are widely available and can provide an indication of a 'benchmark' turnover for existing facilities. However, turnover benchmarks should not be used prescriptively or in isolation to indicate a measure of 'need'. It is important to recognise that a range of factors (such as rental levels and other operating costs) mean that operators are likely to trade at a wide range of turnover levels. Given the inherent margins of error involved in this type of exercise, the use of company averages as benchmarks should be treated with caution unless they are corroborated by other independent evidence of under-performance, or strong trading. Examples might include the results of in-centre health checks, or the extent of congestion in stores and queuing at checkouts.

APPENDIX 1: STUDY AREA AND CATCHMENTS

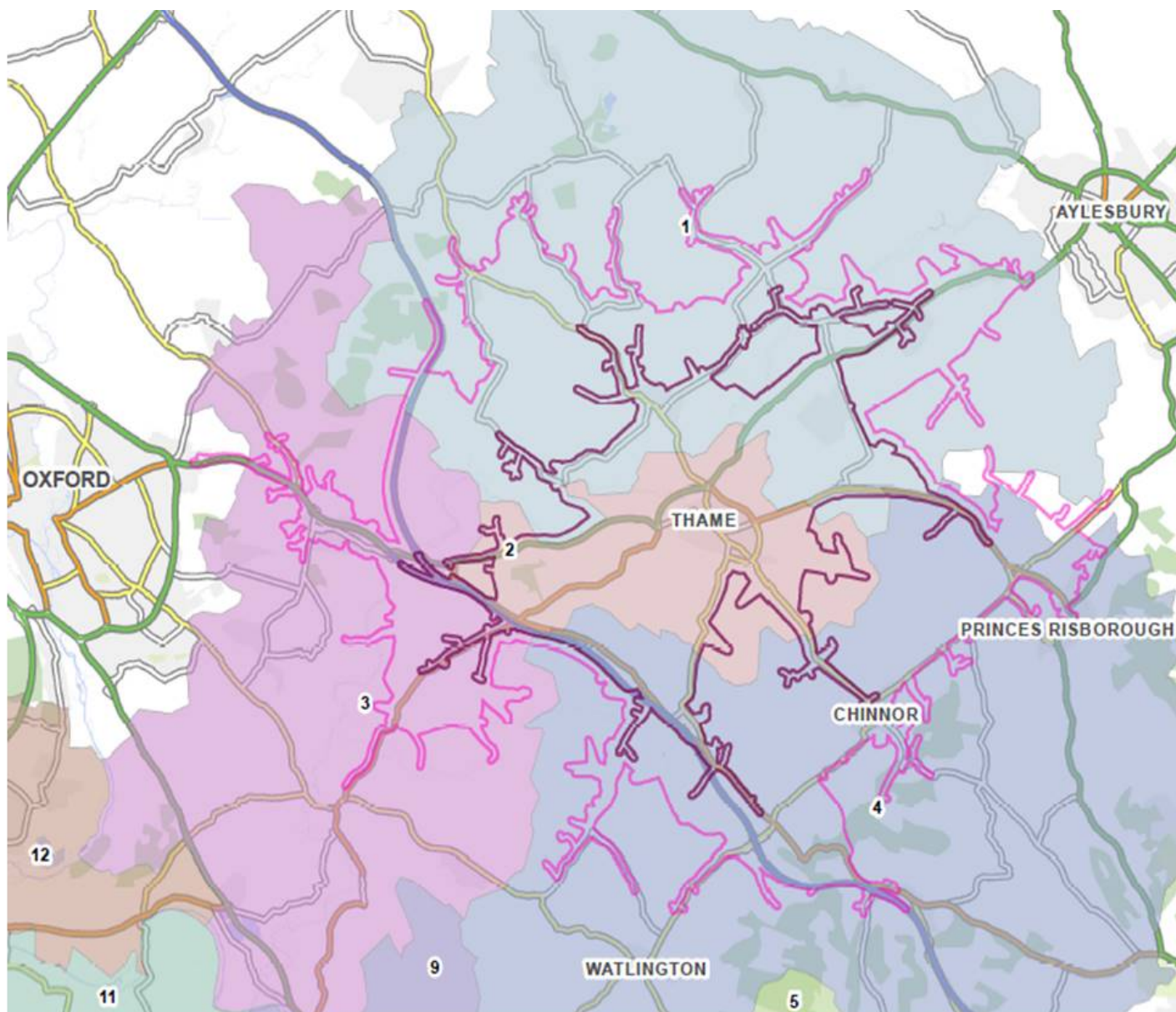


Study Zones

	2 Primary Catchment		8
	1 Secondary Catchment		9
	3		10
	4		11
	5		12
	6		
			7

Plan 1 - Catchments and Study Area

Carter Jonas



Study Zones

- 2 Primary Catchment
- 1 Secondary Catchment
- 3
- 4
- 5
- 6

- 7
- 8
- 9
- 10
- 11
- 12

10 minute drive time 15 minute drive time

Plan 2 - Drive Time Catchments

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APPENDIX 2: CONVENIENCE GOODS MARKET SHARE ANALYSIS

TABLE 1: ALL FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

		Catchment:	SCA	PCA				TOTAL STUDY AREA
		Zones:	1	2	3	4	5-12	
Zone 1	Co-op, Oxford Road, Stone	1.7%	0.0%	0.0%	0.0%	0.0%		0.1%
	Local stores in Haddenham	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Zone 2	Thame Town Centre:							
	Co-operative, 6a High Street	0.8%	16.1%	0.2%	0.3%	0.0%		0.7%
	Sainsbury's, 1 High Street	5.0%	15.4%	0.8%	0.6%	0.0%		1.1%
	Waitrose, Greyhound Lane	21.2%	40.9%	3.4%	2.2%	0.3%		4.0%
	Other stores, Thame	2.8%	1.3%	0.0%	0.3%	0.1%		0.4%
	Total - Thame Town Centre	29.9%	73.6%	4.4%	3.3%	0.3%		6.3%
	M&S Simply Food, Park Street (out of centre)	0.0%	0.9%	0.0%	0.0%	0.0%		0.0%
CATCHMENT AREA		31.6%	74.5%	4.4%	3.3%	0.3%		6.5%
Zone 3	Stores in Wheatley:							
	Co-op, Station Road, Wheatley	0.0%	0.0%	1.4%	0.3%	0.0%		0.1%
	Other Wheatley Town Centre	0.0%	0.0%	0.8%	0.0%	0.0%		0.1%
	Asda Superstore, London Road, Wheatley	17.3%	10.9%	36.2%	2.5%	0.3%		4.8%
	Other in Zone 3	0.0%	0.0%	2.3%	0.0%	0.0%		0.2%
Zone 4	Stores in Princes Riseborough:							
	Tesco, Longwick Road	0.7%	1.7%	0.0%	17.9%	0.0%		2.6%
	Budgens, Horns Lane	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
	M&S Simply Food, Horns Lane	0.1%	0.0%	0.0%	5.1%	0.0%		0.7%
	Other Risborough	0.0%	0.0%	0.0%	0.6%	0.0%		0.1%
	Chinnor	0.0%	0.0%	0.0%	1.4%	0.1%		0.2%
	Walters Ash	0.0%	0.0%	0.0%	1.0%	0.0%		0.1%
	Watlington	0.0%	0.0%	0.8%	7.9%	0.0%		1.2%
	Other in Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Rest of Study Area	Abingdon Town Centre	0.0%	0.0%	1.0%	0.0%	8.9%		6.1%
	Abingdon Out of Centre	0.0%	0.0%	3.0%	0.4%	8.2%		5.8%
	Wallingford Town Centre	0.1%	0.0%	9.0%	1.6%	6.5%		5.2%
	Wallingford Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
	Didcot Town Centre	0.0%	0.0%	0.0%	0.0%	0.8%		0.5%
	Didcot Out of Centre	0.0%	0.0%	3.5%	0.0%	12.5%		8.6%
	Henley upon Thames Town Centre	0.0%	0.0%	0.0%	0.9%	6.1%		4.2%
	Henley upon Thames Out of Centre	0.0%	0.0%	0.0%	0.2%	4.5%		3.0%
	Elsewhere in Study Area	0.0%	0.0%	4.7%	0.3%	16.3%		11.3%
Outside of Study Area	Aylesbury Town Centre	10.4%	0.4%	0.2%	3.2%	0.2%		1.5%
	Tesco Extra, Bicester Road, Aylesbury	6.9%	2.0%	0.0%	0.6%	0.0%		0.7%
	Tesco Superstore, Tring Road, Aylesbury	3.9%	2.4%	0.0%	0.9%	0.0%		0.6%
	Abingdon, Other Out of Centre	5.4%	2.9%	0.0%	0.5%	0.0%		0.6%
	High Wycombe Town Centre	0.5%	0.0%	0.0%	8.4%	0.0%		1.2%
	High Wycombe Out of Centre	0.4%	0.2%	0.0%	23.3%	1.0%		4.0%
	Bicester Town Centre	1.2%	0.2%	0.0%	0.0%	0.0%		0.1%
	Bicester Out of Centre	5.4%	0.0%	0.0%	0.0%	0.0%		0.4%
	Oxford City Centre	0.0%	0.0%	0.3%	0.2%	0.3%		0.3%
	Oxford Out of Centre	0.7%	0.0%	23.3%	2.2%	3.0%		4.0%
	Reading Town Centre	0.0%	0.0%	0.0%	0.0%	0.8%		0.5%
	Reading Out of Centre	0.0%	0.0%	0.0%	0.0%	5.4%		3.6%
	Elsewhere Outside Study Area	8.8%	1.7%	6.8%	7.7%	18.8%		14.9%
SUB-TOTAL OUTSIDE OF CATCHMENT		61.8%	22.4%	93.1%	87.0%	93.6%		87.2%
INTERNET		6.6%	3.1%	2.5%	9.7%	6.1%		6.3%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%		100.0%

TABLE 2: MAIN FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

		Catchment:	SCA	PCA			TOTAL STUDY AREA
		Zones:	1	2	3	4	5-12
Zone 1	Co-op, Oxford Road, Stone		0.0%	0.0%	0.0%	0.0%	0.0%
	Local stores in Haddenham		0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Thame Town Centre:						
	Co-operative, 6a High Street		0.7%	15.5%	0.0%	0.0%	0.6%
	Sainsbury's, 1 High Street		1.6%	9.7%	0.0%	0.0%	0.5%
	Waitrose, Greyhound Lane		17.8%	43.6%	4.1%	3.1%	3.7%
	Other stores, Thame		2.9%	0.0%	0.0%	0.0%	0.2%
	Total - Thame Town Centre		23.1%	68.8%	4.1%	3.1%	5.0%
M&S Simply Food, Park Street			0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL CATCHMENT AREA			23.1%	68.8%	4.1%	3.1%	5.0%
Zone 3	Stores in Wheatley:						
	Co-op, Station Road, Wheatley		0.0%	0.0%	0.0%	0.0%	0.0%
	Other Wheatley Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%
	Asda Superstore, London Road, Wheatley		21.4%	13.1%	48.5%	3.6%	5.5%
Zone 4	Other in Zone 3		0.0%	0.0%	0.8%	0.0%	0.1%
	Stores in Princes Riseborough:						
	Tesco, Longwick Road		0.7%	2.6%	0.0%	23.3%	3.0%
	Budgens, Horns Lane		0.0%	0.0%	0.0%	0.0%	0.0%
	M&S Simply Food, Horns Lane		0.0%	0.0%	0.0%	2.2%	0.3%
	Other Risborough		0.0%	0.0%	0.0%	0.9%	0.1%
	Chinnor		0.0%	0.0%	0.0%	0.7%	0.1%
	Walters Ash		0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington		0.0%	0.0%	0.0%	3.8%	0.5%
Rest of Study Area	Other in Zone 4		0.0%	0.0%	0.0%	0.0%	0.0%
	Abingdon Town Centre		0.0%	0.0%	1.3%	0.0%	4.6%
	Abingdon Out of Centre		0.0%	0.0%	4.4%	0.7%	7.0%
	Wallingford Town Centre		0.0%	0.0%	6.7%	1.5%	5.4%
	Wallingford Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%
	Didcot Town Centre		0.0%	0.0%	0.0%	0.0%	0.2%
	Didcot Out of Centre		0.0%	0.0%	5.0%	0.0%	10.4%
Outside of Study Area	Henley upon Thames Town Centre		0.0%	0.0%	0.0%	0.8%	4.0%
	Henley upon Thames Out of Centre		0.0%	0.0%	0.0%	0.0%	3.5%
	Elsewhere in Study Area		0.0%	0.0%	0.6%	0.0%	7.5%
	Aylesbury Town Centre		11.4%	0.0%	0.0%	4.7%	1.5%
	Tesco Extra, Bicester Road, Aylesbury		8.7%	2.5%	0.0%	0.9%	0.8%
	Tesco Superstore, Tring Road, Aylesbury		5.8%	3.4%	0.0%	0.8%	0.6%
	Abingdon, Other Out of Centre		5.9%	2.8%	0.0%	0.0%	0.5%
	High Wycombe Town Centre		0.6%	0.0%	0.0%	10.3%	1.3%
	High Wycombe Out of Centre		0.7%	0.0%	0.0%	26.0%	3.8%
	Bicester Town Centre		1.5%	0.0%	0.0%	0.0%	0.1%
	Bicester Out of Centre		6.7%	0.0%	0.0%	0.0%	0.4%
	Oxford City Centre		0.0%	0.0%	0.0%	0.0%	0.0%
	Oxford Out of Centre		0.7%	0.0%	25.3%	2.4%	4.3%
	Reading Town Centre		0.0%	0.0%	0.0%	0.0%	0.7%
	Reading Out of Centre		0.0%	0.0%	0.0%	0.0%	5.4%
	Elsewhere Outside Study Area		4.6%	1.9%	2.6%	5.2%	16.5%
SUB-TOTAL OUTSIDE OF CATCHMENT			68.7%	26.4%	95.2%	87.8%	91.7%
INTERNET			8.2%	4.8%	0.7%	9.1%	7.1%
TOTAL MARKET SHARE			100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: OTHER MAIN FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

		Catchment:	SCA	PCA				TOTAL STUDY AREA
		Zones:	1	2	3	4	5-12	
Zone 1	Co-op, Oxford Road, Stone		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local stores in Haddenham		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Thame Town Centre:							
	Co-operative, 6a High Street		0.9%	16.5%	0.0%	0.0%	0.0%	0.6%
	Sainsbury's, 1 High Street		15.3%	41.6%	2.7%	5.9%	0.0%	3.2%
	Waitrose, Greyhound Lane		25.1%	7.5%	6.9%	1.7%	0.0%	2.7%
	Other stores, Thame		0.0%	1.6%	0.0%	0.0%	0.0%	0.1%
	Total - Thame Town Centre		41.2%	67.3%	9.6%	7.6%	0.0%	6.6%
	M&S Simply Food, Park Street		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL CATCHMENT AREA			41.2%	67.3%	9.6%	7.6%	0.0%	6.6%
Zone 3	Stores in Wheatley:							
	Co-op, Station Road, Wheatley		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Wheatley Town Centre		0.0%	0.0%	1.2%	0.0%	0.0%	0.1%
	Asda Superstore, London Road, Wheatley		5.4%	16.7%	17.9%	1.7%	0.1%	2.2%
	Other in Zone 3		0.0%	0.0%	1.3%	0.0%	0.0%	0.1%
Zone 4	Stores in Princes Riseborough:							
	Tesco, Longwick Road		0.0%	0.0%	0.0%	10.7%	0.0%	1.1%
	Budgens, Horns Lane		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	M&S Simply Food, Horns Lane		1.2%	0.0%	0.0%	13.0%	0.0%	1.4%
	Other Risborough		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Chinnor		0.0%	0.0%	0.0%	3.1%	0.0%	0.3%
	Walters Ash		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington		0.0%	0.0%	0.0%	4.6%	0.0%	0.5%
	Other in Zone 4		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rest of Study Area	Abingdon Town Centre		0.0%	0.0%	1.3%	0.0%	7.1%	5.9%
	Abingdon Out of Centre		0.0%	0.0%	1.5%	0.0%	5.7%	4.6%
	Wallingford Town Centre		1.2%	0.0%	1.2%	0.0%	3.7%	2.3%
	Wallingford Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Didcot Town Centre		0.0%	0.0%	0.0%	0.0%	1.5%	1.2%
	Didcot Out of Centre		0.0%	0.0%	2.7%	0.0%	14.8%	10.8%
	Henley upon Thames Town Centre		0.0%	0.0%	0.0%	4.0%	7.3%	5.4%
	Henley upon Thames Out of Centre		0.0%	0.0%	0.0%	1.7%	4.1%	2.7%
	Elsewhere in Study Area		0.0%	0.0%	1.5%	0.0%	14.4%	10.3%
Outside of Study Area	Aylesbury Town Centre		8.0%	3.8%	1.5%	1.9%	0.1%	1.1%
	Tesco Extra, Bicester Road, Aylesbury		12.6%	3.5%	0.0%	0.0%	0.0%	1.1%
	Tesco Superstore, Tring Road, Aylesbury		1.0%	1.6%	0.0%	3.9%	0.0%	0.5%
	Abingdon, Other Out of Centre		6.6%	1.6%	0.0%	1.5%	0.0%	0.7%
	High Wycombe Town Centre		1.0%	0.0%	0.0%	7.2%	0.0%	0.8%
	High Wycombe Out of Centre		0.0%	1.6%	0.0%	15.6%	1.8%	2.8%
	Bicester Town Centre		2.8%	2.2%	0.0%	0.0%	0.0%	0.3%
	Bicester Out of Centre		4.2%	0.0%	0.0%	0.0%	0.0%	0.3%
	Oxford City Centre		0.0%	0.0%	2.7%	1.9%	0.2%	0.5%
	Oxford Out of Centre		2.4%	0.0%	35.2%	3.4%	5.2%	6.0%
	Reading Town Centre		0.0%	0.0%	0.0%	0.0%	1.3%	1.1%
	Reading Out of Centre		0.0%	0.0%	0.0%	0.0%	4.4%	2.5%
	Elsewhere Outside Study Area		9.0%	1.6%	4.5%	12.7%	23.4%	21.6%
SUB-TOTAL OUTSIDE OF CATCHMENT			55.4%	32.7%	72.4%	86.8%	95.2%	88.1%
INTERNET			3.4%	0.0%	18.0%	5.6%	4.8%	5.3%
TOTAL MARKET SHARE			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: TOP UP FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

		Catchment: Zones:	SCA 1	PCA 2	3	4	5-12	TOTAL STUDY AREA
Zone 1	Co-op, Oxford Road, Stone		6.8%	0.0%	0.0%	0.0%	0.0%	0.4%
	Local stores in Haddenham		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Thame Town Centre:							
	Co-operative, 6a High Street		1.1%	17.2%	1.0%	1.0%	0.0%	0.8%
	Sainsbury's, 1 High Street		9.7%	19.7%	2.3%	0.0%	0.0%	1.3%
	Waitrose, Greyhound Lane		28.4%	47.2%	0.0%	0.0%	0.0%	3.0%
	Other stores, Thame		3.8%	4.4%	0.0%	1.0%	0.2%	0.6%
	Total - Thame Town Centre		43.0%	88.6%	3.2%	2.0%	0.2%	5.7%
	M&S Simply Food, Park Street		0.0%	3.4%	0.0%	0.0%	0.0%	0.1%
TOTAL CATCHMENT AREA			49.8%	92.0%	3.2%	2.0%	0.2%	6.2%
Zone 3	Stores in Wheatley:							
	Co-op, Station Road, Wheatley		0.0%	0.0%	5.4%	1.2%	0.0%	0.5%
	Other Wheatley Town Centre		0.0%	0.0%	2.8%	0.0%	0.0%	0.2%
	Asda Superstore, London Road, Wheatley		11.4%	2.8%	11.6%	0.0%	0.5%	1.8%
	Other in Zone 3		0.0%	0.0%	6.5%	0.0%	0.1%	0.5%
Zone 4	Stores in Princes Risborough:							
	Tesco, Longwick Road		1.1%	0.0%	0.0%	6.8%	0.0%	0.9%
	Budgens, Horns Lane		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	M&S Simply Food, Horns Lane		0.0%	0.0%	0.0%	9.5%	0.0%	1.1%
	Other Risborough		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Chinnor		0.0%	0.0%	0.0%	2.7%	0.2%	0.5%
	Walters Ash		0.0%	0.0%	0.0%	3.9%	0.0%	0.5%
	Watlington		0.0%	0.0%	3.1%	19.8%	0.1%	2.6%
	Other in Zone 4		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rest of Study Area	Abingdon Town Centre		0.0%	0.0%	0.0%	0.0%	15.4%	8.9%
	Abingdon Out of Centre		0.0%	0.0%	0.0%	0.0%	3.4%	2.3%
	Wallingford Town Centre		0.0%	0.0%	18.2%	2.3%	4.2%	4.2%
	Wallingford Out of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Didcot Town Centre		0.0%	0.0%	0.0%	0.0%	1.8%	1.1%
	Didcot Out of Centre		0.0%	0.0%	0.0%	0.0%	4.9%	3.2%
	Henley upon Thames Town Centre		0.0%	0.0%	0.0%	0.0%	5.4%	3.7%
	Henley upon Thames Out of Centre		0.0%	0.0%	0.0%	0.0%	2.5%	1.7%
	Elsewhere in Study Area		0.0%	0.0%	16.5%	1.2%	35.2%	26.9%
Outside of Study Area	Aylesbury Town Centre		8.6%	0.0%	0.0%	0.0%	0.1%	0.6%
	Tesco Extra, Bicester Road, Aylesbury		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tesco Superstore, Tring Road, Aylesbury		0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
	Aylesbury Out of Centre		3.4%	3.8%	0.0%	1.3%	0.0%	0.5%
	High Wycombe Town Centre		0.0%	0.0%	0.0%	3.7%	0.0%	0.4%
	High Wycombe Out of Centre		0.0%	0.0%	0.0%	19.2%	1.3%	3.3%
	Bicester Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Bicester Out of Centre		2.3%	0.0%	0.0%	0.0%	0.0%	0.1%
	Oxford City Centre		0.0%	0.0%	0.0%	0.0%	1.2%	0.8%
	Oxford Out of Centre		0.0%	0.0%	13.4%	1.0%	0.9%	1.6%
	Reading Town Centre		0.0%	0.0%	0.0%	0.0%	0.4%	0.3%
	Reading Out of Centre		0.0%	0.0%	0.0%	0.0%	0.8%	0.6%
	Elsewhere Outside Study Area		19.6%	1.4%	18.6%	12.4%	19.2%	21.8%
OUTSIDE OF CATCHMENT			46.4%	8.0%	95.9%	84.9%	97.7%	90.6%
INTERNET			3.8%	0.0%	0.8%	13.1%	2.0%	3.2%
TOTAL MARKET SHARE			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX 3: COMPARISON GOODS MARKET SHARE ANALYSIS

TABLE 1: ALL COMPARISON GOODS - 2015 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Catchment:		SCA	PCA				TOTAL STUDY AREA
Zones:		1	2	3	4	5-12	
Zone 1 (SCA)	No market shares	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 (PCA)	Thame Town Centre	6.7%	33.0%	1.8%	1.5%	0.3%	2.4%
TOTAL CATCHMENT AREA		6.7%	33.0%	1.8%	1.5%	0.3%	2.4%
Zones 3-4	Princes Risborough Town Centre	0.1%	0.0%	0.0%	3.2%	0.0%	0.5%
	Chinnor Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington Town Centre	0.0%	0.0%	0.0%	1.6%	0.0%	0.2%
	Wheatley Town Centre	1.5%	0.1%	3.6%	0.5%	0.2%	0.6%
	Other	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
ZONES 5-12	Abingdon Town Centre	0.0%	0.0%	1.9%	0.0%	5.0%	3.4%
	Didcot Town Centre	0.1%	0.0%	3.1%	0.0%	9.5%	6.6%
	Henley Town Centre	0.0%	0.1%	0.0%	0.3%	5.2%	3.5%
	Wallingford Town Centre	0.0%	0.3%	3.0%	0.1%	2.6%	2.0%
	Other Centres	0.0%	0.0%	0.0%	0.3%	2.0%	1.4%
	Abingdon Out of Centre Stores	0.1%	0.0%	1.2%	0.0%	1.2%	0.9%
	Didcot Out of Centre (Wallingford Rd)	0.0%	0.0%	0.2%	0.0%	0.2%	0.2%
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	6.7%	4.6%	0.2%	2.1%	0.0%	1.1%
	Bicester Town Centre	2.6%	0.3%	0.5%	0.0%	0.0%	0.3%
	High Wycombe Town Centre	2.8%	7.9%	2.9%	39.4%	1.3%	7.2%
	Oxford City Centre	5.6%	10.4%	29.4%	2.6%	7.2%	8.0%
	Reading Town Centre	0.0%	0.0%	3.3%	1.3%	19.0%	13.1%
	Other Town Centres	5.7%	2.6%	7.8%	4.4%	10.0%	8.4%
	Aylesbury Shopping Park	22.9%	21.2%	0.0%	6.9%	0.0%	3.8%
	Vale Retail Park, Aylesbury	1.7%	1.0%	0.0%	0.7%	0.1%	0.3%
	Broadfields Retail Park, Aylesbury	2.1%	0.0%	0.0%	0.0%	0.0%	0.2%
	Cowley Retail Park, Oxford	0.2%	0.2%	1.2%	0.0%	0.3%	0.3%
	Oxford Retail Park	0.4%	0.3%	4.0%	0.1%	0.8%	0.8%
	Wycombe Retail Park, High Wycombe	0.0%	0.0%	0.0%	1.2%	0.0%	0.2%
	Other Stores Out of Centre, Bicester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, High Wycombe	3.5%	1.4%	1.8%	8.0%	1.5%	2.6%
	Other Stores Out of Centre, Oxford	1.3%	0.7%	4.8%	0.1%	0.4%	0.7%
	Other Stores Out of Centre, Reading	0.0%	0.1%	0.8%	0.1%	2.7%	1.9%
	All Other Out of Centre Stores	0.0%	0.3%	2.8%	0.8%	4.2%	3.1%
OUTSIDE CATCHMENT		57.8%	51.5%	73.2%	73.6%	73.4%	71.3%
INTERNET		35.5%	15.5%	25.0%	24.9%	26.2%	26.3%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: CLOTHING AND FOOTWEAR - 2014 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Catchment:		SCA	PCA				
Zones:		1	2	3	4	5-12	TOTAL STUDY AREA
Zone 1 (SCA)	No market shares	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 (PCA)	Thame Town Centre	1.0%	6.4%	2.0%	0.7%	0.2%	0.7%
TOTAL CATCHMENT AREA		1.0%	6.4%	2.0%	0.7%	0.2%	0.7%
Zones 3-4	Princes Risborough Town Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%
	Chinnor Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Wheatley Town Centre	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ZONES 5-12	Abingdon Town Centre	0.0%	0.0%	0.0%	0.0%	1.2%	0.8%
	Didcot Town Centre	0.0%	0.0%	3.5%	0.0%	10.4%	7.2%
	Henley Town Centre	0.0%	0.0%	0.0%	0.8%	3.6%	2.5%
	Wallingford Town Centre	0.0%	0.0%	0.0%	0.0%	1.1%	0.7%
	Other Centres	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Abingdon Out of Centre Stores	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%
	Didcot Out of Centre (Wallingford Rd)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	10.1%	9.4%	0.9%	3.0%	0.0%	1.7%
	Bicester Town Centre	2.7%	1.0%	1.7%	0.0%	0.1%	0.4%
	High Wycombe Town Centre	7.9%	17.4%	3.2%	58.7%	1.3%	10.7%
	Oxford City Centre	14.6%	30.7%	56.8%	5.7%	15.3%	17.2%
	Reading Town Centre	0.0%	0.0%	7.4%	3.7%	31.5%	22.1%
	Other Town Centres	8.3%	5.2%	9.2%	2.7%	13.4%	10.9%
	Aylesbury Shopping Park	27.4%	15.0%	0.0%	3.4%	0.0%	3.4%
	Vale Retail Park, Aylesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Broadfields Retail Park, Aylesbury	3.6%	0.0%	0.0%	0.0%	0.0%	0.3%
	Cowley Retail Park, Oxford	0.7%	0.9%	1.8%	0.0%	0.3%	0.4%
	Oxford Retail Park	0.0%	0.0%	0.0%	0.0%	1.6%	1.1%
	Wycombe Retail Park, High Wycombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, High Wycombe	0.0%	0.0%	0.0%	1.8%	0.2%	0.4%
	Other Stores Out of Centre, Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, Reading	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%
	All Other Out of Centre Stores	0.0%	0.8%	0.0%	0.7%	0.5%	0.4%
OUTSIDE CATCHMENT		75.5%	80.3%	85.2%	81.2%	80.9%	80.7%
INTERNET		23.6%	13.3%	12.8%	18.1%	18.9%	18.6%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: FURNITURE, CARPETS, ETC - 2015 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Catchment:		SCA	PCA				TOTAL
Zones:		1	2	3	4	5-12	STUDY AREA
Zone 1 (SCA)	No market shares	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 (PCA)	Thame Town Centre	0.9%	3.6%	0.8%	0.0%	0.2%	0.4%
TOTAL CATCHMENT AREA		0.9%	3.6%	0.8%	0.0%	0.2%	0.4%
Zones 3-4	Princes Risborough Town Centre	0.0%	0.0%	0.0%	2.2%	0.0%	0.3%
	Chinnor Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington Town Centre	0.0%	0.0%	0.0%	1.3%	0.0%	0.2%
	Wheatley Town Centre	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ZONES 5-12	Abingdon Town Centre	0.0%	0.0%	7.6%	0.0%	5.1%	3.9%
	Didcot Town Centre	0.0%	0.0%	0.0%	0.0%	3.7%	2.5%
	Henley Town Centre	0.0%	0.0%	0.0%	0.0%	1.1%	0.8%
	Wallingford Town Centre	0.0%	0.0%	1.7%	0.0%	0.5%	0.5%
	Other Centres	0.0%	0.0%	0.0%	0.0%	0.8%	0.5%
	Abingdon Out of Centre Stores	1.2%	0.0%	3.2%	0.0%	2.0%	1.6%
	Didcot Out of Centre (Wallingford Rd)	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	2.8%	10.1%	0.0%	0.0%	0.0%	0.6%
	Bicester Town Centre	2.2%	0.0%	0.0%	0.0%	0.0%	0.2%
	High Wycombe Town Centre	3.9%	13.5%	4.3%	28.9%	3.2%	7.4%
	Oxford City Centre	1.2%	6.5%	28.3%	2.1%	4.2%	5.3%
	Reading Town Centre	0.0%	0.0%	3.1%	0.0%	29.3%	19.8%
	Other Town Centres	13.0%	10.1%	4.5%	5.1%	10.5%	9.5%
	Aylesbury Shopping Park	17.9%	36.8%	0.0%	12.9%	0.4%	5.0%
	Vale Retail Park, Aylesbury	0.0%	1.5%	0.0%	0.0%	0.0%	0.1%
	Broadfields Retail Park, Aylesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cowley Retail Park, Oxford	0.0%	0.0%	0.9%	0.0%	0.2%	0.2%
	Oxford Retail Park	2.4%	1.3%	2.1%	0.0%	0.5%	0.8%
	Wycombe Retail Park, High Wycombe	0.0%	0.0%	0.0%	3.7%	0.0%	0.5%
	Other Stores Out of Centre, Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, High Wycombe	14.8%	6.7%	4.6%	22.8%	6.1%	9.1%
	Other Stores Out of Centre, Oxford	10.5%	0.0%	10.4%	0.0%	0.4%	1.8%
	Other Stores Out of Centre, Reading	0.0%	0.0%	3.0%	0.0%	3.4%	2.5%
	All Other Out of Centre Stores	0.0%	0.0%	7.6%	1.3%	10.8%	7.9%
OUTSIDE CATCHMENT		69.9%	86.6%	81.6%	80.4%	82.4%	81.2%
INTERNET		29.1%	9.8%	17.6%	19.6%	17.4%	18.4%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: DIY - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Catchment:		SCA	PCA				TOTAL
Zones:		1	2	3	4	5-12	STUDY AREA
Zone 1 (SCA)	No market shares	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 (PCA)	Thame Town Centre	0.7%	1.9%	0.7%	0.0%	0.0%	0.2%
TOTAL CATCHMENT AREA		0.7%	1.9%	0.7%	0.0%	0.0%	0.2%
Zones 3-4	Princes Risborough Town Centre	0.0%	0.0%	0.0%	1.8%	0.0%	0.3%
	Chinnor Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington Town Centre	0.0%	0.0%	0.7%	0.8%	0.0%	0.2%
	Wheatley Town Centre	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ZONES 5-12	Abingdon Town Centre	0.0%	0.0%	6.6%	0.0%	8.0%	5.7%
	Didcot Town Centre	0.0%	0.0%	0.7%	0.0%	3.9%	2.6%
	Henley Town Centre	0.0%	0.0%	0.0%	0.0%	5.3%	3.5%
	Wallingford Town Centre	0.0%	0.0%	0.7%	0.0%	1.6%	1.1%
	Other Centres	0.0%	0.0%	0.0%	0.8%	2.5%	1.8%
	Abingdon Out of Centre Stores	0.0%	0.0%	3.5%	0.0%	2.3%	1.8%
	Didcot Out of Centre (Wallingford Rd)	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	4.2%	2.2%	0.0%	0.0%	0.0%	0.5%
	Bicester Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	High Wycombe Town Centre	0.0%	2.0%	0.0%	22.8%	0.8%	4.0%
	Oxford City Centre	1.8%	1.1%	20.1%	0.9%	3.4%	4.0%
	Reading Town Centre	0.0%	0.0%	0.0%	0.0%	10.5%	6.9%
	Other Town Centres	13.8%	0.0%	8.6%	1.8%	5.4%	5.6%
	Aylesbury Shopping Park	37.7%	67.5%	0.0%	10.9%	0.0%	7.5%
	Vale Retail Park, Aylesbury	30.7%	17.3%	0.8%	14.7%	1.3%	6.5%
	Broadfields Retail Park, Aylesbury	2.6%	0.0%	0.0%	0.0%	0.0%	0.2%
	Cowley Retail Park, Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Oxford Retail Park	0.0%	0.0%	2.7%	1.0%	0.9%	1.0%
	Wycombe Retail Park, High Wycombe	0.0%	0.0%	0.0%	2.1%	0.0%	0.3%
	Other Stores Out of Centre, Bicester	6.7%	0.0%	0.0%	0.0%	0.0%	0.6%
	Other Stores Out of Centre, High Wycombe	0.0%	0.0%	0.8%	24.4%	1.2%	4.5%
	Other Stores Out of Centre, Oxford	0.9%	2.2%	28.4%	0.8%	0.8%	2.8%
	Other Stores Out of Centre, Reading	0.0%	1.3%	7.4%	1.9%	20.6%	14.3%
	All Other Out of Centre Stores	0.0%	1.1%	14.3%	3.8%	29.6%	21.0%
OUTSIDE CATCHMENT		98.4%	94.6%	95.3%	88.6%	98.8%	96.9%
INTERNET		0.9%	3.5%	4.1%	11.4%	1.2%	3.0%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: DOMESTIC APPLIANCES - 2015 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Catchment:		SCA	PCA				TOTAL
Zones:		1	2	3	4	5-12	STUDY AREA
Zone 1 (SCA)	No market shares	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 (PCA)	Thame Town Centre	13.4%	29.3%	0.0%	0.0%	0.3%	2.4%
TOTAL CATCHMENT AREA		13.4%	29.3%	0.0%	0.0%	0.3%	2.4%
Zones 3-4	Princes Risborough Town Centre	0.7%	0.0%	0.0%	6.9%	0.0%	1.1%
	Chinnor Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington Town Centre	0.0%	0.0%	0.0%	1.7%	0.0%	0.2%
	Wheatley Town Centre	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
	Other	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%
ZONES 5-12	Abingdon Town Centre	0.0%	0.0%	2.3%	0.0%	3.6%	2.6%
	Didcot Town Centre	0.0%	0.0%	2.4%	0.0%	9.5%	6.5%
	Henley Town Centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.6%
	Wallingford Town Centre	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
	Other Centres	0.0%	0.0%	0.0%	0.0%	1.2%	0.8%
	Abingdon Out of Centre Stores	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%
	Didcot Out of Centre (Wallingford Rd)	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	0.8%	1.0%	0.0%	0.0%	0.0%	0.1%
	Bicester Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	High Wycombe Town Centre	3.0%	10.2%	7.8%	31.4%	3.3%	7.9%
	Oxford City Centre	0.0%	0.0%	6.8%	0.0%	2.8%	2.3%
	Reading Town Centre	0.0%	0.0%	4.6%	0.0%	16.8%	11.5%
	Other Town Centres	3.0%	0.0%	4.3%	0.9%	5.0%	4.0%
	Aylesbury Shopping Park	24.6%	40.3%	0.0%	9.7%	0.0%	5.0%
	Vale Retail Park, Aylesbury	2.4%	0.0%	0.0%	0.0%	0.0%	0.2%
	Broadfields Retail Park, Aylesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cowley Retail Park, Oxford	0.0%	0.0%	1.6%	0.0%	1.5%	1.1%
	Oxford Retail Park	0.0%	0.0%	0.0%	0.0%	1.0%	0.6%
	Wycombe Retail Park, High Wycombe	0.0%	0.0%	0.0%	6.1%	0.2%	1.0%
	Other Stores Out of Centre, Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, High Wycombe	12.0%	2.1%	8.2%	23.0%	4.8%	8.2%
	Other Stores Out of Centre, Oxford	0.7%	1.2%	13.0%	0.0%	1.6%	2.1%
	Other Stores Out of Centre, Reading	0.0%	0.0%	0.9%	0.0%	4.1%	2.8%
	All Other Out of Centre Stores	0.0%	0.0%	10.4%	0.0%	10.4%	7.6%
OUTSIDE CATCHMENT		47.3%	54.8%	62.3%	80.6%	67.5%	66.8%
INTERNET		39.3%	15.9%	37.7%	19.4%	32.3%	30.8%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 6: AUDIO VISUAL, COMPUTERS, ETC - 2015 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Catchment:		SCA	PCA				TOTAL
Zones:		1	2	3	4	5-12	STUDY AREA
Zone 1 (SCA)	No market shares	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 (PCA)	Thame Town Centre	1.9%	7.3%	0.0%	0.0%	0.3%	0.6%
TOTAL CATCHMENT AREA		1.9%	7.3%	0.0%	0.0%	0.3%	0.6%
Zones 3-4	Princes Risborough Town Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%
	Chinnor Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Wheatley Town Centre	0.0%	0.0%	0.8%	0.0%	0.2%	0.2%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ZONES 5-12	Abingdon Town Centre	0.0%	0.0%	3.2%	0.0%	2.1%	1.6%
	Didcot Town Centre	0.0%	0.0%	3.1%	0.0%	13.7%	9.3%
	Henley Town Centre	0.0%	0.8%	0.0%	0.0%	0.7%	0.5%
	Wallingford Town Centre	0.0%	0.0%	0.7%	0.0%	0.3%	0.2%
	Other Centres	0.0%	0.0%	0.0%	0.0%	0.9%	0.6%
	Abingdon Out of Centre Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Didcot Out of Centre (Wallingford Rd)	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	1.4%	1.8%	0.0%	1.0%	0.0%	0.3%
	Bicester Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	High Wycombe Town Centre	0.8%	10.2%	6.5%	28.8%	2.9%	7.0%
	Oxford City Centre	0.0%	1.1%	15.3%	0.9%	6.4%	5.5%
	Reading Town Centre	0.0%	0.0%	1.7%	0.0%	18.1%	12.2%
	Other Town Centres	5.5%	0.0%	3.4%	0.7%	4.0%	3.5%
	Aylesbury Shopping Park	24.2%	49.0%	0.0%	8.5%	0.0%	5.1%
	Vale Retail Park, Aylesbury	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%
	Broadfields Retail Park, Aylesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cowley Retail Park, Oxford	0.0%	0.0%	1.6%	0.0%	1.3%	1.0%
	Oxford Retail Park	0.0%	1.9%	0.0%	0.0%	1.6%	1.2%
	Wycombe Retail Park, High Wycombe	0.0%	0.0%	0.0%	4.6%	0.2%	0.8%
	Other Stores Out of Centre, Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, High Wycombe	15.0%	6.3%	10.2%	32.7%	5.5%	10.6%
	Other Stores Out of Centre, Oxford	0.0%	1.9%	16.2%	0.7%	2.3%	2.8%
	Other Stores Out of Centre, Reading	0.0%	0.0%	0.9%	0.0%	6.4%	4.3%
	All Other Out of Centre Stores	0.0%	0.0%	5.0%	0.7%	4.7%	3.6%
OUTSIDE CATCHMENT		47.8%	73.0%	68.6%	79.4%	71.5%	70.5%
INTERNET		50.3%	19.6%	31.4%	20.6%	28.3%	28.9%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 7: PERSONAL CARE - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Catchment:		SCA	PCA				TOTAL
Zones:		1	2	3	4	5-12	STUDY AREA
Zone 1 (SCA)	No market shares	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 (PCA)	Thame Town Centre	25.5%	93.7%	4.6%	2.4%	1.4%	7.2%
TOTAL CATCHMENT AREA		25.5%	93.7%	4.6%	2.4%	1.4%	7.2%
Zones 3-4	Princes Risborough Town Centre	0.7%	0.0%	0.0%	12.9%	0.0%	1.9%
	Chinnor Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington Town Centre	0.0%	0.0%	0.0%	7.8%	0.0%	1.1%
	Wheatley Town Centre	10.8%	0.9%	19.7%	1.6%	0.3%	2.6%
	Other	0.0%	0.0%	2.1%	0.0%	0.0%	0.1%
ZONES 5-12	Abingdon Town Centre	0.0%	0.0%	2.1%	0.0%	13.9%	9.5%
	Didcot Town Centre	0.7%	0.0%	4.7%	0.0%	17.2%	12.0%
	Henley Town Centre	0.0%	0.0%	0.0%	0.8%	11.8%	8.1%
	Wallingford Town Centre	0.0%	0.0%	8.3%	0.7%	8.3%	6.2%
	Other Centres	0.0%	0.0%	0.0%	0.0%	6.9%	4.7%
	Abingdon Out of Centre Stores	0.0%	0.0%	3.3%	0.0%	3.8%	2.8%
	Didcot Out of Centre (Wallingford Rd)	0.0%	0.0%	1.7%	0.0%	0.9%	0.7%
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	20.0%	1.0%	0.0%	3.6%	0.0%	2.2%
	Bicester Town Centre	6.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	High Wycombe Town Centre	0.0%	0.0%	0.0%	49.8%	0.3%	7.2%
	Oxford City Centre	2.4%	0.0%	24.6%	0.0%	1.8%	3.0%
	Reading Town Centre	0.0%	0.0%	0.0%	0.0%	7.1%	4.8%
	Other Town Centres	0.7%	0.0%	19.8%	13.3%	19.2%	16.2%
	Aylesbury Shopping Park	9.0%	3.4%	0.0%	3.4%	0.0%	1.3%
	Vale Retail Park, Aylesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Broadfields Retail Park, Aylesbury	7.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	Cowley Retail Park, Oxford	0.0%	0.0%	0.8%	0.0%	0.1%	0.1%
	Oxford Retail Park	0.7%	0.0%	4.7%	0.0%	0.1%	0.5%
	Wycombe Retail Park, High Wycombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, High Wycombe	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Other Stores Out of Centre, Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, Reading	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	All Other Out of Centre Stores	0.0%	0.0%	0.7%	0.0%	0.4%	0.3%
OUTSIDE CATCHMENT		58.2%	5.3%	92.5%	93.9%	92.5%	86.6%
INTERNET		16.3%	1.0%	2.8%	3.7%	6.1%	6.2%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 8: RECREATIONAL & LUXURY GOODS - 2015 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Catchment:		SCA	PCA				TOTAL
Zones:		1	2	3	4	5-12	STUDY AREA
Zone 1 (SCA)	No market shares	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 (PCA)	Thame Town Centre	7.0%	51.3%	1.5%	3.3%	0.1%	3.2%
TOTAL CATCHMENT AREA		7.0%	51.3%	1.5%	3.3%	0.1%	3.2%
Zones 3-4	Princes Risborough Town Centre	0.0%	0.0%	0.0%	1.5%	0.0%	0.2%
	Chinnor Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington Town Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%
	Wheatley Town Centre	0.0%	0.0%	2.6%	0.8%	0.2%	0.4%
	Other	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%
ZONES 5-12	Abingdon Town Centre	0.0%	0.0%	0.0%	0.0%	4.4%	3.0%
	Didcot Town Centre	0.0%	0.0%	3.6%	0.0%	7.2%	5.0%
	Henley Town Centre	0.0%	0.0%	0.0%	0.0%	6.7%	4.5%
	Wallingford Town Centre	0.0%	1.1%	5.3%	0.0%	3.3%	2.6%
	Other Centres	0.0%	0.0%	0.0%	0.8%	2.1%	1.5%
	Abingdon Out of Centre Stores	0.0%	0.0%	0.0%	0.0%	1.0%	0.6%
	Didcot Out of Centre (Wallingford Rd)	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	1.8%	1.5%	0.0%	2.4%	0.0%	0.6%
	Bicester Town Centre	2.7%	0.0%	0.0%	0.0%	0.0%	0.2%
	High Wycombe Town Centre	0.0%	1.1%	2.1%	28.0%	0.5%	4.5%
	Oxford City Centre	3.5%	4.2%	15.5%	2.4%	5.1%	5.3%
	Reading Town Centre	0.0%	0.0%	1.9%	1.0%	11.1%	7.7%
	Other Town Centres	1.7%	0.0%	3.9%	3.3%	5.3%	4.4%
	Aylesbury Shopping Park	24.1%	12.7%	0.0%	7.9%	0.0%	3.6%
	Vale Retail Park, Aylesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Broadfields Retail Park, Aylesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cowley Retail Park, Oxford	0.0%	0.0%	1.0%	0.0%	0.1%	0.1%
	Oxford Retail Park	0.0%	0.0%	9.9%	0.0%	0.2%	0.8%
	Wycombe Retail Park, High Wycombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, High Wycombe	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Other Stores Out of Centre, Oxford	0.0%	1.3%	1.0%	0.0%	0.2%	0.3%
	Other Stores Out of Centre, Reading	0.0%	0.0%	0.0%	0.0%	2.0%	1.3%
	All Other Out of Centre Stores	0.0%	0.0%	1.0%	0.7%	1.9%	1.4%
OUTSIDE CATCHMENT		33.7%	21.8%	49.1%	49.7%	51.6%	48.5%
INTERNET		59.3%	26.9%	49.4%	47.1%	48.3%	48.3%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX 4: CONVENIENCE GOODS CAPACITY ASSESSMENT

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2015) POPULATION & PROJECTIONS (to 2031)

ZONE:	2015	2020	2025	2031
Primary Catchment Area - Zone 2	13,054	13,399	13,743	14,090
Secondary Catchment Area - Zone 1	24,402	25,733	26,954	28,186
Total Catchment Area	24,402	24,402	25,733	26,954
Zone 3	20,952	21,059	21,167	21,276
Zone 4	43,355	44,681	45,907	47,235
Zones 5-12	219,626	226,604	233,154	239,382
Study Area	321,389	331,916	341,791	351,464

Source: The base year (2015) population and projections to 2030 have been sourced directly from Experian's latest *Retail Area Planner* Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

GROWTH 2015 to 2031:

%	2015-31
7.9%	1,036
15.5%	3,784
10.5%	2,552
1.5%	324
8.9%	3,880
9.0%	19,756
9.4%	30,075

TABLE 2: REVISED EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

ZONE:	2015 (incl SFT)	2015	2020	2025	2031
EXPERIAN - SPECIAL FORMS OF TRADING (%):		2.8%	4.0%	4.9%	5.6%
REVISED SPECIAL FORMS OF TRADING (%):		1.6%	2.3%	2.7%	3.1%
Primary Catchment Area - Zone 2	£2,185	£2,150	£2,196	£2,252	£2,325
Secondary Catchment Area - Zone 1	£2,494	£2,455	£2,507	£2,571	£2,654
Total Catchment Area	£2,339	£2,303	£2,351	£2,411	£2,490
Zone 3	£2,361	£2,324	£2,373	£2,433	£2,512
Zone 4	£2,382	£2,344	£2,394	£2,455	£2,535
Zones 5-12	£2,282	£2,247	£2,294	£2,352	£2,429
Study Area	£2,307	£2,270	£2,318	£2,377	£2,455

% GROWTH:

2015-31
100.0%
96.8%
8.1%
8.1%
8.1%
8.1%
8.1%
8.1%

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2015) TO 2031 (£m)

ZONE:	2015 (incl SFT)	2015	2020	2025	2031
Primary Catchment Area - Zone 2	£28.5	£28.1	£29.4	£30.9	£32.8
Secondary Catchment Area - Zone 1	£60.9	£59.9	£64.5	£69.3	£74.8
Total Catchment Area	£89.4	£88.0	£93.9	£100.2	£107.6
Zone 3	£49.5	£48.7	£50.0	£51.5	£53.5
Zone 4	£103.3	£101.6	£107.0	£112.7	£119.7
Zones 5-12	£493.8	£486.0	£512.1	£540.3	£572.8
Study Area	£735.9	£724.3	£762.9	£804.7	£853.6

GROWTH: 2015-31

%	£m
16.7%	£4.7
24.9%	£14.9
22.3%	£19.6
9.8%	£4.8
17.8%	£18.1
17.9%	£86.8
17.8%	£129.3

TABLE 4: ALL CONVENIENCE GOODS - 2015 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

Catchment		SCA	PCA				TOTAL STUDY AREA
Zone		1	2	3	4	5-12	
Zone 2 (SCA)	Co-op, Oxford Road, Stone	1.8%	0.0%	0.0%	0.0%	0.0%	0.2%
	Thame Town Centre:						
Zone 1 (PCA)	Co-operative, 6a High Street	0.9%	16.6%	0.2%	0.3%	0.0%	0.8%
	Sainsbury's, 1 High Street	5.4%	15.9%	0.9%	0.7%	0.0%	1.2%
	Waitrose, Greyhound Lane	22.7%	42.2%	3.4%	2.4%	0.3%	4.3%
	Other stores, Thame	3.0%	1.3%	0.0%	0.3%	0.1%	0.4%
	Total - Thame Town Centre	32.0%	76.0%	4.5%	3.6%	0.3%	6.7%
	M&S Simply Food, Park Street (out of centre)	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
TOTAL CATCHMENT AREA		33.8%	76.9%	4.5%	3.6%	0.3%	6.9%
Zone 3	Stores in Wheatley:						
	Co-op, Station Road, Wheatley	0.0%	0.0%	1.4%	0.3%	0.0%	0.1%
	Other Wheatley Town Centre	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%
	Asda Superstore, London Road, Wheatley	18.5%	11.2%	37.1%	2.8%	0.3%	5.1%
	Other in Zone 3	0.0%	0.0%	2.3%	0.0%	0.0%	0.2%
Zone 4	Stores in Princes Riseborough:						
	Tesco, Longwick Road	0.8%	1.8%	0.0%	19.9%	0.0%	2.8%
	Budgens, Horns Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	M&S Simply Food, Horns Lane	0.1%	0.0%	0.0%	5.7%	0.0%	0.8%
	Other Risborough	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%
	Chinnor	0.0%	0.0%	0.0%	1.6%	0.1%	0.3%
	Walters Ash	0.0%	0.0%	0.0%	1.1%	0.0%	0.1%
	Watlington	0.0%	0.0%	0.8%	8.7%	0.0%	1.3%
	Other in Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rest of Study Area	Abingdon Town Centre	0.0%	0.0%	1.0%	0.0%	9.5%	6.5%
	Abingdon Out of Centre	0.0%	0.0%	3.1%	0.5%	8.7%	6.1%
	Wallingford Town Centre	0.1%	0.0%	9.2%	1.7%	6.9%	5.5%
	Wallingford Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Didcot Town Centre	0.0%	0.0%	0.0%	0.0%	0.8%	0.5%
	Didcot Out of Centre	0.0%	0.0%	3.6%	0.0%	13.4%	9.2%
	Henley upon Thames Town Centre	0.0%	0.0%	0.0%	1.0%	6.4%	4.5%
	Henley upon Thames Out of Centre	0.0%	0.0%	0.0%	0.2%	4.8%	3.2%
	Elsewhere in Study Area	0.0%	0.0%	4.8%	0.3%	17.3%	12.0%
Outside of Study Area	Aylesbury Town Centre	11.1%	0.4%	0.2%	3.6%	0.2%	1.6%
	Tesco Extra, Bicester Road, Aylesbury	7.4%	2.1%	0.0%	0.6%	0.0%	0.8%
	Tesco Superstore, Tring Road, Aylesbury	4.2%	2.4%	0.0%	1.0%	0.1%	0.6%
	Aylesbury Other Out of Centre	5.8%	3.0%	0.0%	0.5%	0.0%	0.7%
	High Wycombe Town Centre	0.5%	0.0%	0.0%	9.3%	0.0%	1.3%
	High Wycombe Out of Centre	0.5%	0.2%	0.0%	25.8%	1.0%	4.2%
	Bicester Town Centre	1.3%	0.2%	0.0%	0.0%	0.0%	0.1%
	Bicester Out of Centre	5.7%	0.0%	0.0%	0.0%	0.0%	0.5%
	Oxford City Centre	0.0%	0.0%	0.3%	0.2%	0.3%	0.3%
	Oxford Out of Centre	0.7%	0.0%	23.9%	2.4%	3.2%	4.2%
	Reading Town Centre	0.0%	0.0%	0.0%	0.0%	0.8%	0.5%
	Reading Out of Centre	0.0%	0.0%	0.0%	0.0%	5.8%	3.9%
	Elsewhere Outside Study Area	9.4%	1.8%	7.0%	8.6%	20.0%	15.9%
OUTSIDE OF CATCHMENT		66.2%	23.1%	95.5%	96.4%	99.7%	93.1%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: ALL CONVENIENCE GOODS - 2015 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Catchment		SCA	PCA				TOTAL STUDY AREA
Zone		1	2	3	4	5-12	
TOTAL AVAILABLE EXPENDITURE (£m):		£59.9	£28.1	£48.7	£101.6	£486.0	£724.3
Zone 2 (SCA)	Co-op, Oxford Road, Stone	£1.1	£0.0	£0.0	£0.0	£0.0	£1.1
Zone 1 (PCA)	Thame Town Centre:						
	Co-operative, 6a High Street	£0.5	£4.7	£0.1	£0.3	£0.0	£5.6
	Sainsbury's, 1 High Street	£3.2	£4.5	£0.4	£0.7	£0.0	£8.8
	Waitrose, Greyhound Lane	£13.6	£11.9	£1.7	£2.4	£1.3	£30.9
	Other stores, Thame	£1.8	£0.4	£0.0	£0.3	£0.3	£2.8
	Total - Thame Town Centre	£19.2	£21.3	£2.2	£3.7	£1.6	£48.0
	M&S Simply Food, Park Street	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
TOTAL CATCHMENT AREA		£20.3	£21.6	£2.2	£3.7	£1.6	£49.4
Zone 3	Wheatley Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Co-op, Station Road, Wheatley	£0.0	£0.0	£0.7	£0.3	£0.0	£1.0
	Other Wheatley Town Centre	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
	Asda Superstore, London Road, Wheatley	£11.1	£3.2	£18.1	£2.8	£1.3	£36.5
	Other in Zone 3	£0.0	£0.0	£1.1	£0.0	£0.2	£1.3
Zone 4	Princes Riseborough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Tesco, Longwick Road	£0.5	£0.5	£0.0	£20.2	£0.0	£21.2
	Budgens, Horns Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	M&S Simply Food, Horns Lane	£0.1	£0.0	£0.0	£5.8	£0.0	£5.8
	Other Risborough	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6
	Chinnor	£0.0	£0.0	£0.0	£1.6	£0.3	£1.9
	Walters Ash	£0.0	£0.0	£0.0	£1.1	£0.0	£1.1
	Watlington	£0.0	£0.0	£0.4	£8.9	£0.1	£9.4
	Other in Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Rest of Study Area	Abingdon Town Centre	£0.0	£0.0	£0.5	£0.0	£46.3	£46.8
	Abingdon Out of Centre	£0.0	£0.0	£1.5	£0.5	£42.3	£44.3
	Wallingford Town Centre	£0.1	£0.0	£4.5	£1.8	£33.6	£39.9
	Wallingford Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Didcot Town Centre	£0.0	£0.0	£0.0	£0.0	£3.9	£3.9
	Didcot Out of Centre	£0.0	£0.0	£1.8	£0.0	£64.9	£66.6
	Henley upon Thames Town Centre	£0.0	£0.0	£0.0	£1.0	£31.3	£32.3
	Henley upon Thames Out of Centre	£0.0	£0.0	£0.0	£0.2	£23.1	£23.3
	Elsewhere in Study Area	£0.0	£0.0	£2.3	£0.3	£84.2	£86.8
Outside of Study Area	Aylesbury Town Centre	£6.7	£0.1	£0.1	£3.6	£1.1	£11.6
	Tesco Extra, Bicester Road, Aylesbury	£4.4	£0.6	£0.0	£0.6	£0.0	£5.7
	Tesco Superstore, Tring Road, Aylesbury	£2.5	£0.7	£0.0	£1.0	£0.3	£4.4
	Aylesbury Other Out of Centre	£3.4	£0.9	£0.0	£0.5	£0.0	£4.8
	High Wycombe Town Centre	£0.3	£0.0	£0.0	£9.4	£0.0	£9.7
	High Wycombe Out of Centre	£0.3	£0.0	£0.0	£26.2	£5.0	£31.5
	Bicester Town Centre	£0.8	£0.1	£0.0	£0.0	£0.0	£0.9
	Bicester Out of Centre	£3.4	£0.0	£0.0	£0.0	£0.0	£3.4
	Oxford City Centre	£0.0	£0.0	£0.1	£0.2	£1.6	£2.0
	Oxford Out of Centre	£0.4	£0.0	£11.6	£2.4	£15.8	£30.3
	Reading Town Centre	£0.0	£0.0	£0.0	£0.0	£3.9	£3.9
	Reading Out of Centre	£0.0	£0.0	£0.0	£0.0	£28.1	£28.1
	Elsewhere Outside Study Area	£5.6	£0.5	£3.4	£8.7	£97.1	£115.3
OUTSIDE OF CATCHMENT		£39.6	£6.5	£46.5	£98.0	£484.4	£674.9
TOTAL MARKET SHARE		£59.9	£28.1	£48.7	£101.6	£486.0	£724.3

TABLE 6: ALL CONVENIENCE GOODS - 2020 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Catchment		SCA	PCA				TOTAL STUDY AREA
Zone		1	2	3	4	5-12	
TOTAL AVAILABLE EXPENDITURE (£m):		£64.5	£29.4	£50.0	£107.0	£512.1	£762.9
Zone 2 (SCA)							
	Co-op, Oxford Road, Stone	£1.2	£0.0	£0.0	£0.0	£0.0	£1.2
Zone 1 (PCA)	Thame Town Centre:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Co-operative, 6a High Street	£0.6	£4.9	£0.1	£0.3	£0.0	£5.9
	Sainsbury's, 1 High Street	£3.5	£4.7	£0.4	£0.7	£0.0	£9.3
	Waitrose, Greyhound Lane	£14.7	£12.4	£1.7	£2.6	£1.4	£32.7
	Other stores, Thame	£2.0	£0.4	£0.0	£0.3	£0.3	£3.0
	Total - Thame Town Centre	£20.6	£22.4	£2.3	£3.9	£1.7	£50.8
	M&S Simply Food, Park Street	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3
TOTAL CATCHMENT AREA		£21.82	£22.6	£2.3	£3.9	£1.7	£52.3
Zone 3	Wheatley Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Co-op, Station Road, Wheatley	£0.0	£0.0	£0.7	£0.3	£0.0	£1.0
	Other Wheatley Town Centre	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
	Asda Superstore, London Road, Wheatley	£11.9	£3.3	£18.6	£3.0	£1.4	£38.2
	Other in Zone 3	£0.0	£0.0	£1.2	£0.0	£0.2	£1.3
Zone 4	Princes Riseborough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Tesco, Longwick Road	£0.5	£0.5	£0.0	£21.3	£0.0	£22.3
	Budgens, Horns Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	M&S Simply Food, Horns Lane	£0.1	£0.0	£0.0	£6.1	£0.0	£6.2
	Other Risborough	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7
	Chinnor	£0.0	£0.0	£0.0	£1.7	£0.3	£2.0
	Walters Ash	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2
	Watlington	£0.0	£0.0	£0.4	£9.4	£0.1	£9.9
	Other in Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Rest of Study Area	Abingdon Town Centre	£0.0	£0.0	£0.5	£0.0	£48.8	£49.3
	Abingdon Out of Centre	£0.0	£0.0	£1.5	£0.5	£44.6	£46.7
	Wallingford Town Centre	£0.1	£0.0	£4.6	£1.9	£35.4	£41.9
	Wallingford Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Didcot Town Centre	£0.0	£0.0	£0.0	£0.0	£4.2	£4.2
	Didcot Out of Centre	£0.0	£0.0	£1.8	£0.0	£68.4	£70.2
	Henley upon Thames Town Centre	£0.0	£0.0	£0.0	£1.1	£33.0	£34.1
	Henley upon Thames Out of Centre	£0.0	£0.0	£0.0	£0.2	£24.4	£24.6
	Elsewhere in Study Area	£0.0	£0.0	£2.4	£0.3	£88.7	£91.4
Outside of Study Area	Aylesbury Town Centre	£7.2	£0.1	£0.1	£3.8	£1.2	£12.4
	Tesco Extra, Bicester Road, Aylesbury	£4.8	£0.6	£0.0	£0.7	£0.0	£6.1
	Tesco Superstore, Tring Road, Aylesbury	£2.7	£0.7	£0.0	£1.0	£0.3	£4.7
	Aylesbury Other Out of Centre	£3.7	£0.9	£0.0	£0.6	£0.0	£5.2
	High Wycombe Town Centre	£0.3	£0.0	£0.0	£9.9	£0.0	£10.2
	High Wycombe Out of Centre	£0.3	£0.0	£0.0	£27.6	£5.2	£33.2
	Bicester Town Centre	£0.9	£0.1	£0.0	£0.0	£0.0	£0.9
	Bicester Out of Centre	£3.7	£0.0	£0.0	£0.0	£0.0	£3.7
	Oxford City Centre	£0.0	£0.0	£0.1	£0.2	£1.7	£2.1
	Oxford Out of Centre	£0.5	£0.0	£11.9	£2.6	£16.6	£31.6
	Reading Town Centre	£0.0	£0.0	£0.0	£0.0	£4.2	£4.2
	Reading Out of Centre	£0.0	£0.0	£0.0	£0.0	£29.6	£29.6
	Elsewhere Outside Study Area	£6.1	£0.5	£3.5	£9.2	£102.3	£121.5
OUTSIDE OF CATCHMENT		£42.7	£6.8	£47.7	£103.1	£510.4	£710.6
TOTAL MARKET SHARE		£64.5	£29.4	£50.0	£107.0	£512.1	£762.9

TABLE 7: ALL CONVENIENCE GOODS - 2025 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Catchment		SCA	PCA				TOTAL STUDY AREA
Zone		1	2	3	4	5-12	
TOTAL AVAILABLE EXPENDITURE (£m):		£69.3	£30.9	£51.5	£112.7	£540.3	£804.7
Zone 2 (SCA)	Co-op, Oxford Road, Stone	£1.3	£0.0	£0.0	£0.0	£0.0	£1.3
Zone 1 (PCA)	Thame Town Centre:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Co-operative, 6a High Street	£0.6	£5.1	£0.1	£0.3	£0.0	£6.2
	Sainsbury's, 1 High Street	£3.7	£4.9	£0.4	£0.7	£0.0	£9.8
	Waitrose, Greyhound Lane	£15.7	£13.1	£1.8	£2.7	£1.5	£34.7
	Other stores, Thame	£2.1	£0.4	£0.0	£0.3	£0.4	£3.2
	Total - Thame Town Centre	£22.2	£23.5	£2.3	£4.1	£1.8	£53.9
	M&S Simply Food, Park Street	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3
TOTAL CATCHMENT AREA		£23.44	£23.8	£2.3	£4.1	£1.8	£55.4
Zone 3	Stores in Wheatley Town Centre:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Co-op, Station Road, Wheatley	£0.0	£0.0	£0.7	£0.4	£0.0	£1.1
	Other Wheatley Town Centre	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
	Asda Superstore, London Road, Wheatley	£12.8	£3.5	£19.1	£3.2	£1.5	£40.1
	Other in Zone 3	£0.0	£0.0	£1.2	£0.0	£0.2	£1.4
Zone 4	Stores in Princes Riseborough:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Tesco, Longwick Road	£0.5	£0.5	£0.0	£22.4	£0.0	£23.5
	Budgens, Horns Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	M&S Simply Food, Horns Lane	£0.1	£0.0	£0.0	£6.4	£0.0	£6.5
	Other Riseborough	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7
	Chinnor	£0.0	£0.0	£0.0	£1.8	£0.3	£2.1
	Walters Ash	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2
	Watlington	£0.0	£0.0	£0.4	£9.9	£0.1	£10.4
	Other in Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Rest of Study Area	Abingdon Town Centre	£0.0	£0.0	£0.5	£0.0	£51.5	£52.0
	Abingdon Out of Centre	£0.0	£0.0	£1.6	£0.5	£47.1	£49.2
	Wallingford Town Centre	£0.1	£0.0	£4.8	£2.0	£37.3	£44.1
	Wallingford Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Didcot Town Centre	£0.0	£0.0	£0.0	£0.0	£4.4	£4.4
	Didcot Out of Centre	£0.0	£0.0	£1.9	£0.0	£72.1	£74.0
	Henley upon Thames Town Centre	£0.0	£0.0	£0.0	£1.1	£34.8	£35.9
	Henley upon Thames Out of Centre	£0.0	£0.0	£0.0	£0.2	£25.7	£25.9
	Elsewhere in Study Area	£0.0	£0.0	£2.5	£0.4	£93.6	£96.4
Outside of Study Area	Aylesbury Town Centre	£7.7	£0.1	£0.1	£4.0	£1.2	£13.2
	Tesco Extra, Bicester Road, Aylesbury	£5.1	£0.6	£0.0	£0.7	£0.0	£6.5
	Tesco Superstore, Tring Road, Aylesbury	£2.9	£0.8	£0.0	£1.1	£0.3	£5.0
	Aylesbury Other Out of Centre	£4.0	£0.9	£0.0	£0.6	£0.0	£5.5
	High Wycombe Town Centre	£0.4	£0.0	£0.0	£10.4	£0.0	£10.8
	High Wycombe Out of Centre	£0.3	£0.1	£0.0	£29.1	£5.5	£35.0
	Bicester Town Centre	£0.9	£0.1	£0.0	£0.0	£0.0	£1.0
	Bicester Out of Centre	£4.0	£0.0	£0.0	£0.0	£0.0	£4.0
	Oxford City Centre	£0.0	£0.0	£0.1	£0.2	£1.8	£2.2
	Oxford Out of Centre	£0.5	£0.0	£12.3	£2.7	£17.5	£33.0
	Reading Town Centre	£0.0	£0.0	£0.0	£0.0	£4.4	£4.4
	Reading Out of Centre	£0.0	£0.0	£0.0	£0.0	£31.2	£31.2
	Elsewhere Outside Study Area	£6.5	£0.6	£3.6	£9.7	£107.9	£128.2
OUTSIDE OF CATCHMENT		£45.8	£7.2	£49.2	£108.6	£538.5	£749.2
TOTAL MARKET SHARE		£69.3	£30.9	£51.5	£112.7	£540.3	£804.7

TABLE 8: ALL CONVENIENCE GOODS - 2031 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£m)

		Catchment	SCA	PCA			
Zone		1	2	3	4	5-12	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):		£74.8	£32.8	£53.5	£119.7	£572.8	£853.6
Zone 2 (SCA)	Co-op, Oxford Road, Stone	£1.4	£0.0	£0.0	£0.0	£0.0	£1.4
Zone 1 (PCA)	Thame Town Centre:						
	Co-operative, 6a High Street	£0.7	£5.4	£0.1	£0.3	£0.0	£6.5
	Sainsbury's, 1 High Street	£4.0	£5.2	£0.5	£0.8	£0.0	£10.5
	Waitrose, Greyhound Lane	£17.0	£13.8	£1.8	£2.9	£1.5	£37.1
	Other stores, Thame	£2.3	£0.4	£0.0	£0.3	£0.4	£3.4
	Total - Thame Town Centre	£23.9	£24.9	£2.4	£4.3	£1.9	£57.5
	M&S Simply Food, Park Street	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3
TOTAL CATCHMENT AREA		£25.3	£25.2	£2.4	£4.3	£1.9	£59.2
Zone 3	Stores in Wheatley:						
	Co-op, Station Road	£0.0	£0.0	£0.7	£0.4	£0.0	£1.1
	Other Wheatley Town Centre	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
	Asda Superstore, London Road	£13.8	£3.7	£19.8	£3.4	£1.6	£42.3
	Other in Zone 3	£0.0	£0.0	£1.2	£0.0	£0.2	£1.4
Zone 4	Stores in Princes Riseborough:						
	Tesco, Longwick Road	£0.6	£0.6	£0.0	£23.8	£0.0	£25.0
	Budgens, Horns Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	M&S Simply Food, Horns Lane	£0.1	£0.0	£0.0	£6.8	£0.0	£6.9
	Other Riseborough	£0.0	£0.0	£0.0	£0.8	£0.0	£0.8
	Chinnor	£0.0	£0.0	£0.0	£1.9	£0.4	£2.2
	Walters Ash	£0.0	£0.0	£0.0	£1.3	£0.0	£1.3
	Watlington	£0.0	£0.0	£0.4	£10.5	£0.2	£11.0
	Other in Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Rest of Study Area	Abingdon Town Centre	£0.0	£0.0	£0.5	£0.0	£54.6	£55.1
	Abingdon Out of Centre	£0.0	£0.0	£1.6	£0.6	£49.9	£52.1
	Wallingford Town Centre	£0.1	£0.0	£4.9	£2.1	£39.6	£46.7
	Wallingford Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Didcot Town Centre	£0.0	£0.0	£0.0	£0.0	£4.6	£4.6
	Didcot Out of Centre	£0.0	£0.0	£1.9	£0.0	£76.5	£78.4
	Henley upon Thames Town Centre	£0.0	£0.0	£0.0	£1.2	£36.9	£38.1
	Henley upon Thames Out of Centre	£0.0	£0.0	£0.0	£0.2	£27.3	£27.5
	Elsewhere in Study Area	£0.0	£0.0	£2.6	£0.4	£99.2	£102.2
Outside of Study Area	Aylesbury Town Centre	£8.3	£0.1	£0.1	£4.3	£1.3	£14.1
	Tesco Extra, Bicester Road, Aylesbury	£5.5	£0.7	£0.0	£0.8	£0.0	£7.0
	Tesco Superstore, Tring Road, Aylesbury	£3.1	£0.8	£0.0	£1.2	£0.3	£5.4
	Aylesbury Other Out of Centre	£4.3	£1.0	£0.0	£0.6	£0.0	£5.9
	High Wycombe Town Centre	£0.4	£0.0	£0.0	£11.1	£0.0	£11.5
	High Wycombe Out of Centre	£0.4	£0.1	£0.0	£30.9	£5.9	£37.2
	Bicester Town Centre	£1.0	£0.1	£0.0	£0.0	£0.0	£1.1
	Bicester Out of Centre	£4.3	£0.0	£0.0	£0.0	£0.0	£4.3
	Oxford City Centre	£0.0	£0.0	£0.1	£0.3	£1.9	£2.3
	Oxford Out of Centre	£0.5	£0.0	£12.8	£2.9	£18.6	£34.8
	Reading Town Centre	£0.0	£0.0	£0.0	£0.0	£4.6	£4.6
	Reading Out of Centre	£0.0	£0.0	£0.0	£0.0	£33.1	£33.1
	Elsewhere Outside Study Area	£7.0	£0.6	£3.7	£10.3	£114.4	£136.0
OUTSIDE OF CATCHMENT		£49.51	£7.6	£51.0	£115.4	£570.9	£794.4
TOTAL MARKET SHARE		£74.8	£32.8	£53.5	£119.7	£572.8	£853.6

TABLE 9: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNS

	Estimated 'Inflow'	2015	2020	2025	2031
Thame Town Centre	2%	£98.2	£104.0	£110.3	£117.7

'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to shops and stores who live outside the defined Study Area (i.e. Zones 1-12).

Total turnover for Thame Town Centre includes M&S Simply Food at BP Connect petrol filling station, Park Street, Thame

TABLE 10: THAME TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THAME TOWN CENTRE (£m):	£98.2	£104.0	£110.3	£117.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN THAME TOWN CENTRE (£m) ⁽¹⁾ :	£98.2	£97.1	£97.3	£97.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£7.0	£13.0	£19.8
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	NO COMMITTED FLOORSPACE IDENTIFIED			
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£7.0	£13.0	£19.8
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
	Foodstore / 'Local' format				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,400	£12,252	£12,276	£12,350
	(ii) Net Floorspace Capacity (sq m):	-	569	1,062	1,605
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	813	1,517	2,292
	Supermarket / Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,928	£5,940	£5,976
	(ii) Net Floorspace Capacity (sq m):	-	1,177	2,194	3,316
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,681	3,135	4,738

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

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 their Retail Planner Briefing Note.

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

STEP 4: No committed floorspace has been identified

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.

APPENDIX 5: COMPARISON GOODS CAPACITY ASSESSMENT

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2015) POPULATION & PROJECTIONS (to 2031)

ZONE:	2015	2020	2025	2031
Primary Catchment Area - Zone 2	13,054	13,399	13,743	14,090
Secondary Catchment Area - Zone 1	24,402	25,733	26,954	28,186
Total Catchment Area	37,456	39,132	40,697	42,276
Zone 3	20,952	21,499	22,033	22,571
Zone 4	43,355	44,681	45,907	47,235
Zones 5-12	219,626	226,604	233,154	239,382
Total Study Area	321,389	331,916	341,791	351,464

Source:

The base year (2015) population and projections to 2030 have been sourced directly from Experian's latest 'Retail Area Planner' Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

GROWTH: 2015-2031

%	2015-35
7.9%	1,036
15.5%	3,784
12.9%	4,820
7.7%	1,619
8.9%	3,880
9.0%	19,756
9.4%	30,075

TABLE 2: REVISED EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

ZONE:	2015 (incl SFT)	2015	2020	2025	2031
EXPERIAN - SPECIAL FORMS OF TRADING (%):		12.5%	15.7%	15.9%	15.6%
REVISED SPECIAL FORMS OF TRADING (%):		18.4%	23.3%	23.5%	23.1%
Primary Catchment Area - Zone 2	£4,029	£3,287	£3,600	£4,214	£5,157
Secondary Catchment Area - Zone 1	£4,729	£3,858	£4,226	£4,947	£6,054
Zone 3	£4,388	£3,580	£3,921	£4,590	£5,617
Zone 4	£4,521	£3,688	£4,039	£4,728	£5,787
Zones 5-12	£4,286	£3,496	£3,829	£4,483	£5,486
Study Area	£4,329	£3,532	£3,868	£4,528	£5,542

Source:

Average spend per capita estimates (2013 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 12.1 published by Experian Business Strategies (October 2014).

Notes:

An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 12.1.

% GROWTH:

2015-31
24.8%
25.3%
56.9%
56.9%
56.9%
56.9%
56.9%

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, 2015 - 2031 (£m)

ZONE:	2015 (incl SFT)	2015	2020	2025	2031
Primary Catchment Area - Zone 2	£52.6	£42.9	£48.2	£57.9	£72.7
Secondary Catchment Area - Zone 1	£115.4	£94.2	£108.7	£133.3	£170.6
Total Catchment Area	£168.0	£137.1	£157.0	£191.2	£243.3
Zone 3	£91.9	£75.0	£84.3	£101.1	£126.8
Zone 4	£196.0	£159.9	£180.5	£217.1	£273.3
Zones 5-12	£919.3	£750.0	£847.6	£1,020.8	£1,282.8
Study Area	£1,375.2	£1,122.0	£1,269.3	£1,530.3	£1,926.3

Notes:

Table 1 and Table 2

GROWTH: 2015-31

%	£m
61.7%	£29.8
70.3%	£76.5
67.7%	£106.2
61.4%	£51.8
62.9%	£113.4
39.5%	£363.5
63.4%	£804.3

TABLE 4: ALL COMPARISON GOODS - 2015 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

Catchment:		SCA	PCA				TOTAL STUDY AREA
Zones:		1	2	3	4	5-12	
Zone 1 (SCA)	No market shares	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 (PCA)	Thame Town Centre	10.4%	39.1%	2.3%	2.0%	0.5%	3.2%
TOTAL CATCHMENT AREA		10.4%	39.1%	2.3%	2.0%	0.5%	3.2%
Zones 3-4	Princes Risborough Town Centre	0.2%	0.0%	0.0%	4.2%	0.0%	0.6%
	Chinnor Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Watlington Town Centre	0.0%	0.0%	0.0%	2.1%	0.0%	0.3%
	Wheatley Town Centre	2.3%	0.1%	4.7%	0.6%	0.3%	0.8%
	Other	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%
ZONES 5-12	Abingdon Town Centre	0.0%	0.0%	2.5%	0.0%	6.7%	4.7%
	Didcot Town Centre	0.2%	0.0%	4.1%	0.0%	12.9%	8.9%
	Henley Town Centre	0.0%	0.1%	0.0%	0.4%	7.0%	4.8%
	Wallingford Town Centre	0.0%	0.4%	4.0%	0.1%	3.6%	2.7%
	Other Centres	0.0%	0.0%	0.0%	0.4%	2.7%	1.9%
	Abingdon Out of Centre Stores	0.2%	0.0%	1.7%	0.0%	1.6%	1.2%
	Didcot Out of Centre (Wallingford Rd)	0.0%	0.0%	0.3%	0.0%	0.3%	0.2%
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	10.4%	5.4%	0.3%	2.8%	0.0%	1.4%
	Bicester Town Centre	4.1%	0.3%	0.6%	0.0%	0.0%	0.4%
	High Wycombe Town Centre	4.4%	9.4%	3.8%	52.4%	1.8%	9.8%
	Oxford City Centre	8.7%	12.3%	39.3%	3.5%	9.8%	10.9%
	Reading Town Centre	0.0%	0.0%	4.4%	1.7%	25.7%	17.8%
	Other Town Centres	8.9%	3.1%	10.4%	5.8%	13.6%	11.4%
	Aylesbury Shopping Park	35.5%	25.1%	0.0%	9.2%	0.1%	5.1%
	Vale Retail Park, Aylesbury	2.6%	1.1%	0.1%	0.9%	0.1%	0.4%
	Broadfields Retail Park, Aylesbury	3.2%	0.0%	0.0%	0.0%	0.0%	0.2%
	Cowley Retail Park, Oxford	0.3%	0.3%	1.6%	0.0%	0.4%	0.4%
	Oxford Retail Park	0.6%	0.4%	5.3%	0.1%	1.1%	1.1%
	Wycombe Retail Park, High Wycombe	0.0%	0.0%	0.0%	1.5%	0.0%	0.2%
	Other Stores Out of Centre, Bicester	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Stores Out of Centre, High Wycombe	5.4%	1.6%	2.4%	10.6%	2.0%	3.5%
	Other Stores Out of Centre, Oxford	2.1%	0.8%	6.4%	0.1%	0.5%	1.0%
	Other Stores Out of Centre, Reading	0.0%	0.1%	1.1%	0.1%	3.7%	2.5%
	All Other Out of Centre Stores	0.0%	0.3%	3.8%	1.1%	5.6%	4.2%
OUTSIDE CATCHMENT		89.6%	60.9%	97.7%	98.0%	99.5%	96.8%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Catchment:	SCA	PCA				
ZONES		1	2	3	4	5-12	TOTAL STUDY	
TOTAL AVAILABLE EXPENDITURE(£m):		£94.2	£42.9	£75.0	£159.9	£750.0	£1,122.0	
Zone 1 (SCA)	No market shares	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Zone 2 (PCA)	Thame Town Centre	£9.8	£16.8	£1.8	£3.2	£3.5	£36.3	
TOTAL CATCHMENT AREA		£9.8	£16.8	£1.8	£3.2	£3.5	£36.3	
Zones 3-4	Princes Risborough Town Centre	£0.2	£0.0	£0.0	£6.7	£0.0	£7.0	
	Chinnor Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
	Watlington Town Centre	£0.0	£0.0	£0.0	£3.4	£0.0	£3.5	
	Wheatley Town Centre	£2.2	£0.1	£3.6	£1.0	£2.0	£8.6	
	Other	£0.0	£0.0	£0.6	£0.1	£0.0	£0.7	
ZONES 5-12	Abingdon Town Centre	£0.0	£0.0	£1.9	£0.0	£50.3	£52.3	
	Didcot Town Centre	£0.1	£0.0	£3.1	£0.0	£96.7	£100.1	
	Henley Town Centre	£0.0	£0.0	£0.0	£0.7	£52.8	£53.6	
	Wallingford Town Centre	£0.0	£0.2	£3.0	£0.2	£26.9	£30.4	
	Other Centres	£0.0	£0.0	£0.0	£0.6	£20.1	£20.8	
	Abingdon Out of Centre Stores	£0.2	£0.0	£1.2	£0.0	£12.1	£13.6	
	Didcot Out of Centre (Wallingford Rd)	£0.0	£0.0	£0.2	£0.0	£2.1	£2.4	
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	£9.8	£2.3	£0.2	£4.5	£0.0	£16.1	
	Bicester Town Centre	£3.8	£0.1	£0.5	£0.0	£0.3	£4.3	
	High Wycombe Town Centre	£4.1	£4.0	£2.9	£83.9	£13.3	£110.0	
	Oxford City Centre	£8.2	£5.3	£29.5	£5.6	£73.4	£122.5	
	Reading Town Centre	£0.0	£0.0	£3.3	£2.7	£193.1	£199.4	
	Other Town Centres	£8.3	£1.3	£7.8	£9.3	£102.0	£128.5	
	Aylesbury Shopping Park	£33.5	£10.8	£0.0	£14.7	£0.5	£57.1	
	Vale Retail Park, Aylesbury	£2.5	£0.5	£0.0	£1.5	£0.6	£4.9	
	Broadfields Retail Park, Aylesbury	£3.1	£0.0	£0.0	£0.0	£0.0	£2.7	
	Cowley Retail Park, Oxford	£0.3	£0.1	£1.2	£0.0	£3.0	£4.7	
	Oxford Retail Park	£0.6	£0.2	£4.0	£0.1	£7.9	£12.8	
	Wycombe Retail Park, High Wycombe	£0.0	£0.0	£0.0	£2.5	£0.2	£2.7	
	Other Stores Out of Centre, Bicester	£0.5	£0.0	£0.0	£0.0	£0.0	£0.4	
	Other Stores Out of Centre, High Wycombe	£5.1	£0.7	£1.8	£16.9	£15.3	£39.6	
	Other Stores Out of Centre, Oxford	£2.0	£0.3	£4.8	£0.2	£4.0	£11.3	
	Other Stores Out of Centre, Reading	£0.0	£0.0	£0.8	£0.2	£27.5	£28.6	
All Other Out of Centre Stores	£0.0	£0.1	£2.8	£1.7	£42.4	£47.2		
OUTSIDE CATCHMENT		£84.4	£26.1	£73.2	£156.7	£746.5	£1,085.6	
TOTAL MARKET SHARE		£94.2	£42.9	£75.0	£159.9	£750.0	£1,122.0	

TABLE 6: ALL COMPARISON GOODS - 2020 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

		Catchment:	SCA	PCA				
		ZONES	1	2	3	4	5-12	TOTAL STUDY
TOTAL AVAILABLE EXPENDITURE(£m):			£108.7	£48.2	£84.3	£180.5	£847.6	£1,269.3
Zone 1 (SCA)	No market shares		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 2 (PCA)	Thame Town Centre		£11.3	£18.8	£2.0	£3.7	£3.9	£39.7
TOTAL CATCHMENT AREA			£11.3	£18.8	£2.0	£3.7	£3.9	£39.7
Zones 3-4	Princes Risborough Town Centre		£0.2	£0.0	£0.0	£7.6	£0.0	£7.8
	Chinnor Town Centre		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Watlington Town Centre		£0.0	£0.0	£0.0	£3.8	£0.0	£3.8
	Wheatley Town Centre		£2.5	£0.1	£4.0	£1.2	£2.2	£10.0
	Other		£0.0	£0.0	£0.7	£0.1	£0.0	£0.7
ZONES 5-12	Abingdon Town Centre		£0.0	£0.0	£2.1	£0.0	£56.9	£59.0
	Didcot Town Centre		£0.2	£0.0	£3.4	£0.0	£109.3	£112.9
	Henley Town Centre		£0.0	£0.0	£0.0	£0.8	£59.6	£60.5
	Wallingford Town Centre		£0.0	£0.2	£3.4	£0.2	£30.4	£34.2
	Other Centres		£0.0	£0.0	£0.0	£0.7	£22.8	£23.4
	Abingdon Out of Centre Stores		£0.2	£0.0	£1.4	£0.0	£13.7	£15.3
	Didcot Out of Centre (Wallingford Rd)		£0.0	£0.0	£0.3	£0.0	£2.4	£2.7
OUTSIDE OF STUDY AREA	Aylesbury Town Centre		£11.4	£2.6	£0.3	£5.1	£0.0	£19.4
	Bicester Town Centre		£4.4	£0.2	£0.5	£0.0	£0.3	£5.4
	High Wycombe Town Centre		£4.7	£4.5	£3.2	£94.7	£15.1	£122.2
	Oxford City Centre		£9.5	£6.0	£33.1	£6.3	£83.0	£137.8
	Reading Town Centre		£0.0	£0.0	£3.7	£3.1	£218.2	£225.0
	Other Town Centres		£9.6	£1.5	£8.8	£10.5	£115.3	£145.7
	Aylesbury Shopping Park		£38.6	£12.1	£0.0	£16.6	£0.5	£67.9
	Vale Retail Park, Aylesbury		£2.9	£0.5	£0.0	£1.7	£0.7	£5.8
	Broadfields Retail Park, Aylesbury		£3.5	£0.0	£0.0	£0.0	£0.0	£3.5
	Cowley Retail Park, Oxford		£0.3	£0.1	£1.4	£0.0	£3.4	£5.3
	Oxford Retail Park		£0.7	£0.2	£4.5	£0.1	£9.0	£14.4
	Wycombe Retail Park, High Wycombe		£0.0	£0.0	£0.0	£2.8	£0.2	£3.0
	Other Stores Out of Centre, Bicester		£0.6	£0.0	£0.0	£0.0	£0.0	£0.6
	Other Stores Out of Centre, High Wycombe		£5.9	£0.8	£2.0	£19.1	£17.3	£45.0
	Other Stores Out of Centre, Oxford		£2.3	£0.4	£5.4	£0.2	£4.5	£12.9
	Other Stores Out of Centre, Reading		£0.0	£0.0	£0.9	£0.2	£31.1	£32.3
	All Other Out of Centre Stores		£0.0	£0.1	£3.2	£1.9	£47.9	£53.2
OUTSIDE CATCHMENT			£97.5	£29.4	£82.3	£176.8	£843.6	£1,229.6
TOTAL MARKET SHARE			£108.7	£48.2	£84.3	£180.5	£847.6	£1,269.3

TABLE 7: ALL COMPARISON GOODS - 2025 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Catchment:		SCA	PCA				TOTAL STUDY
ZONES		1	2	3	4	5-12	
TOTAL AVAILABLE EXPENDITURE (£m):		£133.3	£57.9	£101.1	£217.1	£1,020.8	£1,530.3
Zone 1 (SCA)	No market shares	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 2 (PCA)	Thame Town Centre	£13.8	£22.6	£2.4	£4.4	£4.7	£47.9
TOTAL CATCHMENT AREA		£13.8	£22.6	£2.4	£4.4	£4.7	£47.9
Zones 3-4	Princes Risborough Town Centre	£0.3	£0.0	£0.0	£9.1	£0.0	£9.4
	Chinnor Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Watlington Town Centre	£0.0	£0.0	£0.0	£4.6	£0.0	£4.6
	Wheatley Town Centre	£3.0	£0.1	£4.8	£1.4	£2.7	£12.0
	Other	£0.0	£0.0	£0.8	£0.1	£0.0	£0.9
ZONES 5-12	Abingdon Town Centre	£0.0	£0.0	£2.5	£0.0	£68.5	£71.0
	Didcot Town Centre	£0.2	£0.0	£4.1	£0.0	£131.7	£136.0
	Henley Town Centre	£0.0	£0.0	£0.0	£1.0	£71.8	£72.8
	Wallingford Town Centre	£0.0	£0.2	£4.1	£0.3	£36.6	£41.2
	Other Centres	£0.0	£0.0	£0.0	£0.8	£27.4	£28.2
	Abingdon Out of Centre Stores	£0.3	£0.0	£1.7	£0.0	£16.5	£18.4
	Didcot Out of Centre (Wallingford Rd)	£0.0	£0.0	£0.3	£0.0	£2.9	£3.2
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	£13.9	£3.2	£0.3	£6.1	£0.0	£23.5
	Bicester Town Centre	£5.4	£0.2	£0.6	£0.0	£0.3	£6.6
	High Wycombe Town Centre	£5.8	£5.4	£3.9	£113.8	£18.1	£147.1
	Oxford City Centre	£11.6	£7.1	£39.7	£7.6	£99.9	£166.0
	Reading Town Centre	£0.0	£0.0	£4.4	£3.7	£262.8	£270.9
	Other Town Centres	£11.8	£1.8	£10.5	£12.7	£138.9	£175.7
	Aylesbury Shopping Park	£47.4	£14.6	£0.0	£20.0	£0.7	£82.5
	Vale Retail Park, Aylesbury	£3.5	£0.7	£0.1	£2.1	£0.8	£7.0
	Broadfields Retail Park, Aylesbury	£4.3	£0.0	£0.0	£0.0	£0.0	£4.3
	Cowley Retail Park, Oxford	£0.4	£0.2	£1.6	£0.0	£4.1	£6.4
	Oxford Retail Park	£0.8	£0.2	£5.3	£0.1	£10.8	£17.3
	Wycombe Retail Park, High Wycombe	£0.0	£0.0	£0.0	£3.4	£0.3	£3.6
	Other Stores Out of Centre, Bicester	£0.7	£0.0	£0.0	£0.0	£0.0	£0.7
	Other Stores Out of Centre, High Wycombe	£7.2	£1.0	£2.4	£23.0	£20.8	£54.3
	Other Stores Out of Centre, Oxford	£2.8	£0.5	£6.5	£0.3	£5.5	£15.5
	Other Stores Out of Centre, Reading	£0.0	£0.0	£1.1	£0.3	£37.4	£38.8
	All Other Out of Centre Stores	£0.0	£0.2	£3.8	£2.3	£57.6	£64.0
OUTSIDE CATCHMENT		£119.5	£35.3	£98.8	£212.7	£1,016.1	£1,482.4
TOTAL MARKET SHARE		£133.3	£57.9	£101.1	£217.1	£1,020.8	£1,530.3

TABLE 8: ALL COMPARISON GOODS - 2031 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Catchment:		SCA	PCA				TOTAL STUDY AREA
ZONES		1	2	3	4	5-12	
TOTAL AVAILABLE EXPENDITURE (£m):		£170.6	£72.7	£126.8	£273.3	£1,282.8	£1,926.3
Zone 1 (SCA)	No market shares	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 2 (PCA)	Thame Town Centre	£17.7	£28.4	£3.0	£5.5	£5.9	£60.5
TOTAL CATCHMENT AREA		£17.7	£28.4	£3.0	£5.5	£5.9	£60.5
Zones 3-4	Princes Risborough Town Centre	£0.3	£0.0	£0.0	£11.5	£0.0	£11.8
	Chinnor Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Watlington Town Centre	£0.0	£0.0	£0.1	£5.8	£0.0	£5.8
	Wheatley Town Centre	£3.9	£0.1	£6.0	£1.8	£3.4	£15.2
	Other	£0.0	£0.0	£1.0	£0.1	£0.0	£1.1
ZONES 5-12	Abingdon Town Centre	£0.0	£0.0	£3.2	£0.0	£86.1	£89.2
	Didcot Town Centre	£0.3	£0.0	£5.2	£0.0	£165.4	£170.9
	Henley Town Centre	£0.0	£0.1	£0.0	£1.2	£90.2	£91.5
	Wallingford Town Centre	£0.0	£0.3	£5.1	£0.4	£46.0	£51.7
	Other Centres	£0.0	£0.0	£0.0	£1.1	£34.4	£35.5
	Abingdon Out of Centre Stores	£0.4	£0.0	£2.1	£0.0	£20.7	£23.2
	Didcot Out of Centre (Wallingford Rd)	£0.0	£0.0	£0.4	£0.0	£3.7	£4.1
OUTSIDE OF STUDY AREA	Aylesbury Town Centre	£17.8	£4.0	£0.4	£7.7	£0.0	£29.9
	Bicester Town Centre	£6.9	£0.2	£0.8	£0.0	£0.4	£8.4
	High Wycombe Town Centre	£7.5	£6.8	£4.8	£143.4	£22.8	£185.3
	Oxford City Centre	£14.9	£9.0	£49.8	£9.6	£125.6	£208.8
	Reading Town Centre	£0.0	£0.0	£5.5	£4.7	£330.2	£340.4
	Other Town Centres	£15.1	£2.2	£13.2	£15.9	£174.5	£221.1
	Aylesbury Shopping Park	£60.6	£18.3	£0.0	£25.1	£0.8	£104.8
	Vale Retail Park, Aylesbury	£4.5	£0.8	£0.1	£2.6	£1.0	£8.9
	Broadfields Retail Park, Aylesbury	£5.5	£0.0	£0.0	£0.0	£0.0	£5.5
	Cowley Retail Park, Oxford	£0.5	£0.2	£2.0	£0.0	£5.2	£8.0
	Oxford Retail Park	£1.1	£0.3	£6.7	£0.2	£13.6	£21.8
	Wycombe Retail Park, High Wycombe	£0.0	£0.0	£0.0	£4.2	£0.3	£4.6
	Other Stores Out of Centre, Bicester	£0.9	£0.0	£0.0	£0.0	£0.0	£0.9
	Other Stores Out of Centre, High Wycombe	£9.2	£1.2	£3.0	£28.9	£26.1	£68.5
	Other Stores Out of Centre, Oxford	£3.6	£0.6	£8.1	£0.4	£6.9	£19.5
	Other Stores Out of Centre, Reading	£0.0	£0.0	£1.4	£0.3	£47.0	£48.8
	All Other Out of Centre Stores	£0.0	£0.2	£4.8	£2.9	£72.4	£80.4
OUTSIDE CATCHMENT		£153.0	£44.3	£123.8	£267.8	£1,276.9	£1,865.7
TOTAL MARKET SHARE		£170.6	£72.7	£126.8	£273.3	£1,282.8	£1,926.3

TABLE 9: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'Inflow' from Outside Study Area	2015	2020	2025	2031
Thame Town Centre	2%	£37.1	£40.5	£48.9	£61.7

Notes: 'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to Thame Town Centre's shops and stores who live outside the defined study area (i.e. beyond Zones 1-12).

TABLE 10: THAME TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THAME TOWN CENTRE (£m):	£37.1	£40.5	£48.9	£61.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN THAME TOWN CENTRE (£m) ⁽¹⁾ :	£37.1	£41.1	£45.7	£50.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.6	£3.2	£10.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	NO COMMITTED FLOORSPACE IDENTIFIED			
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.6	£3.2	£10.8
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,090	£6,777	£7,556
	(ii) Net Floorspace Capacity (sq m):	-	-96	475	1,430
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-137	679	2,043

- STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).
- 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 their Retail Planner Briefing Note.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.
- STEP 4: No committed floorspace has been identified
- 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.

APPENDIX 6: RETAIL IMPACT TESTING

TABLE 1: OPTION 1 - SMALL FOODSTORE (BASED ON FORECAST CONVENIENCE FLOORSPACE TO 2031)

	2020			2025		
	Turnover	Trade Diversion	Impact	Turnover	Trade Diversion	Impact
Impact on Convenience Turnover:						
Co-operative, 6 High Street	£5.98	-£0.89	-14.8%	£6.30	-£0.89	-14.1%
Sainsbury's, High Street	£9.45	-£0.99	-10.4%	£10.01	-£0.99	-9.9%
Waitrose, Greyhound Lane	£33.42	-£4.14	-12.4%	£35.45	-£4.15	-11.7%
Other stores	£3.04	-£0.20	-6.5%	£3.24	-£0.20	-6.1%
Weekly Market	£0.74	-£0.00	-	£0.74	-£0.00	-
Thame Town Centre	£52.62	-£6.21	-11.8%	£55.74	-£6.2	-11.2%
Impact on Comparison Turnover:						
Thame Town Centre	£40.89	-£0.30	-0.7%	£49.41	-£0.33	-0.7%
Combined Impact on Turnover:						
Thame Town Centre	£93.51	-£6.51	-7.0%	£105.15	-£6.55	-6.2%

TABLE 2: OPTION 2 – STANDARD SIZE FOODSTORE

	2020			2025		
	Turnover	Trade Diversion	Impact	Turnover	Trade Diversion	Impact
Impact on Convenience Turnover:						
Co-operative, 6 High Street	£5.98	-£1.18	-19.7%	£6.30	-£1.18	-18.7%
Sainsbury's, High Street	£9.45	-£1.34	-14.2%	£10.01	-£1.35	-13.5%
Waitrose, Greyhound Lane	£33.42	-£5.55	-16.6%	£35.45	-£5.56	-15.7%
Other stores	£3.04	-£0.34	-11.1%	£3.24	-£0.34	-10.4%
Weekly Market	£0.74	-£0.08	-11.4%	£0.74	-£0.08	-11.4%
Thame Town Centre	£52.62	-£8.49	-16.1%	£55.74	-£8.51	-15.3%
Impact on Comparison Turnover:						
Thame Town Centre	£40.89	-£0.63	-1.5%	£49.41	-£0.70	-1.4%
Combined Impact on Turnover:						
Thame Town Centre	£93.51	-£9.12	-9.7%	£105.15	-£9.20	-8.8%

TABLE 3: OPTION 3 –LARGE FOODSTORE (BASED ON THE PROPOSED TESCO FOODSTORE)

	2020			2025		
	Turnover	Trade Diversion	Impact	Turnover	Trade Diversion	Impact
Impact on Convenience Turnover:						
Co-operative, 6 High Street	£5.98	-£1.36	-22.8%	£6.30	-£1.37	-21.7%
Sainsbury's, High Street	£9.45	-£1.56	-16.5%	£10.01	-£1.56	-15.6%
Waitrose, Greyhound Lane	£33.42	-£6.43	-19.2%	£35.45	-£6.44	-18.2%
Other stores	£3.04	-£0.39	-12.8%	£3.24	-£0.39	-12.0%
Weekly Market	£0.74	-£0.10	-13.2%	£0.74	-£0.10	-13.2%
Thame Town Centre	£52.62	-£9.84	-18.7%	£55.74	-£9.86	-17.7%
Impact on Comparison Turnover:						
Thame Town Centre	£40.89	-£1.79	-4.4%	£49.41	-£1.99	-4.0%
Combined Impact on Turnover:						
Thame Town Centre	£93.51	-£11.63	-12.4%	£105.15	-£11.85	-11.3%

TABLE 4: OPTION 4 –DEEP DISCOUNT FORMAT FOODSTORE (BASED ON A STANDARD ALDI FOODSTORE)

	2020			2025		
	Turnover	Trade Diversion	Impact	Turnover	Trade Diversion	Impact
Impact on Convenience Turnover:						
Co-operative, 6 High Street	£5.98	-£0.31	-5.3%	£6.30	-£0.32	-5.0%
Sainsbury's, High Street	£9.45	-£0.24	-2.5%	£10.01	-£0.24	-2.4%
Waitrose, Greyhound Lane	£33.42	-£1.77	-5.3%	£35.45	-£1.77	-5.0%
Other stores	£3.04	-£0.08	-2.6%	£3.24	-£0.08	-2.4%
Weekly Market	£0.74	-£0.04	-5.3%	£0.74	-£0.04	-5.3%
Thame Town Centre	£52.62	-£2.44	-4.6%	£55.74	-£2.44	-4.4%
Impact on Comparison Turnover:						
Thame Town Centre	£40.89	-£0.51	-1.2%	£49.41	-£0.57	-1.1%
Combined Impact on Turnover:						
Thame Town Centre	£93.51	-£2.95	-3.2%	£105.15	-£3.01	-2.9%