

# PLANNING, REGENERATION + INFRASTRUCTURE

## WINCHESTER: TOWN CENTRES STUDY

STAGE 2: PARTIAL  
REFRESH

FINAL REPORT - APPENDICES

JULY 2024

First/Second Draft Report Issued: May 2023 / November 2023

Prepared by: Bláthnaid Duffy MRTPI / Christine Reeves MRTPI

Final Report Issued: July 2024

Reviewed and signed off: Dr Steven Norris MRTPI

For and behalf of Lambert Smith Hampton

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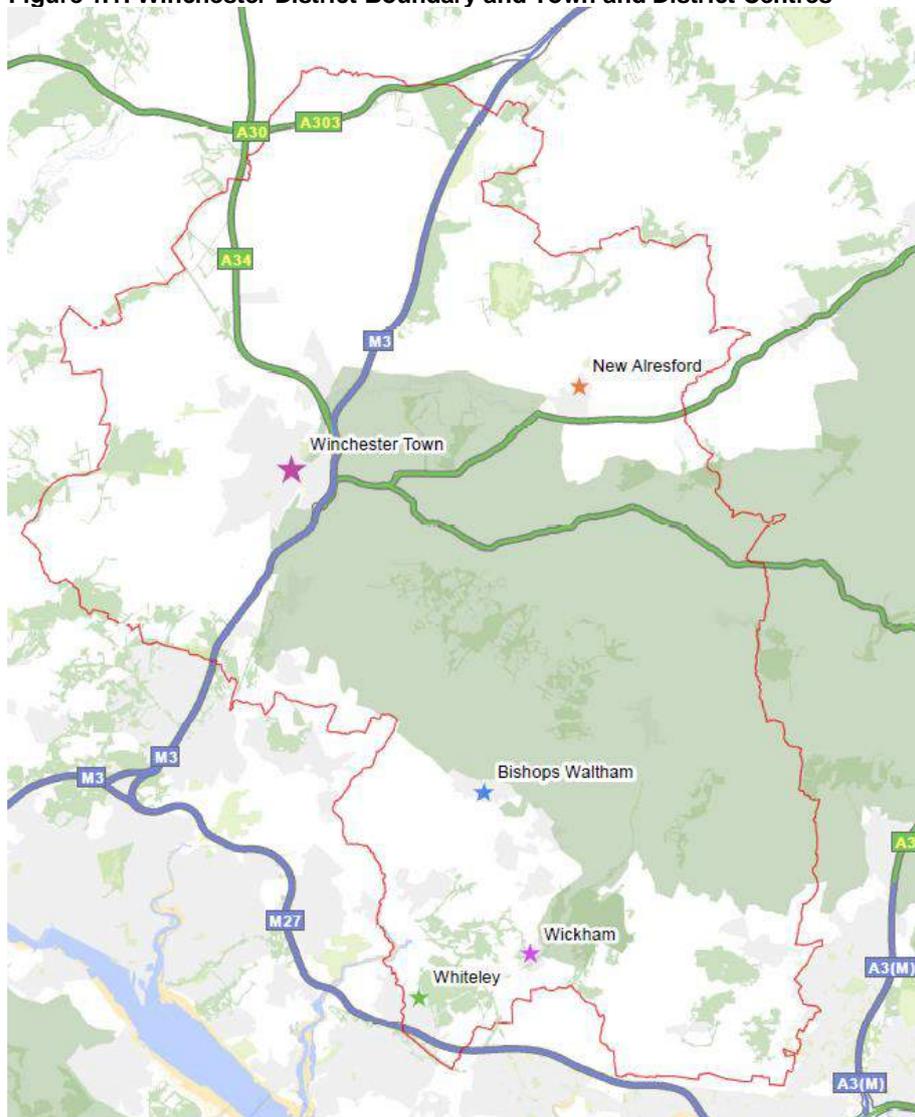
APPENDIX 10: UPDATED COMMERCIAL LEISURE EXPENDITURE

# **APPENDIX 1: UPDATED HEALTH CHECK ASSESSMENTS**

## 1.0 INTRODUCTION

- 1.1. This appendix provides the findings of a health check ‘refresh’ undertaken for Winchester City Centre, Whiteley Town Centre, and the City Council’s three district centres of Bishop’s Waltham, New Alresford and Wickham.

**Figure 1.1: Winchester District Boundary and Town and District Centres**



Source: LSH

- 1.2. The health check assessments provide an update on the relative ‘health’ of the centres by reviewing the key performance indicators (KPIs) that were assessed in the health checks that informed the Winchester District Retail, Leisure & Town Centre Uses Study 2020 (RLTCUS 2020). The KPIs assessed within the RLTCUS 2020 reflected those recommended in the Planning Practice Guidance (PPG).
- 1.3. The update primarily focuses on KPIs where changes are most likely to have occurred over the 3 year intervening period. This includes:
1. Diversity of uses
  2. Proportion of vacant street level property
  3. Commercial rents yields on non-domestic property

4. Retailer representation and requirements
  5. Pedestrian flows
  6. Perception of safety and occurrence of crime
  7. Balance between independent and multiple stores
  8. Barriers to new businesses opening and existing businesses expanding
  9. Extent to which there is an evening and night time economy offer.
- 1.4. The health check updates have been informed by data from various sources including:
    - Experian Goad – data on outlets and floorspace, vacancies, balance of multiples and independents
    - PROMIS (PMA) – general town centre profile data (Winchester Town)
    - Co-Star and PROMIS - Zone A rents and yields (Winchester Town)
    - Datscha - footfall analytics.
  - 1.5. Data from Experian Goad is only available for Winchester, Bishop's Waltham, and New Alresford. The assessments for Whiteley and Wickham are based on desktop research on diversity of uses by outlet.
  - 1.6. Retailer requirements and Zone A rents have been provided for Winchester Town only due to a lack of available and published data for the District's other centres.
  - 1.7. The health check updates were supplemented by a site visit to each centre in May 2023.
  - 1.8. The findings of the health check updates for each centre are set out in the following proformas.

## 2.0 WINCHESTER TOWN CENTRE

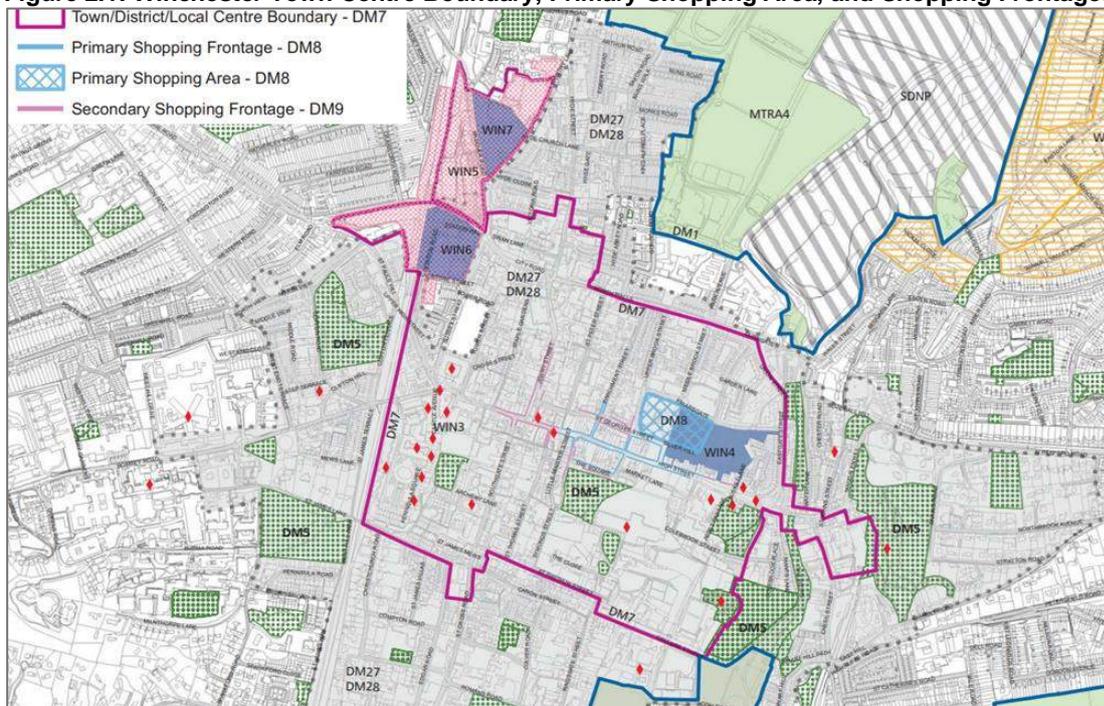
### Overview:

Winchester Town is designated as a Sub-Regional Town in the adopted Winchester Local Plan and serves as the administrative centre and main shopping destination for the Council area and beyond. The town is characterised by its strong links with history, which is visible through the town street form and architecture.

The defined town centre covers a broad area, but the core shopping area primarily relates to High Street, which is mostly pedestrianised, and the shopping streets leading off it. Retail uses are focused along the central part of High Street, where key retail brands are located. The northern end of High Street is geared towards professional, business and financial service uses, such as estate agents and banks, as well as niche retail. The southern end of High Street has a more notable number of leisure services, particularly food and beverage outlets, such as restaurants, cafes, and pubs.

The figure below shows the Town Centre boundary and the Primary and Secondary Shopping Frontages for Winchester Town as defined in the Local Plan Policy Map.

**Figure 2.1: Winchester Town Centre Boundary, Primary Shopping Area, and Shopping Frontages**



Source: Winchester Local Plan Policies Map

The town has one indoor shopping centre, the Brooks Shopping Centre, which comprises circa 11,000 sqm of floorspace and is anchored by Primark, TK Maxx and HMV. The centre was sold to Gentian Developments in 2022, with the freehold retained by Winchester City Council.

There are currently two regeneration proposals coming forward within the town centre. The most significant of the two is the Central Winchester Regeneration (CWR) project, which is supported by a masterplan and ratified as a Supplementary Planning Document. The scheme is now being reviewed to reflect changes in the market, notably moving away from what was previously a retail-led scheme. The revised scheme will result in the regeneration of the Silverhill area of the town centre and provides the opportunity to support modern commercial floorspace and promote town centre living.

The second regeneration project is Station Gateway, which is also supported by adopted Local Plan policy. However, as with the CWR scheme, the Council are currently reviewing allocated land uses within the opportunity area to reflect changes in the market, particularly in respect to retail and leisure uses, and also the type of employment uses that should be supported, given changes to office requirements in light of evolving hybrid working practices post COVID-19 and the increasing popularity of flexible workspace.

### Diversity of Uses and Vacancies:

According to the latest outlet survey data from Experian Goad, Winchester Town has 364 commercial town centre outlets. The tables below first summarise the number of outlets and floorspace by category as defined by Experian Goad. It should be noted that the survey area defined by Experian Goad to assess outlets and floorspace broadly correlates with the area identified in the Local Plan Policies Map that comprises primary and secondary shopping frontages.

Winchester Town has 151 retail units (comprising convenience and comparison) accounting for 41.5% of all commercial outlets. Of this total, 123 are occupied by comparison retailers and 28 by convenience retailers. As the table shows, the proportional representation of comparison retail outlets (i.e. as a percentage of all commercial outlets) is well above the UK average. Leisure Services<sup>1</sup> follow as the category with the second highest proportional representation with 95 outlets and over 23,000 sqm gross of floorspace. This is above the UK average. There is also above average representation in Financial & Business Services. Convenience Retail and Retail Services<sup>2</sup> are the only categories that are under-represented when compared to UK averages. Vacancies are discussed separately.

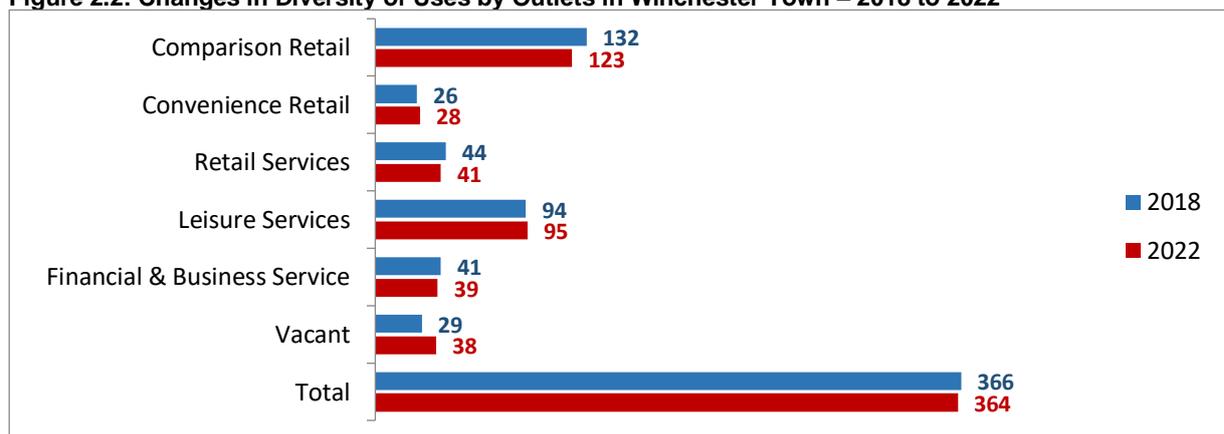
**Table 2.1: Diversity of Uses by Outlets and Floorspace in Winchester Town**

	No Outlets	% Total Outlets	UK Average	Gross Floorspace (sqm)	% Total Outlets	UK Average
Convenience Retail	123	33.79%	26.86%	25,204	36.10%	30.16%
Comparison Retail	28	7.69%	9.28%	4,692	6.72%	15.46%
Retail Service	41	11.26%	15.76%	3,205	4.59%	7.23%
Leisure Service	95	26.10%	25.43%	23,142	33.15%	26.34%
Financial & Business Service	39	10.71%	8.68%	6,457	9.25%	6.53%
Vacant	38	10.44%	13.79%	7,116	10.19%	13.69%
<b>Total</b>	<b>364</b>	<b>100.0%</b>	<b>99.8%</b>	<b>69,816</b>	<b>100.0%</b>	<b>99.4%</b>

Source: Experian Goad Category Report (October 2022)

The graph below shows how diversity of uses by outlets has changed in Winchester Town since 2018, which reflects the data reported in the RLTCUS 2020.

**Figure 2.2: Changes in Diversity of Uses by Outlets in Winchester Town – 2018 to 2022**



Source: Experian Goad Category Reports (2018 and 2022)

The number of commercial town centre outlets has remained relatively stable, with a reduction in 2 outlets recorded between 2018 and 2022. The most notable change in diversity of uses relates to Comparison

<sup>1</sup> Leisure service includes: food and drink outlets, games of chance venues (e.g. casinos, bingo halls, gambling arcades, and betting shops), sports and leisure facilities, night clubs, cinemas, theatres, and concert halls, and hotel/guesthouse accommodation.

<sup>2</sup> Retail service includes: health and beauty services (beauty salons, tattoo parlour, etc.), post offices, dry cleaners and laundrettes, travel agents, photo processing outlets and studios, and other personal services.

Retail where the number of outlets has reduced by 9 outlets. This reflects a general trend across UK town centres, which has been influenced by the exit of many high street brands either due to companies scaling back store portfolios or the cessation of brands. An example is Debenhams, which went into administration in 2020 and led to the closure of all stores nationally by 2021, including in its Winchester store. For other town centre categories, the number of outlets increased for Convenience Retail and Leisure Services, while Retail Services and Financial & Business Services experienced a small reduction in outlets. Overall however, changes have been relatively limited given that the study period includes the pandemic.

**Vacancies:**

Experian Goad recorded 38 vacant units in 2022, an increase from the 29 outlets recorded in 2018.. The current number of vacant units equates to a vacancy rate of 10.4%, which is lower than Experian Goad’s UK average vacancy rate of 13.8%.

The total amount of vacant floorspace in the town centre is 7,116 sqm equating to a vacancy rate of 10.19%, which is also lower than the UK average of 13.69%.

The figure below shows how vacant outlets are distributed across the core town centre. Vacancies are broadly dispersed across the centre, although there is a concentration of vacancies on the southern end of High Street, including the vacant Debenhams building which accounts for 1,390 sqm of the town’s vacant floorspace. Within the Brooks Shopping Centre there are four vacant outlets that are located on upper floors.

**Figure 2.3: Distribution of vacant units in Winchester Town**



Source: Experian Goad (survey date: October 2022)

While vacancies have increased in Winchester Town, they remain below the UK average. It is also noted that four of the recorded vacant units are listed as undergoing alteration, suggesting new tenant occupation.

**Retail and Leisure Representation, Demand & Requirements:**

Winchester Town has a large number of key national retail and leisure multiples throughout the town centre. Of note, the town has a particularly strong Comparison Retail brand despite recent losses (e.g. Debenhams) and there remains a good mix of retail anchors:

**Table 2.2: Retail Multiple Representation**

Key Convenience Multiples	Key Fashion Multiples	Key Non Fashion Multiples	Key Café / Restaurant Stores
Sainsbury's	Anthropologie	3 Store	Ask
Holland & Barrett	Clarks	Body Shop, The	Caffe Nero
Iceland	Crew Clothing	Boots	Costa
Marks & Spencer	Fat Face	Card Factory	Cote Restaurants
Tesco Express	Hobbs	EE	Domino's Pizza
	Jigsaw	Entertainer, The	Giggling Squid
	Jo Jo Maman Bebe	Mountain Warehouse	Greggs
	Jones Bootmakers	O2 Phones	Kfc
	Marks & Spencer	Oliver Bonas	McDonald's
	Mint Velvet	Paperchase	Pret A Manger
	Phase Eight	Poundland	Prezzo
	Primark	Space NK Apothecary	Starbucks Coffee
	Russell & Bromley	Superdrug	The Ivy
	Seasalt	Vodafone	Turtle Bay
	T K Maxx	Waterstones	Zizzi
	The White Company	WH Smith	
	White Stuff		
	New Look		

As the review of diversity of uses indicates and as apparent from the table above, Winchester Town principally serves as a key comparison retail shopping destination. The town has a very good range in comparison retail offer, particularly fashion and lifestyle retailers, which includes many popular mid-market to high end brands, as well as a number of notable affordable brands (e.g. Primark).

Winchester also has a good range of casual dining restaurants that are typical for a centre of its size and quality chain restaurants, which reflect the centre's affluent catchment and visitor draw. In terms of demand from the market, a review of retailer and leisure operator requirements identified 36 requirements over the 12 months to April 2023, which combined, are seeking a minimum floor area of over 12,300 sqm gross. The list of operators identified is provided in the table below. As a comparison, 17 requirements were identified in the RTCUS 2020 health check over a 12 month period.

In summary, registered requirements include a number of fashion brands, such as Mode in Pelle, Whistles, and TFG Group which represents Phase Eight, Hobbs, Whistles, Damsel in a Dress, and up market home furnishings brand, Inside Story. A separate requirement is identified for Whistles.

Other retail requirements include a variety of brands across different Comparison Retail categories. Of note, The Range has a published requirement for a multi-goods and garden centre format store, which based on the published requirements will only be suitable for an edge or out of centre site.

Within the Convenience Retail sector, Aldi have a published requirement for a store in Winchester, but again, the retailer's store requirements (e.g. dedicated car parking space, site for development, etc.) will preclude sites in Winchester Town itself.

However, that there is a strong level interest in Winchester from both retail and leisure operators. This suggests, that the town is faring well against the headwinds of the cost of living crisis and impact from COVID-19.

**Table 2.3: Retailer Requirements for Winchester Town**

Recorded Date	Operator	Sector	Min Sqm	Max Sqm
April 2023	Fullers	Public House	279	557
March 2023	Mode in Pelle	Retailer - Ladies Footwear	111	1,672
March 2023	TFG Group	Retailer - Ladies Clothing	186	465
March 2023	Age UK	Retailer - Charity Shop	130	743
March 2023	Whistles	Retailer - Ladies Clothing	139	186
March 2023	Cornish Bakery	Retailer - Bakery	28	279
March 2023	Cotton Traders	Retailer - General Clothing	93	167
March 2023	House of Tweed	Retailer - Clothing & Accessories	74	1,394
March 2023	Pure Padel	Leisure - Sports	1,486	1,486
February 2023	Bo Concept	Retailer - Furniture	232	372
February 2023	Savers	Retailer - Health & Beauty	186	325
January 2023	Healthy Pet Store	Retailer - Pet Products	325	465
January 2023	Grape Tree	Retailer - Health Foods	116	116
January 2023	Premier Inn	Hotel	1,858	1,858
January 2023	The Range	Retailer - Multi Goods & Garden Centre	2,323	3,716
January 2023	Aldi	Retailer - Foodstore	1,672	1,858
January 2023	Amber Taverns	Public House	186	186
January 2023	Bosco Pizzeria	Restaurant	139	279
January 2023	Weird Fish	Retailer - General Clothing	74	139
December 2022	Consol	Tanning Salon	116	325
December 2022	KFC	Fast Food Restaurant	167	325
December 2022	iRepair	Mobile Phone Repairs & Accessories	0	0
December 2022	Between the Lines	Retailer - Gifts	79	121
December 2022	British Red Cross	Retailer - Charity Shop	74	372
November 2022	Swoon	Ice Cream Parlour and Coffee	46	186
November 2022	Vinegar Hill	Retailer - Clothing & Lifestyle	93	139
November 2022	Taco Bell	Fast Food Restaurant	111	167
October 2022	Brook Tavener	Retailer - Mens' Clothing	139	139
October 2022	Beckford Bottle Shop	Retailer - Wine Shop	139	279
October 2022	Nolte Kitchen	Retailer - Kitchens	93	232
September 2022	Calendar Club	Retailer - Stationary	74	186
August 2022	Men Kind	Retailer - Mens' Clothing	139	372
July 2022	Candy Store	Retailer - Confectionary	93	232
June 2022	Sense	Retailer - Charity Shop	111	557
April 2022	Crepaffaire	Restaurant	56	149
April 2022	M&S Food	Retailer - Foodstore	1,161	2,323
	<b>Total</b>		<b>12,333</b>	<b>22,366</b>

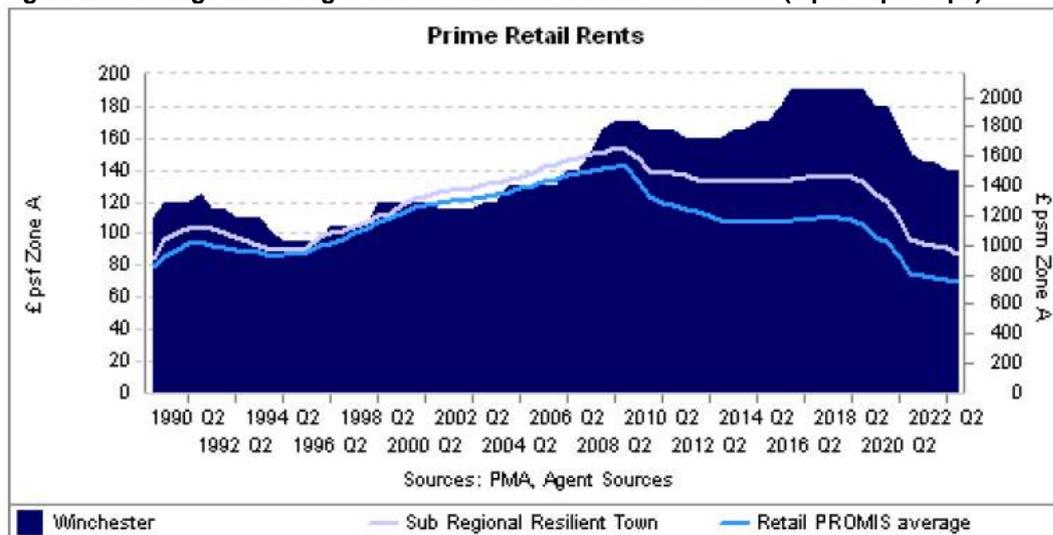
Source: The Requirement List, April 2023

**Commercial Rents and Yields:**

According to lease transaction data from PMA Promis, Prime Zone A rents in Winchester Town averaged at £140/sqft at the end of 2022, which represents a decline from peak values of around £180/sqft as reported in 2017 and at the end of 2019, as reported in the RTCUS 2020.

Zone A rental values have fallen in all centres but Winchester’s values hold up well when compared to PMA’s average (£88/sqm) for the Sub-regional Resilient Town category. Furthermore, the decline in Winchester’s Zone A rental values since 2017 has been less severe compared to the category average for the UK’s top 200 towns (-36%).

**Figure 2.4: Change in Average Achieved Zone A Rent in Winchester (£ per Sq ft /Sqm)**



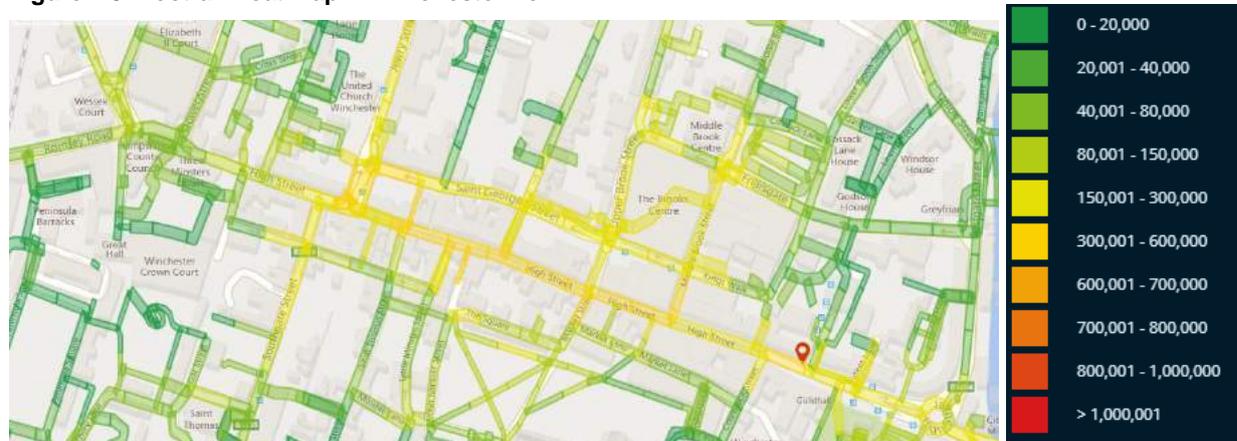
Source: PMA

There is no up to date available data on commercial yields due limited transactions taking place on investment properties in Winchester in recent years.

**Pedestrian Flows:**

The below table illustrates the heat map of pedestrian footfall throughout Winchester Town. This is taken from data harvested from mobile devices via 80+ sources including mobile apps, Wi-Fi hotspots and telecom providers.

**Figure 2.5: Footfall Heat Map in Winchester Town**



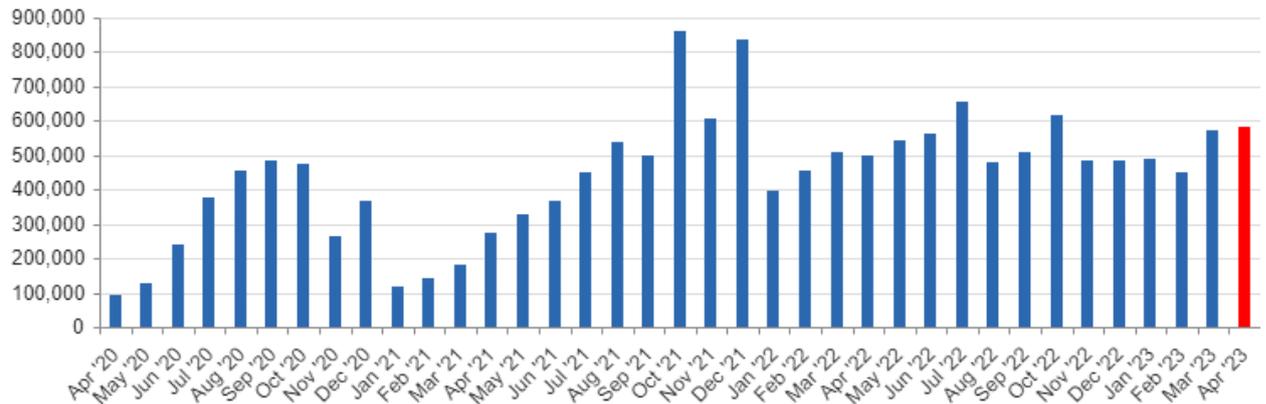
Source: Datscha

The heat map identifies that the highest concentration of footfall is along of the High Street, George Street and Upper Brook Street, which reflects the concentration of retail uses in these areas.

Focusing on the most central section of High Street, the latest available recording identifies a footfall level of 584,378 in April 2023, which represents a year on year reduction of +16.79%. The data for April 2023 also shows that footfall is highest at lunch time, with weekend footfall levels slightly higher than weekdays. Footfall is lowest in the evening and night time.

The latest time series data presented in the figure below covers the three years to April 2023 shows that footfall has been improving since the end of 2021 as the COVID-19 pandemic subsided. It is notable that footfall spiked in October and December 2021 but was not replicated for the same months in 2022.

**Figure 2.6: Footfall Levels on High Street (Winchester) – April 2020 to April 2023**



Source: Datscha

**Crime and Safety:**

Data on incidences of crime in Winchester has been sourced from Hampshire Constabulary’s ‘crime map’ service. Focusing on the central area of Winchester Town shown in the figure below the latest data recorded 89 incidents of crime in March 2023.

Hotspots for crime include areas around Sainsbury’s on Silverhill, George Street, and The Brooks Shopping Centre. Reports of crime in these areas main relate to shoplifting, anti-social behaviour, theft from a person, and violence and sexual offences.

**Figure 2.7: Hot spots for reported crime in Winchester Town**



Source: Hampshire Constabulary

Figure 2.8 shows how reports of crime have changed over the past year. Reports of crime peaked in January 2023 and were lowest in June 2022.

**Figure 2.8: Reports of crime in Winchester Town – March 2022 to March 2023**



Source: crimerate.co.uk

### Town Centre Environmental Quality:

Winchester Town offers a unique and characterful environment due to its considerable history and architecture. The pedestrian high street offers an attractive shopping environment where most shop fronts are well maintained. The southern end of High Street is the one area that appears to be in need of investment. It is notable that this area of High Street has poorer quality retail and service operators where investment in shop frontages is of a lower quality. The area is not helped by long term vacant and boarded up shop units, notably the former Debenhams building. However, the planned repurposing of the Debenhams store and plans for the nearby Central Winchester Regeneration project should help to regenerate this end of High Street. The rest of the town centre is of generally good quality and there is no notable change from the assessment of town centre environment quality in the RLTCUS 2020.

### Barriers to Business:

The main barriers to investment relate to external macro factors including:

- Cost of Living
- Brexit
- Global Climate Emergency
- Digital Connectivity
- Inflation
- Online Shopping

Discussions with town centre stakeholders<sup>3</sup> as part of the Stage 1: Evidence Review also highlighted a number of more local challenges that businesses are facing in Winchester Town, including:

- Rising operational costs, particularly energy costs, which are impacting on the viability of certain businesses that require heavy use of energy (e.g. hair salons, food and beverage operators)
- Winchester being an expensive location for start up businesses due to high rents in the town centre, which mean that new businesses need to have high levels of capital in place.

<sup>3</sup> Winchester Business Improvement District, Hampshire Chamber of Commerce, and the Federation of Small Businesses

- Demand for shop units in Winchester is very strong, which also pushes up rents, but also means there are fewer vacancies to support new businesses and support expansion (especially where existing businesses are seeking to relocate to a larger unit).
- High business rates which are adding to the impact on cumulative operational costs and are a significant cost burden on town centre businesses.

### **Stakeholder Feedback:**

Other key findings from discussions with town centre stakeholders<sup>4</sup> included:

- Winchester is not maximising its potential as a sub-regional centre.
- Business confidence has improved since the loss of trade due to Covid-19.
- The thriving independent retail and service sector should be maintained and supported.
- Independent businesses are more adept at responding to changing economic conditions and are able to expand relatively quickly at the appropriate time.
- The closure of Debenhams had a considerable impact on footfall in the town centre and the ongoing importance of retail anchors needs to be recognised.
- The centre has too many food and beverage outlets, particularly restaurants.
- Concerns regarding the impact of park and ride schemes.
- Winchester's distinct identity is an important point of difference and helps the centre compete with online shopping.
- There is potential to promote an experience-led retail offer, support the creative industries and diversify the centre's retail offer.
- The provision of co-working space in the town centre would help attract businesses, start ups and support town centre trade.
- The centre would benefit from better branding and messaging.

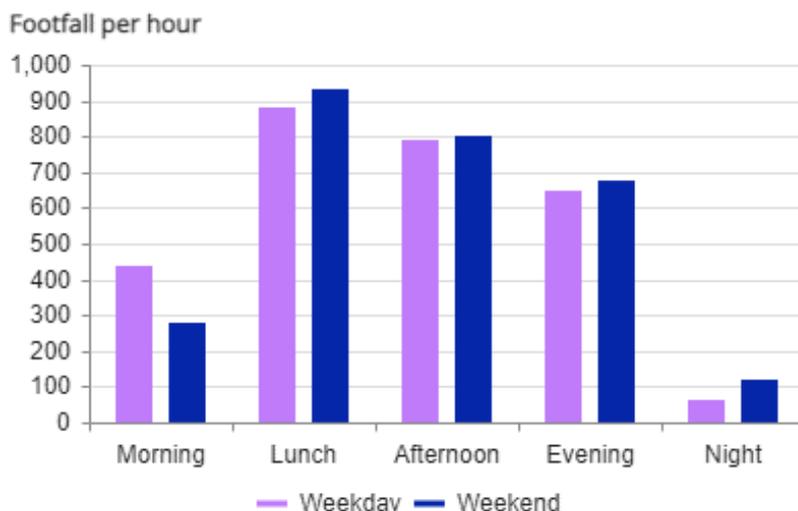
### **Evening and Night time Economy:**

Based on footfall data from Datscha for March 2023, the busiest area of the town centre in the evening (5pm-9pm) and night time (9pm-5am) is around Jewry Street. The figure below shows that footfall per hour averaged at 646 per hour on weekday evenings and 678 per hour on weekend evenings.

Footfall during the night time averaged at 61 per hour with the rate doubling at the weekend to 120 per hour.

<sup>4</sup> Winchester Business Improvement District, Hampshire Chamber of Commerce, and the Federation of Small Businesses

Figure 2.9: Average Footfall per Hour on Jewry Street (March 2023)



Source: Datscha

Winchester has a reasonable offer of evening time leisure activities for a town of its size, including the Everyman Cinema, Theatre Royal, Chesil Theatre, and a good range of restaurants, pubs and bars. The night economy is supported by two nightclubs (Vodka Nightclub and Incognito) while many bars in the town centre operate late into the evening.

### Conclusions:

Winchester Town is a thriving and unique town centre and is a popular shopping and leisure destination for District residents and visitors. The town's history and architecture, and range of quality shops and eateries makes it a particularly attractive place to visit. While the centre has lost an anchor store, Debenhams, it still supports a strong retail offer, with key retail and lifestyle brands in place.

The town appears to be performing strongly with low vacancy rates and rents performing above the average for comparable towns.

Overall, there is little change in the town's performance since the last health check was undertaken for the RLTCUS 2020 despite the economic challenges that have occurred nationwide from the COVID-19 pandemic and the current cost of living crisis.

Winchester has many opportunities to improve its position as a sub-regional centre, particularly through major development projects that will help to regenerate the centre. The longstanding proposals to deliver the Central Winchester Regeneration scheme would considerably improve the southern end of the core town centre. Proposals to repurpose the vacant Debenhams store to the south of High Street will also help to improve the quality of this area of the town which is notably of poor quality than the central and upper end of High Street.

There is also potential to strengthen its independent offer and offer a diversified range of facilities, such as co-working or experience led retail.

Overall, it is considered that Winchester is a vital and viable town centre, but continuous investment is critical in order for the town to strengthen its sub-regional profile and limit the impact of competition from competing centres (e.g. Southampton and Basingstoke).

### 3.0 WHITELEY TOWN CENTRE HEALTH CHECK

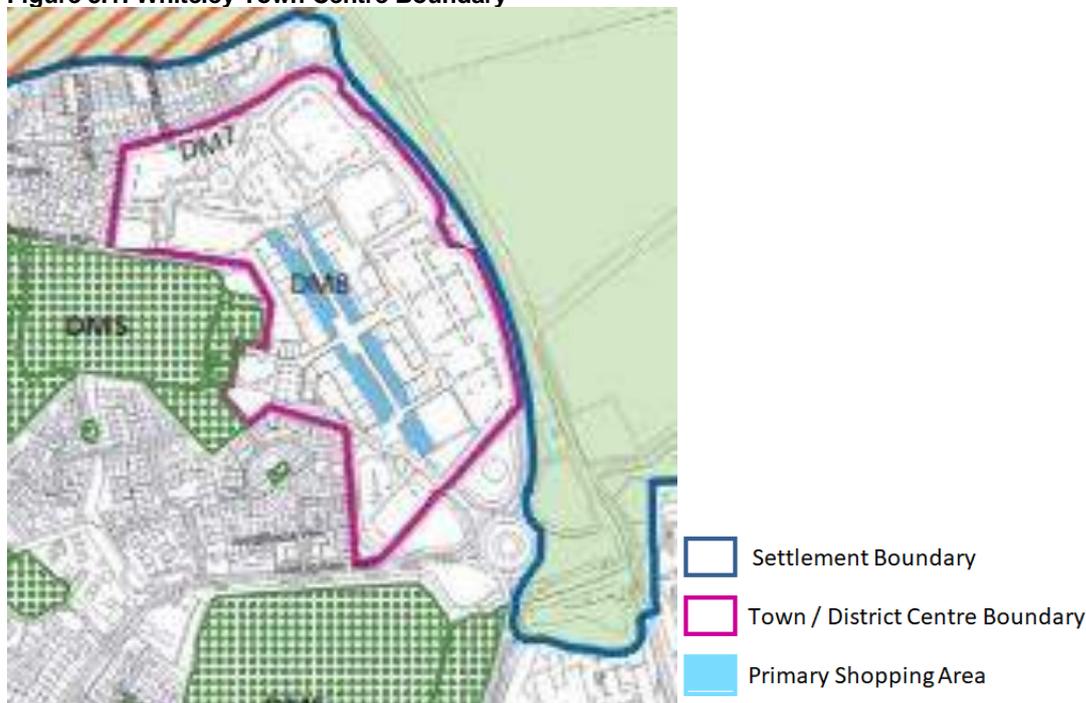
#### Overview:

Whiteley is defined as 'Town Centre' in Policy DS1 of the adopted Local Plan, the only second tier centre within Winchester District's centre hierarchy. The centre is a purpose-built modern shopping park, with ancillary use and a car park. It was built to provide service and business to the new community at Whiteley and is of different character and styling to other centres within Winchester.

The centre is located just over 1km north of Junction 9 of the M27, to the east of the main residential areas developed to date, although further residential development to the north has started.

The defined town centre covers the shopping park and its car parks. Commercial outlets within the centre face towards a pedestrianised mall that forms the Primary Shopping Area (PSA). The units are mostly occupied by comparison retailers, with the convenience offer provided by a Tesco Extra on the north east of the mall near the cinema complex. Most if not all the food and beverage units face the eastern car parks, with surface parking also provided on the south and north of the centre.

**Figure 3.1: Whiteley Town Centre Boundary**



Source: Winchester City Council Polices Map

#### Diversity of Uses:

Whiteley has a total of 67 outlets. Comparison Retail accounts for the greatest number of outlets (32 and 48% of the total), which is higher than the UK average. The quantum of floorspace it encompasses totals to 13,482 sqm, accounting for the majority of floorspace and again is higher than the UK average.

There are just 3 Convenience Retail outlets, but given the size of the Tesco Extra, the proportion of convenience floorspace is close to the UK average. Retail Services total 8 outlets across 1,244 sqm of floorspace. Proportionally, the number of outlets and floorspace is slightly below the UK average.

Leisure Services occupy the second highest number of outlets (18) and floorspace (4,273sqm). This is slightly higher than the UK average in terms of outlets but is below the average in terms of floorspace. There is only one recorded Financial and Business Service outlet in the centre, which is below the UK average.

**Table 3.1: Units and Floor space in Whiteley Town Centre**

	No. of Outlets	% of Outlets	UK Average	No. of Floorspace	% of Floorspace	UK Average
Convenience Retail	3	4%	9%	3,486	15%	16%
Comparison Retail	32	48%	27%	13,482	58%	30%
Retail Service	8	12%	16%	1,244	5%	7%
Leisure Service	18	27%	25%	4,273	18%	26%
Financial & Business Service	1	1%	9%	98	0%	7%
Vacant	5	7%	14%	678	3%	14%
<b>Total</b>	<b>67</b>	<b>100%</b>	<b>100%</b>	<b>23,260</b>	<b>100%</b>	<b>100%</b>

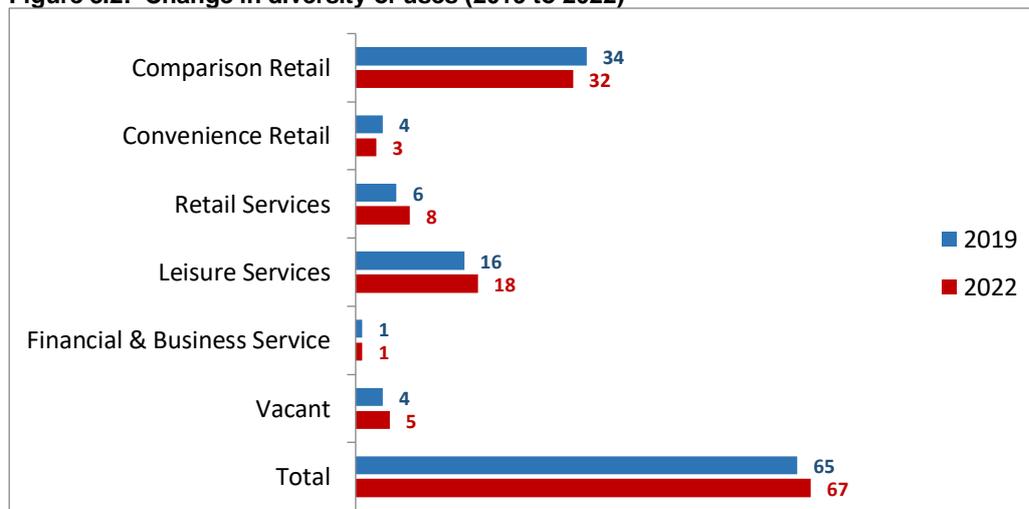
Source: Completely Retail March 2023

The Food and Beverage offer is relatively strong with a total of 17 outlets (25%) and provides a range of cuisines and dining experiences. There are no establishments classed as Public Houses or Bars & Wine Bars. There are 3 coffee shops (Caffe Nero, Costa and Starbucks) and 3 Fast Food & Takeaways (Burger King, Five Guys and Subway), as well as 11 restaurants. The majority of these are family orientated outlets and include Harvester, Prezzo, Nando's and Wagamama.

Figure 3.2 shows how diversity of uses has changed Whiteley from what was recorded in the RLTCUS 2020. The total number of units has increased by 2, with a positive increase in the number Retail Service and Leisure Service outlets.

There has been a corresponding, but small decline for both Comparison Retail and Convenience Retail.

**Figure 3.2: Change in diversity of uses (2019 to 2022)**



**Vacancies:**

As of October 2022, the centre had 5 vacant units, equating to a vacancy rate of 7% which is half the UK national average (14%). The quantum of vacant floorspace is just 676sqm of floorspace(3%) compared to the UK average of 14%. A site visit of the centre in May 2023 recorded two vacant units that are available to let with three units currently under offer, one of which was under refurbishment and due to reopen as a food and beverage outlet shortly.

The figure below provides an overview of units that are currently to let (highlighted in red) and those that are under offer (highlighted in dark blue).

Figure 3.3: Vacant units (available to let) and units under offer – Whiteley Town Centre



Source and image credit: Completely Retail 2023 and Site Visit May 2023

#### Retail and Leisure Representation, Demand & Requirements:

The retail and leisure offer differs from that in the other centres within Winchester as almost all occupiers within the centre are national multiples (57 out of the 67 outlets). Major retail brands include M&S, Next, River Island and H&M. The retail offer is biased towards mid-market brands, but the centre does have a number of mid to premium market brands such as Jo Jo Maman Bebe and Hobbs, as well as affordable brands such as Poundland.

Overall, the centre's retail offer is considered to be very strong and will appeal to a broad range of customers.

As highlighted earlier, the centre supports a good range of food and beverage chains, but also a number of local businesses, including the recently opened Jurassic Grill. Other leisure offer includes a Cineworld and Rock Up (soft play centre).

In terms of requirements, only one requirement, from Majestic Wine is recorded by The Requirement List. The retailer is seeking a site in the Fareham and Whiteley area, but typically only seeks sites in edge or out of centre locations that offer direct parking. Whiteley may be suitable where a unit faces on to the car park.

Given the strength of retail offer in the shopping park it is highly likely that there are many unpublished requirements from operators seeking space in the centre, which will be made directly with commercial agents that manage the centre.

**Pedestrian Flows:**

Figure 3.4 highlights areas of the centre that attract the most footfall (shaded in yellow) which is focused on the central area and where the key anchors are located, such as Next, M&S and Tesco.

Footfall data from Datscha for April 2023 identified footfall levels at the assessment point (highlighted) averaging at 223,692, which is +6.50% improvement from the year before.

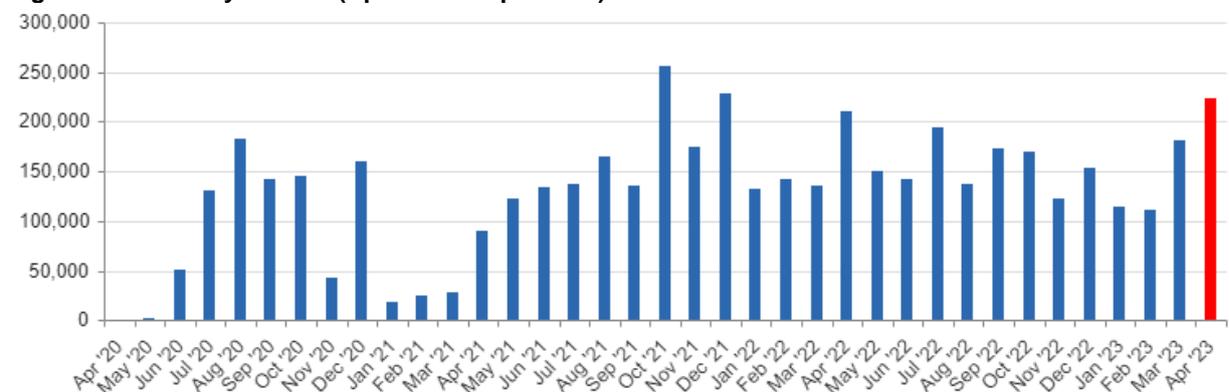
**Figure 3.4: Footfall Heat Map – Whiteley Town Centre**



Source: Datscha

Figure 3.5 shows how footfall has changed month by month over three years to April 2023. Footfall dropped to its lowest levels in April and May 2020, which will correlate with restrictions on retail trading during the COVID-19 pandemic. Footfall also fell to particularly low levels in the first quarter of 2021, which again, relate to COVID restrictions. Over the past two years, footfall has followed a similar pattern of activity.

**Figure 3.5: Whiteley Footfall (April 2022 - April 2023)**



Source: Datscha

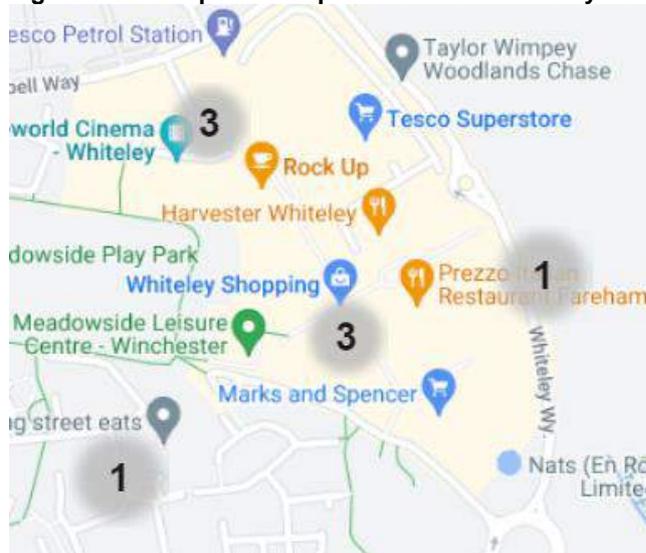
**Accessibility:**

The centre was designed to be accessed via car and is well connected to the local and national road network, with the M27 close by. The centre is served by three large surface car park. The centre is also served by a limited bus service providing access from the nearby residential areas. Within the main shopping centre itself, accessibility for pedestrians and those with mobility difficulties is very good due to the centre being pedestrianised. Dedicated parking bays and toilets are also available for those with mobility problems.

**Crime and Safety:**

Data on incidences of crime in Whiteley has been sourced from Hampshire Constabulary’s ‘crime map’ service. Focusing on the shopping park area, there were 7 reported incidents of crime in March 2023. Figure 3.6 shows the main areas for crime. The nature of crimes reported are relate to Shoplifting, Theft From Person, Anti-Social Behaviour and Violence and Sexual Offences.

**Figure 3.6: Hot spots for reported crime in Whiteley Town Centre**



Source: Hampshire Constabulary

Figure 3.7 shows how reports of crime have changed over the past year. Crimes peaked in December 2022 and were lowest in May 2022.

**Figure 3.7: Reports of crime in Whiteley Centre March 2022 – March 2023**



Source: Hampshire Constabulary

**Town Centre Environmental Quality:**

The shopping centre is of good and modern design with very little vandalism or graffiti found. The designs of the outlets compliment the surrounding town's style and does not look out of place.

The pavements within the centre are wide, clean and well maintained and provides safe movement for those with mobility scooters and pushchairs. The green aspect of the centre is adequate given most of the centre is a shopping centre. Small trees have been planted all across the pavements in rows. Street furniture is provided throughout in the form of benches and bins which appear to be well maintained. Lastly, the car park is also well maintained.

**Barriers to Business:**

The main barriers to investment relate to external macro factors including:

- Cost of Living
- Brexit
- Global Climate Emergency
- Digital Connectivity
- Inflation
- Online Shopping

In Whiteley the main barrier to new businesses is likely to be the lack of available units, the demand from national multiples and their relatively large size of the individual units.

**Evening and Night time Economy:**

The outlets within the main shopping centre have standard trading hours with most closing at 7pm on most evenings. The Tesco, cinema leisure and restaurant offer means There is some evening activity but most of the restaurants close by 10pm.

Footfall readings from Datcha taken from areas in proximity to the cinema and adjoining F&B recorded evening footfall levels of 275 counts per hour during weekdays and 228 at weekends.

Counts were slightly higher in front of the Tesco store where the average count per hour on mid week evenings was 296 per hour and falling to 183 per hour.

**Conclusions:**

Whitely is a strong retail shopping and leisure destination that supports many popular retail and F&B brands. The centre is well maintained and offers a safe and attractive environment for shoppers.

However, it does not support the range of services that would be expected for a town centre, with limited Retail Services, Financial and Business Services, and community uses.

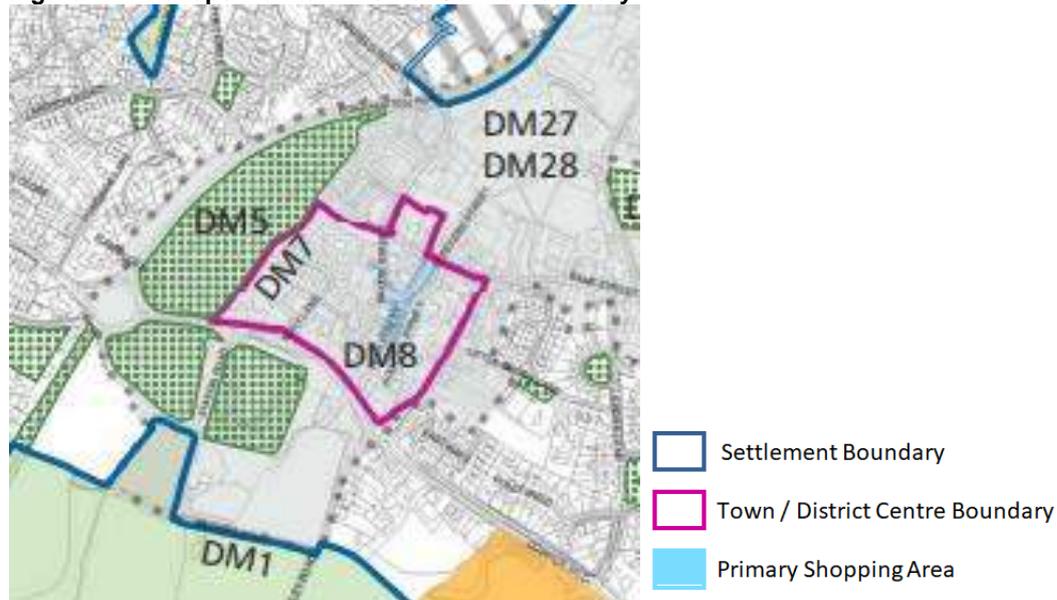
## 4.0 BISHOPS WALTHAM DISTRICT CENTRE HEALTH CHECK

### Overview:

Bishop's Waltham is a market town located in the south of Winchester District and is defined as a 'district centre' under Policy DS1 of the adopted Local Plan Part 2. It is approximately 10 miles from Winchester City and Southampton.

The town centre covers a square area to the east of junction of the B3035 and the B2177, north of the historic Bishop's Waltham Palace. The primary shopping area (PSA) includes a defined Primary Shopping Frontage which runs along the High Street, Cross Street and the north western section of Brook Street.

**Figure 4.1: Bishops Waltham District Centre Boundary**



Source: Winchester City Council Local Plan Polices Map

### Diversity of Uses:

The retail and town centre offer is modest but is of a reasonable scale to meet the needs of local residents. The town's retail and service offer is primarily supported by independents.

Bishops Waltham has 79 commercial outlets with retail accounting for the largest proportion (29 or 37%). The town has 19 Comparison Retail outlets which are made up of clothing stores, crafts & glass gift stores, chemist, charity stores and electrical and durable goods outlet. Proportionally the number of Comparison Retail outlets and quantum of floorspace is below the UK average.

There are 10 Convenience Retail outlets with a combined floorspace of 1,663sqm which is slightly above average the UK average. The Convenience Retail offer includes a fishmonger, a baker and a greengrocers.

Retail Services account for 17 outlets (22%) which is above the UK average in terms of units and double the UK average based on floorspace (1,236 sqm). Retail Service mainly comprises 'health & beauty' outlets.

The Leisure Service offer is below the UK average in terms of th number of outlets but floorspace is close to average.

Financial & Business Service outlets make up 13 outlets (16%) most of which are made up of 'property service' outlets such as estate agents. This is also above the UK average both in terms of the number of units and floorspace.

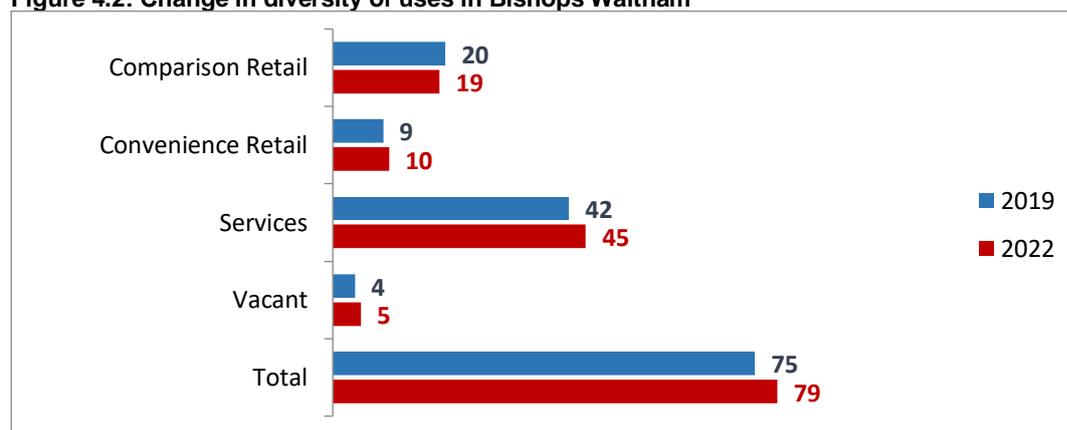
**Table 4.1: Units and Floor space in Bishops Waltham District Centre**

	No. of Outlets	No. of Outlets (%)	UK Average	No. of Floorspace	No. of Floorspace (%)	UK Average
Convenience Retail	10	13%	9%	1663	20%	16%
Comparison Retail	19	24%	27%	1384	16%	30%
Retail Service	17	22%	16%	1236	15%	7%
Leisure Service	15	19%	25%	2100	25%	26%
Financial & Business Service	13	16%	9%	1031	12%	7%
Vacant	5	6%	14%	1041	12%	14%
<b>Total</b>	<b>79</b>	<b>100%</b>	<b>100%</b>	<b>8454</b>	<b>100%</b>	<b>100%</b>

Source: Winchester City Council Survey Data, 2022; Experian Goad

The graph below shows how diversity of uses has changed since the RLTCUS 2020 study. Overall, the number of commercial outlets has increased by 4 from 75 in 2019 to 79 in 2022. Service outlets have increased most (+3). The number of retail outlets has remained unchanged but there has been a reduction in Comparison Retail outlets of 1 unit, which was balanced by an increase in the Convenience Retail outlets.

**Figure 4.2: Change in diversity of uses in Bishops Waltham**



**Vacancies:**

Out of 79 total outlets only 5 outlets are classed as vacant which equates to 6% of the total, considerably lower than the UK average. However, the proportion of vacant floorspace is relatively high (1,041sqm) but it is below the UK average. It should be noted there is more vacant space than there is space used for financial & Business Service outlets. An analysis by Lambert Smith Hampton showed vacancy 5.3% with only 2 vacant properties. This is similar to the position in 2020 when 4 vacancies were identified.

**Retail and Leisure Representation, Demand & Requirements:**

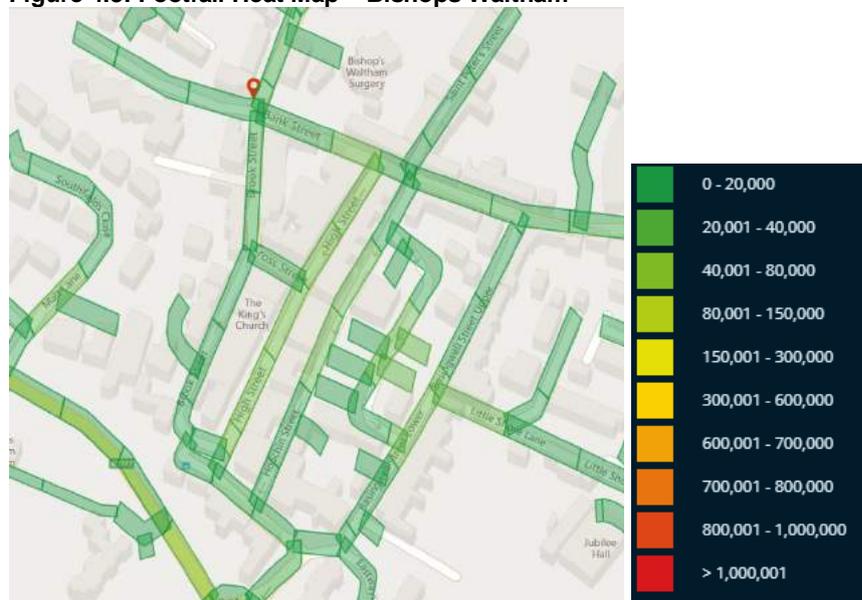
Bishop’s Waltham has a very strong independent retailer representation. Out of 79 outlets only 10 are multiples which equals to 13%. National multiples that trade in the centre include Boots, Sainsbury’s Local, and Costa.

There is no published retailer requirements for the town, given it is likely to attract independents rather than national multiples. However, there is a published requirement from Premier Inn (recorded in January 2023) for a hotel site in the town.

**Pedestrian Flows:**

Figure 4.3 shows that the High Street and the route to Sainsbury’s Local attracted the highest levels of footfall in March 2023 as denoted by areas in lighter shades of green. However, flows are reasonably similar throughout the centre, reflecting the lack of a single anchor attraction and the dispersed nature of the car parking provision.

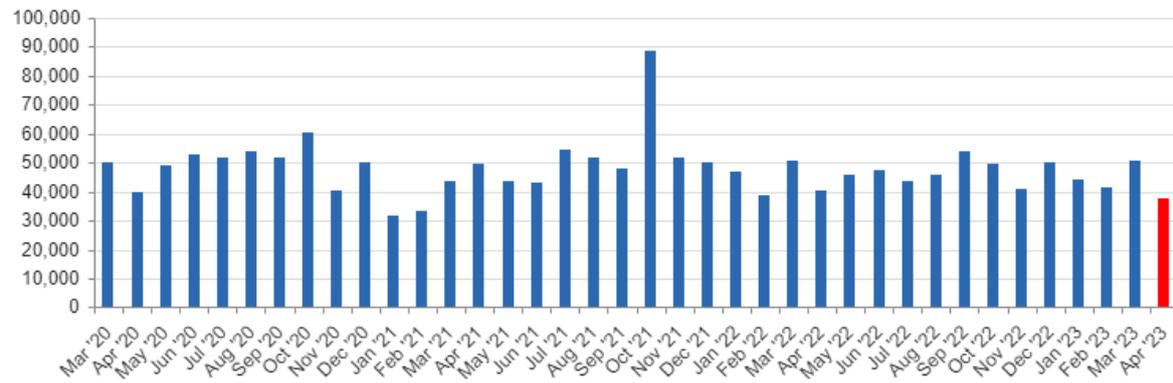
**Figure 4.3: Footfall Heat Map – Bishops Waltham**



Source: Datscha

Figure 4.5 shows the footfall data for the busiest section of High Street monthly over three years to April 2023. The latest footfall data for April 2023 recorded 37,900 counts, which is 6% down from the previous year. Notably, the count figures recorded over the three year period indicates that footfall levels for the months so far in 2023 are lower than in previous years (2022 and 2021). This may relate to more people shopping locally as a result of the pandemic with 2023 figures indicating a return to pre-pandemic shopping practices (i.e. less reliance on shopping locally) or be linked to reduced tourism due to weather or other adverse conditions.

**Figure 4.5: Footfall on High Street, Bishops Waltham (April 2020-2022)**



Source: Datscha

**Accessibility:**

Bishop's Waltham is located at the junction of the B2177 and B3035, with the result that car accessibility is good. The town has two car parks at Basingwell Street and Lower Lane. There is some on-street parking within Houchin Street however, the number of designated spaces within the PSA and the nearby streets is limited due to the historic and narrow road network.

The PSA is compact and pedestrian accessibility is generally good, with pedestrian-only links provided through the centre. However, in places pavements are relatively narrow, which may impede those with mobility issues. The Sainsbury's Local is also located some distance from the rest of the shopping area.

Cycling within the town centre is feasible, but there is limited cycle parking provided.

Public transport comes in the medium of buses and coaches. There is one stop within the designated boundary on St George's Square where a variety of bus routes (49, 69, 407, 691, SD4 and X94) all stop. These bus routes link Bishops Waltham to Wickham, Fareham, Eastleigh and Winchester.

**Crime and safety:**

Data on incidences of crime in Bishops Waltham has been sourced from Hampshire Constabulary's 'crime map' service. The latest data recorded only 2 incidents of crime in the town centre. These were reported in March 2023 and occurred on High Street.

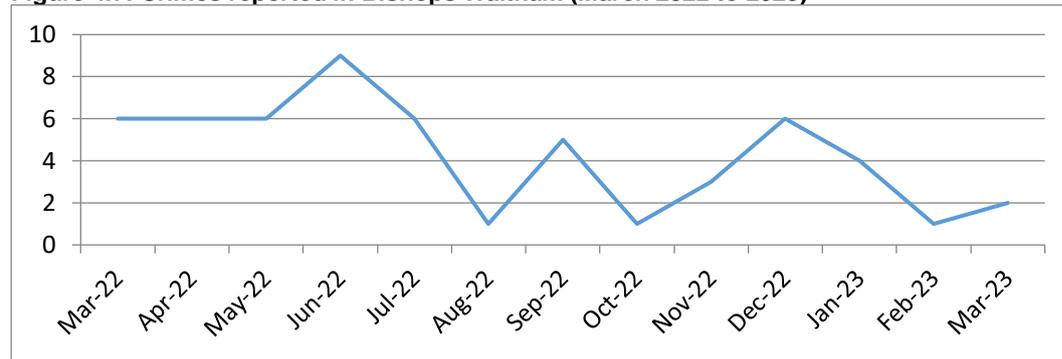
**Figure 4.6: Reports of Crime in Bishop's Waltham**



Source: Hampshire Constabulary

Figure 4.7 shows how reports of crime have changed over the past year. Reported crime peaked in June 2022 at 9 reports but is generally low.

**Figure 4.7: Crimes reported in Bishops Waltham (March 2022 to 2023)**



Source: Hampshire Constabulary

### **Town Centre Environmental Quality:**

The environmental quality of the centre overall is high. Most of the buildings within the designated town centre are historic with unique designs that retain a market town atmosphere. The new buildings in the town centre are generally in keeping with the older buildings. The buildings throughout the centre look well maintained, with no signs of graffiti or vandalism.

Footpaths and pavements within the centre are of high quality and well maintained. The road network within the designated town centre is of a good quality but there is noticeable minor damage done via cars on some kerbs..

There is very limited space within the centre for either seating areas or planting.

### **Barriers to Business:**

The main barriers to investment relate to external macro factors including:

- Cost of Living
- Brexit
- Global Climate Emergency
- Digital Connectivity
- Inflation
- Online Shopping

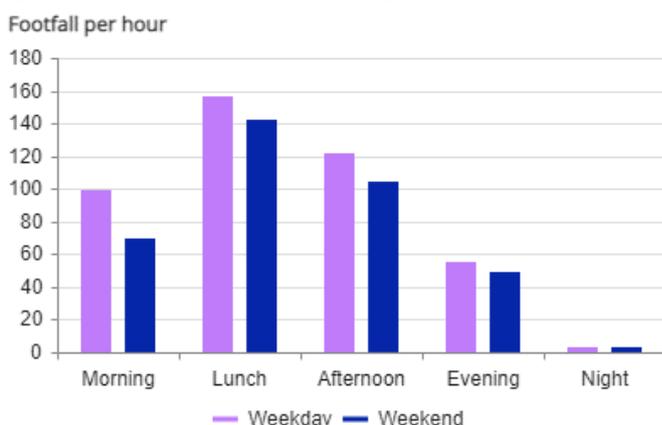
In Bishop's Waltham the main barrier to new businesses is likely to be the lack of available units, and the constraints from the Conservation Area status of the area.

### **Evening and Night time Economy:**

The size and status of the centre, means that the evening and night time economy offer is restricted.

Average footfall counts per hour recorded on High Street in April 2023 are low during the evening period and negligible at night time.

**Figure: 4.8 Footfall per hour on High Street, Bishops Waltham**



Source: Datscha

The early evening economy is supported by the town's cafes and restaurants, and the later evening/night time economy by a small number of fast food outlets and the public houses.

Bishops Waltham Social Club is a members only club open 5 days a week that hosts a number of events and games for an older generation. Games include darts, pool, snooker and table tennis that turn into tournaments for members only. In the past the club has hosted a number of live music events and comdy nights.

### Conclusions:

Bishop's Waltham is an attractive and well maintained historic centre. The centre has a strong range of independent shops providing a varied range and services for local residents.

There is an adequate provision of services and outlets with strong representation in the Comparison Retail and Retail Service sectors.

There has been little change to the town's mix of commercial uses since the last health check was undertaken for the RLTCUS 2020.

The town is considered to be a vital and viable centre that is performing well as a retail and service centre for surrounding catchment residents.

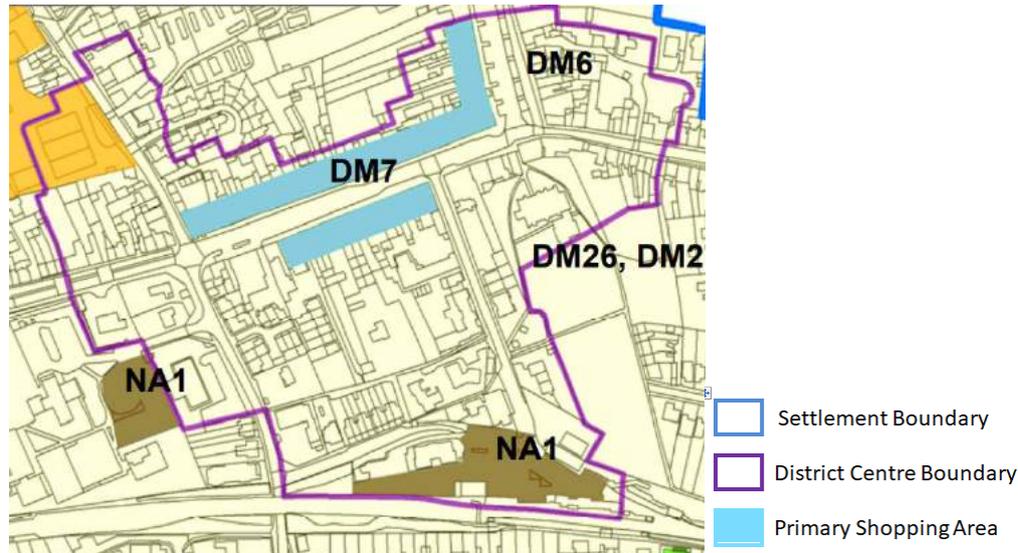
## 5.0 NEW ALRESFORD DISTRICT CENTRE

### Overview:

New Alresford is located approximately 6 miles to the north-east of Winchester City and is defined as a 'District Centre' in the adopted Local Plan centre hierarchy (Policy DS1).

The defined town centre boundary for New Alresford is shown in the figure below (outlined in purple). The Primary Shopping Areas (PSA) comprises frontages along West Street and Broad Street.

**Figure 5.1: New Alresford District Centre Boundary**



Source: Winchester City Council Local Plan Polices Map

### Diversity of Uses:

Experian Goad recorded 72 commercial outlets in New Alresford which have a combined floorspace of 8,501 sqm. Despite being in close proximity to Winchester, there is a good mix of retail and town centre offer for the local residents.

**Table 5.1: Units and Floor space in New Alresford District Centre**

	No. of Outlets	No. of Outlets (%)	UK Average	No. of Floorspace	No. of Floorspace (%)	UK Average
Convenience Retail	7	10%	9%	1,273	15%	16%
Comparison Retail	29	40%	27%	2,787	33%	30%
Retail Service	11	15%	16%	1,041	12%	7%
Leisure Service	15	21%	25%	2,304	27%	26%
Financial & Business Service	7	10%	9%	790	9%	7%
Vacant	3	4%	14%	307	4%	14%
<b>Total</b>	<b>72</b>	<b>100%</b>	<b>100%</b>	<b>8,501</b>	<b>100%</b>	<b>100%</b>

Source: Experian Goad May 2022

As the table above shows, half of outlets are occupied by retail uses. Comparison Retail accounts for the greatest proportion of outlets (29 and 40%) and floorspace (2,787sqm – 33%) and is higher than the UK average. The town has a good mix of Comparison Retail for its size including hardware and household goods stores, jewellery and ladies and men's clothing stores.

The town's Convenience Retail offer is close to the UK average, with 7 outlets (10%) providing a reasonable offer in smaller outlets including grocers, butchers and an off license.

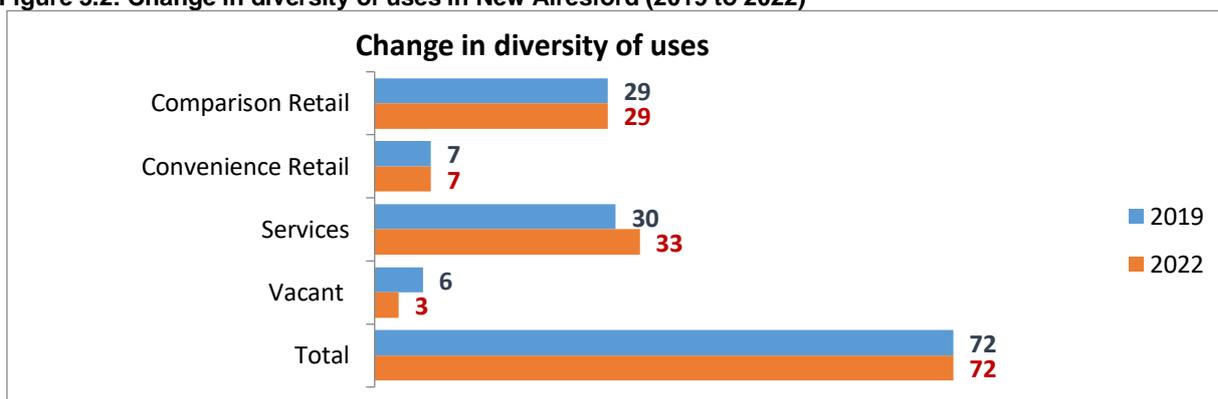
The Retail Service offer totals 11 outlets (15%), close to the UK average but occupying an above average proportion of the centre’s floorspace. It noted that almost half of all Retail Service outlets relate to ‘health & beauty’.

There are 15 Leisure Service outlets in the centre (21%) which is slightly below the UK average, but floorspace is closer to average. The Leisure offer is mainly represented by cafes, restaurants and fast food takeaways.

Financial & Business Service is close to the UK average and accounts for 7 outlets (10%) . This includes a bank (Lloyds), a building society (Nationwide), and estate agents.

Figure 5.2 shows how little change has changed in New Alresford from what was reported in the RLTCUS 2020, with vacancies decreasing by 3 whilst services have increased by the same amount

**Figure 5.2: Change in diversity of uses in New Alresford (2019 to 2022)**



Source: Experian Goad Category Reports – 2019 and 2022

**Vacancies:**

There are only 3 recorded vacancies with a total floorspace of 307 sqm, which equates to a vacancy rate of 4%; well below the UK average.

**Retail and Leisure Representation, Demand and Requirements:**

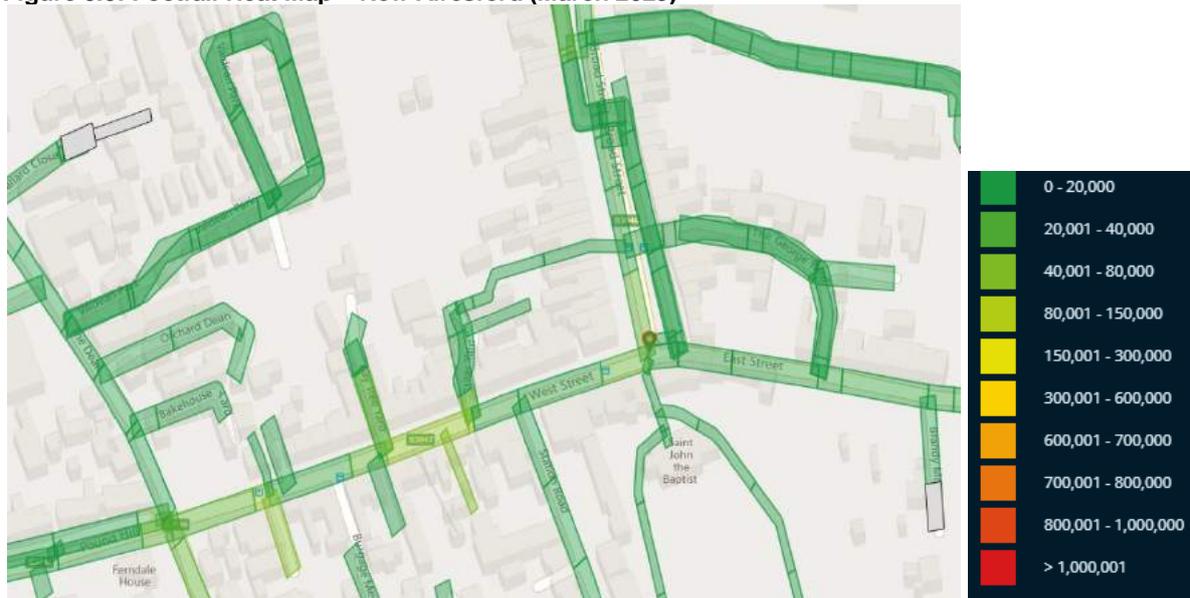
New Arlesford has a very strong independent retailer representation. Out of 72 outlets only 10 are multiples accounting for 14% of all units. National multiples that trade in the centre include Tesco Express, Co-op, Lloyds bank, Nationwide Building Society and Post Office.

There is no published information on retail and leisure requirements given most interest will come from independent businesses

**Pedestrian Flows:**

Figure 5.3 shows that average footfall levels in April 2023 were highest along the mid-section of West Street (areas shaded in light green) where 46,072 foot counts were recorded. This section of West Street has a number of convenience retailers such as a bakers and butchers, and non-food retailers.

**Figure 5.3: Footfall Heat Map – New Alresford (March 2023)**



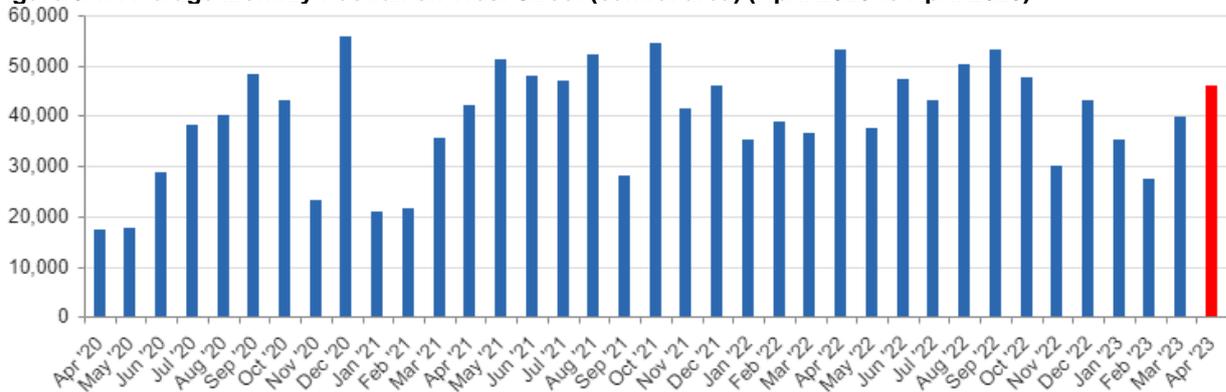
Source: Datcha

Figure 5.4 shows how average levels of footfall has changed on the same section of West Street (as described above) over the past three years.

It shows that average footfall for April 2023 is lower than averages for April 2021 and 2022. This may relate to more people shopping locally as a result of the pandemic with 2023 figures indicating a return to pre-pandemic shopping practices (i.e. less reliance on shopping locally) or be linked to reduced tourism due to weather or other adverse conditions

Footfall levels are consistently higher in summer months, particularly in the month of August, suggesting the important role that visitors to the centre have

**Figure 5.4: Average Monthly Footfall on West Street (central area) (April 2020 to April 2023)**



Source: Datscha

**Accessibility:**

The town centre is easily accessed by road with close links to the A31. Car parking is available throughout the town centre with car parks available at the railway station, Perins School, and further out of the town centre at Arlebury Park.

Public transport is provided by bus services that connect the centre with Winchester, Alton, Ropley, Holybourne and other areas.

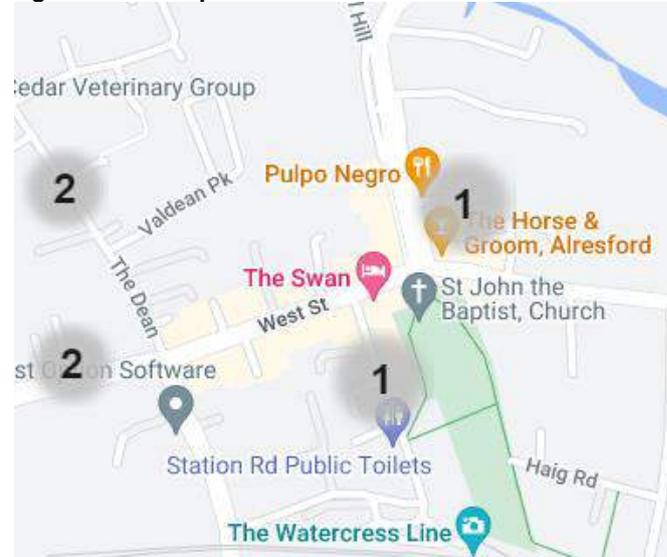
Pedestrian connectivity is generally good in the town, but some pavements were restricted by parking on kerbs which creates a hazard for pedestrians and limits accessibility for those with mobility issues.

Cycling within the town centre is relatively accessible, but, cycle parking is limited.

**Crime and Safety:**

Hampshire Constabulary’s crime data recorded only 6 incidents of crime in New Alresford town centre in March 2023. of the main locations for the crimes were in areas peripheral to the town centre.

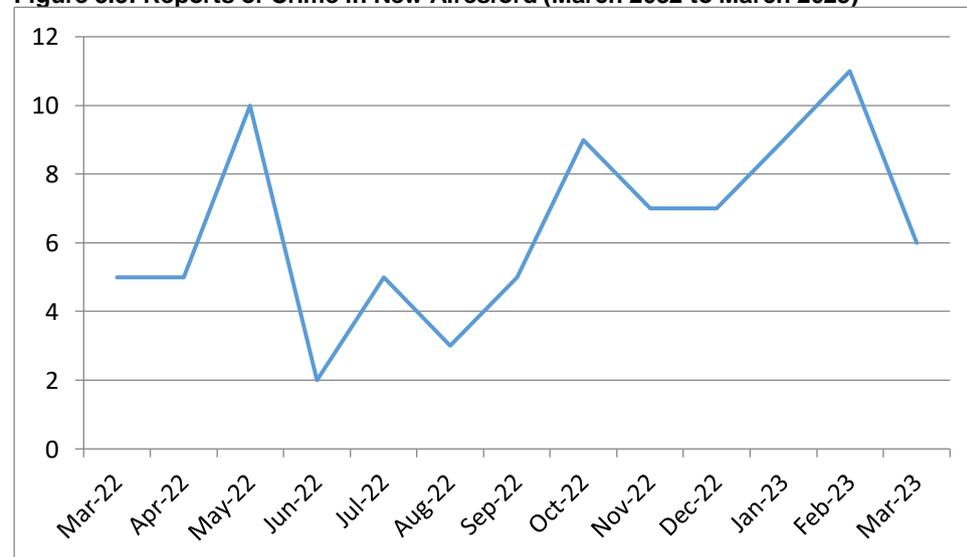
**Figure 5.4: Hot spots for crime in New Alresford**



Source: Hampshire Constabulary

Figure 5.5 shows how reports of crime have changed over the past year. Crime peaked in February 2023, with the lowest number of crime reports in June 2022.

**Figure 5.5: Reports of Crime in New Alresford (March 2022 to March 2023)**



Source: Hampshire Constabulary

**Town Centre Environmental Quality:**

New Alresford is a pleasant and well maintained centre that benefits from many historic buildings. Street planting is evident throughout the centre adding to its appeal but, whilst widened pavements improve the environment for pedestrians, through traffic on West Street is a major detractor.

There is no sign obvious signs of graffiti or vandalisms within the centre.

### Barriers to Business:

The main barriers to investment relate to external macro factors including:

- Cost of Living
- Brexit
- Global Climate Emergency
- Digital Connectivity
- Inflation
- Online Shopping

In New Arlesford the main barrier to new businesses is likely to be the lack of available units, and the constraints from the Conservation Area status of the area..

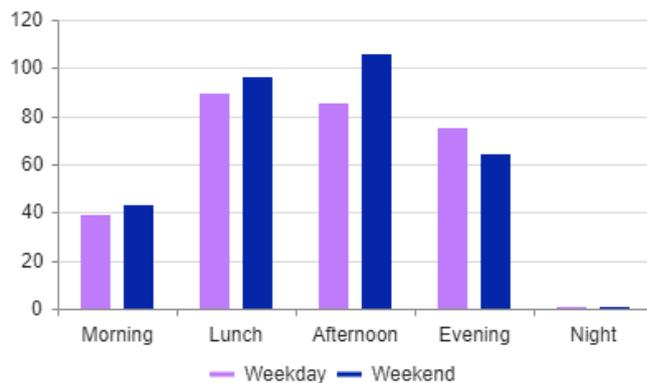
### Evening and Night time Economy:

The size and status of the centre, means that the evening and night time economy offer is restricted. Most retailers and service providers close by 5pm and there is only a small range of cafes, fast food & take-aways, restaurants and a single public house which support evening activity. Most of these establishments are located in the Broad Street area, including the Horse and Groom public house.

A review of footfall counts per hour at the southern end of Broad Street showed the highest rates of footfall in the evening time at 75 counts per hour on mid-week evenings and 69 on weekend evenings. Footfall counts at night time were negligible.

The data indicates that New Alresford is mainly supporting a day time trade, which is to be expected for a town of its size and rural location.

**Figure 5.7: Average footfall per hour New Alresford (March 2023)**



Source: Datscha

### Conclusions:

New Alresford District Centre is an attractive and historic centre. The retail and town centre offer is relatively good for a town of its size and is mainly supported by independent businesses. The vacancy rate is below the UK average with only 3 vacant outlets identified.

The environmental quality of the centre is very good with greenery and planting found across the centre.

Overall, New Alresford appears to meet the needs of the local people and visitors and is considered to be a vital and viable town centre.

## 6.0 WICKHAM DISTRICT CENTRE HEALTH CHECK

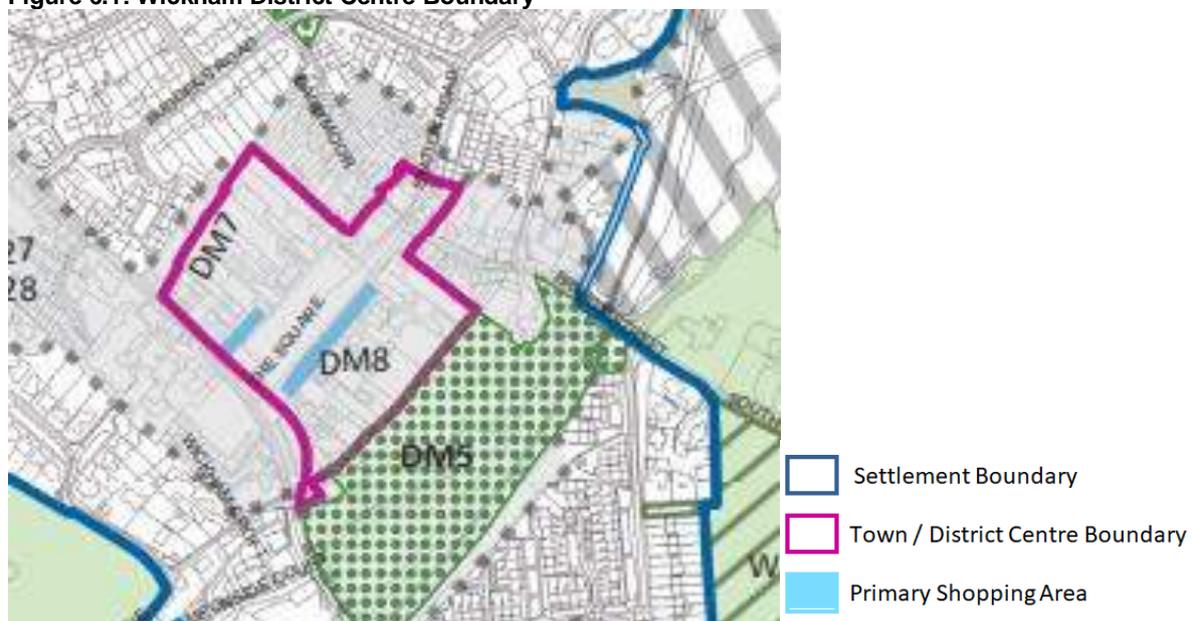
### Overview:

Wickham is located to the south of the Winchester District, 12 miles south east of Winchester and nearly 3.5 miles north of Fareham. Wickham is defined as a 'District Centre' in Policy DS1 of the adopted Local Plan and is the smallest of Winchester's three district centres.

The defined town centre boundary includes commercial properties off The Square, Station Road, and Winchester Road as shown in the figure below. The Primary Shopping Area (PSA) includes frontages on The Square.

The retail and town centre offer in Wickham is provided from small units located on either side of the Square with the main retail outlets towards the western end, close to the junction with the A334. There is also a small number of outlets along Winchester Road.

**Figure 6.1: Wickham District Centre Boundary**



Source: Winchester City Council Polices Map

### Diversity of Uses:

An assessment of commercial town centre uses was carried out by a desktop assessment of properties and a site visit to the centre in May 2023. A total of 38 outlets were recorded in Wickham District Centre. Retail accounts for the most number of units with 16 outlets representing 43% of all outlets. Retail outlets include 12 Comparison Retail outlets and 4 Convenience Retail outlets.

Leisure Services closely follow retail outlet provision with 15 outlets representing 39% of all outlets. This is higher than the UK average and mainly comprises food and beverage (F&B) offer. The food and beverage offer in Wickham is relatively good with a total of 11 outlets including 4 cafes, 3 restaurants 2 public houses and 2 takeaways.

There is only one Retail Service outlet. In contrast, Financial & Business Service offer is relatively good given the size of the centre although the range provided is more limited. There are 6 outlets accounting for 16% of all outlets in the centre.

**Table 6.1: Units and Floor space in Wickham District Centre**

	No. of Outlets	No. of Outlets (%)	UK Average
Convenience	4	11%	9%
Comparison	12	32%	27%
Retail Service	1	3%	16%
Leisure Service	15	39%	25%
Financial & Business Service	6	16%	9%
Vacant	0	0.00%	14%
<b>Total</b>	<b>38</b>	<b>100.00%</b>	<b>100%</b>

Source: LSH Site Visit May 2023

A comparison with the findings of the diversity of uses assessment in the RLTCUS 2020 health check assessment is not straightforward, as properties such as Warwick Lane provide flexible space and include a number of small businesses that have a high turnover. However the significant changes since 2020 are:

- The closure of Lloyds Bank
- The closure of Pages of Wickham (CTN) and
- Reduction in vacancies from one unit to zero.

**Vacancies:**

There are no vacant outlets within the centre compared to one vacant unit recorded in RLTCUS 2020 health check.

**Retail and Leisure Representation, Demand & Requirements:**

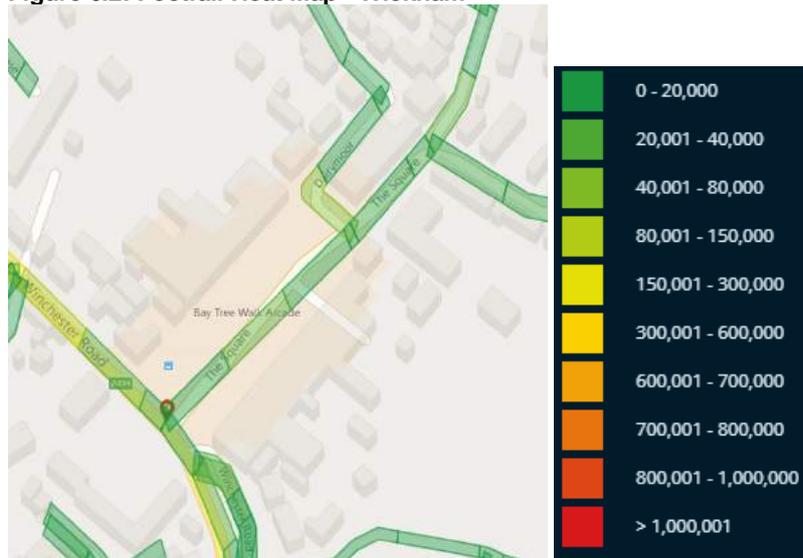
The retail and leisure offer in Wickham is predominantly made up of independents, with only two national multiples represented - Co-op and One Stop. The Co-op store includes a Post Office concession.

There is no published information on retail and leisure requirements for Wickham given most interest will come from independent businesses

**Pedestrian Flows:**

The heat map in Figure 6.2 shows levels of pedestrian activity in Wickham. Footfall levels are lower than Bishops Waltham and New Alresford, which is expected given that Wickham is a smaller centre. Focusing on footfall levels in Market Square, the area adjacent to the Co-op store generated the highest level of footfall counts, 47,000 in March 2023.

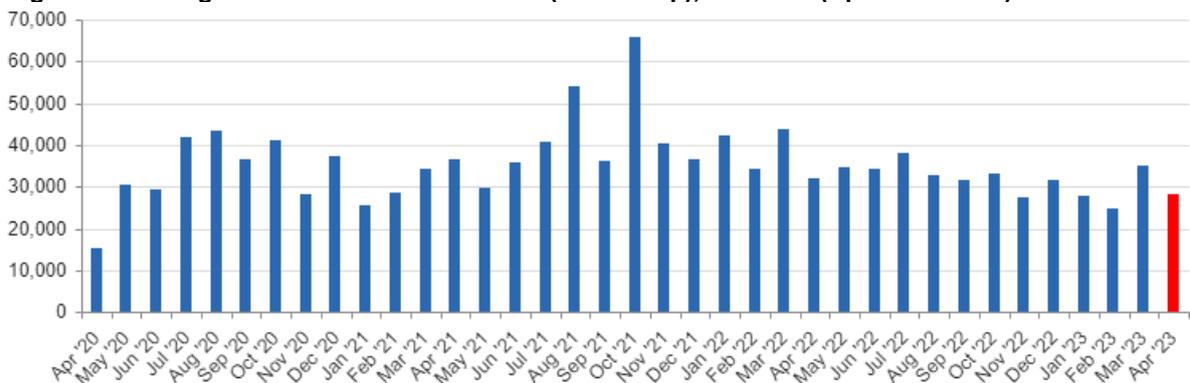
**Figure 6.2: Footfall Heat Map - Wickham**



Source: Datscha

Figure 6.3 shows how footfall levels in the area described above has changed month by month over the three years to April 2023. Average footfall levels in April 2023 is lower than in the previous two years (2021 and 2022). Footfall levels were stronger for certain months of 2020 and 2021 during the COVID-19 pandemic, which may correlate with higher levels of working from home and a greater reliance on local shopping,. The lower footfall rates for months in 2023 may reflect a return to pre-pandemic patterns of work and shopping.

**Figure 6.3: Change in Footfall on Market Street (near Co-op), Wickham (April 2020-2023)**



Source: Datscha

**Accessibility:**

The compact nature of the centre, which is focused around The Square makes it easy to navigate for pedestrians. Warwick Lane offers a pedestrianised shopping area.

Wickham is easily accessible by car and is close to key road networks such as the A32 and the M27 beyond. The centre is served by local bus services with bus stops located on The Square that provide connections to other centres in the area.

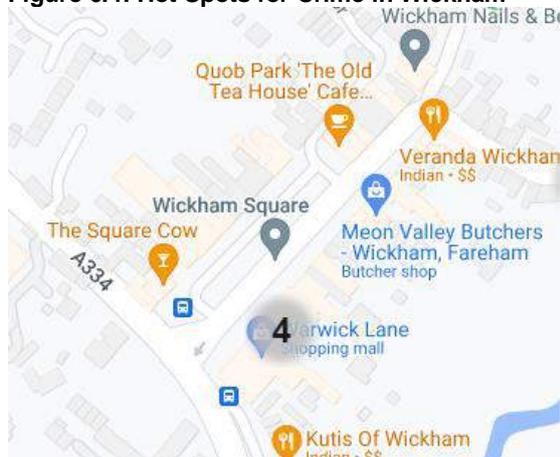
Parking provisions is good with Pay & Display car parking located in the middle of The Square and further on-street parking through the centre.

Cycling within the bay centre is feasible but there is a lack of cycle parking y.

**Crime and Safety:**

Data on incidences of crime in Wickham District Centre has been sourced from Hampshire Constabulary's 'crime map' service. Reports of crime are largely confined to the area around Warwick Lane where 4 incidents of crimes were reported in March 2023.

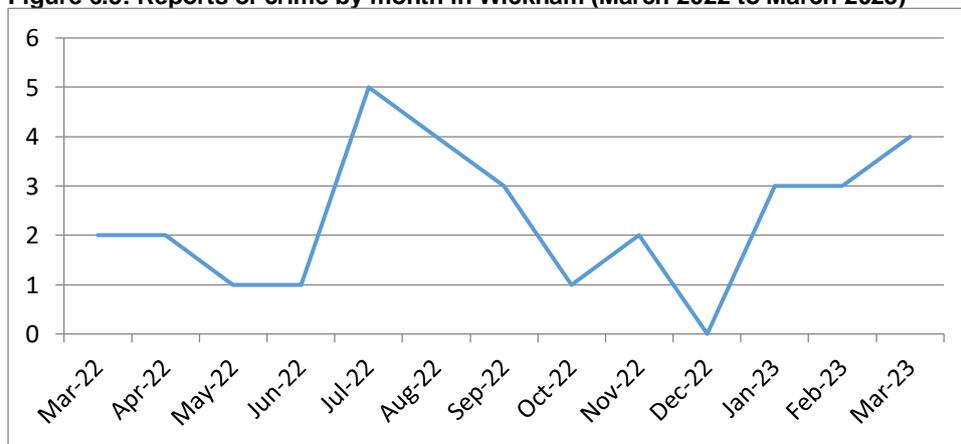
**Figure 6.4: Hot Spots for Crime in Wickham**



Source: Hampshire Constabulary

Figure 6.5 shows how reports of crime have changed over the 12 months to March 2023. As the graph shows, rates of crime are low in Wickham. Reports of crime peaked in July 2022 with 5 reports and there were 0 reports of crime in December 2022.

**Figure 6.5: Reports of crime by month in Wickham (March 2022 to March 2023)**



Source: Hampshire Constabulary

**Town Centre Environmental Quality:**

The Square is regarded as the main focal point of the centre and offers an attractive setting for centre thanks to its historical architecture and well maintained buildings, which add character. The streets and pavements are in good condition and there is little evidence of vandalism or graffiti.

Street furniture in the form of benches and bins and are found across the centre. Benches and tables are also provided by food and beverage outlets such as The Square Cow (Public House) and the Greens Restaurant & Bar.

The town centre could benefit from urban greening as the area has no soft landscaping of any form.

**Barriers to Business:**

The main barriers to investment relate to external macro factors including:

- Cost of Living
- Brexit
- Global Climate Emergency
- Digital Connectivity
- Inflation
- Online Shopping

In Wickham the main barrier to new businesses is likely to be the lack of available units, and the constraints from the Conservation Area status of the area..

### Evening and Night time Economy:

The evening and night time economy within Wickham is limited, with the Co-op being the only retailer that trades into the evening (11pm from Monday to Sunday).. The evening economy is supported by the centre's public houses, restaurants and fast food & takeaways.

Based on footfall levels for April 2023, the busiest part of the centre during the evening time is around The Old House Hotel where during the evening time footfall counts averaged at 58 per hour. However, as Figure 6.6 shows, this area of the town centre, like other parts, is mainly catering to daytime trade.

**Figure 6.6: Average Footfall per hour on Market Square (close to The Old House Hotel) (April 2023)**



Source: Datscha

### Conclusions:

Wickham is a small but healthy district centre. It provides a good range of retail and service uses and meets the day-to-day requirements of the local catchment people.

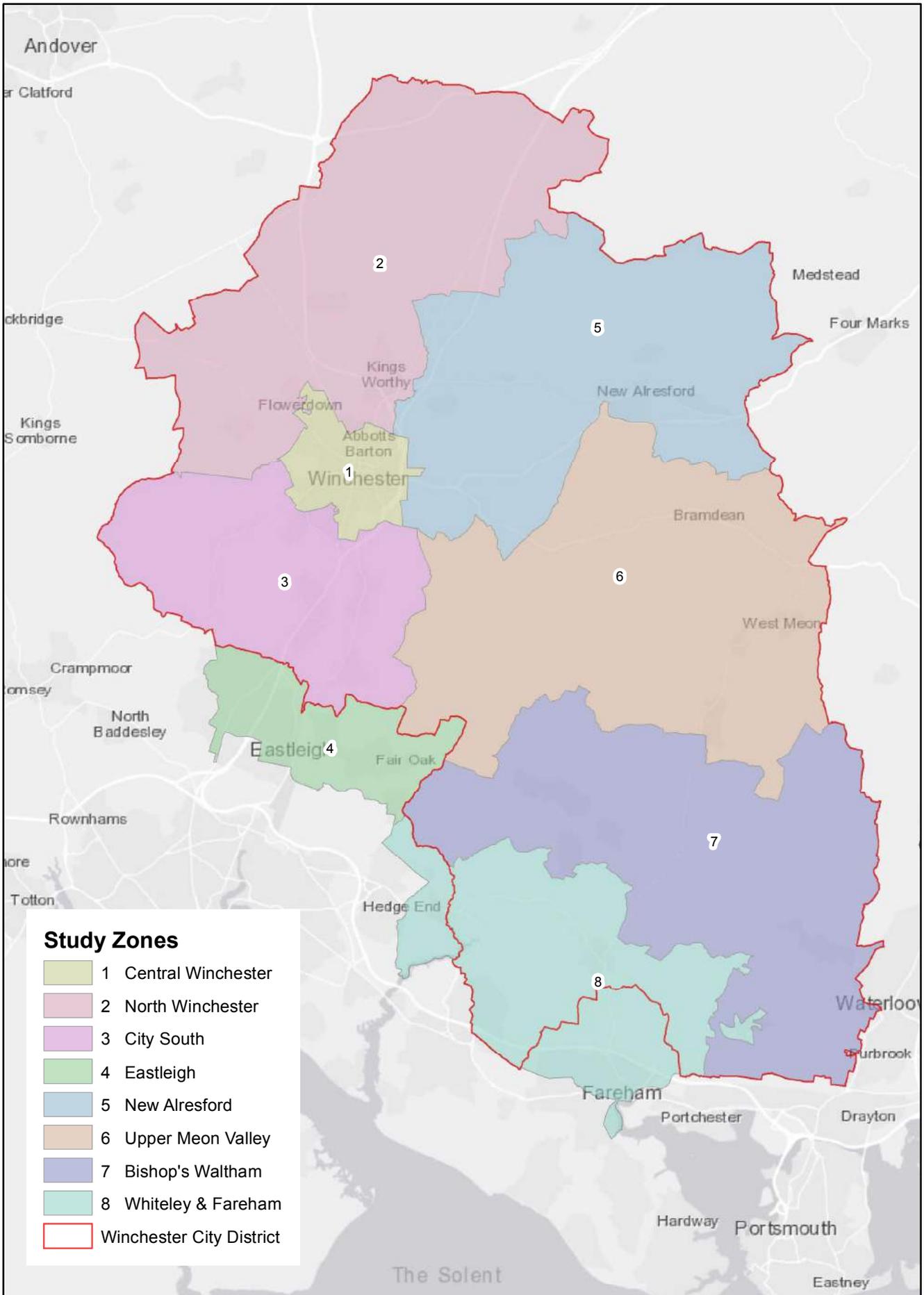
The environmental quality is very good and streets and shop fronts are well maintained.

The night and evening economy is limited but is good for a centre of its size and catchment.

The number of vacant outlets has reduced from 1 to 0 which indicates that businesses are trading well in the centre.

## **APPENDIX 2: STUDY AREA AND ZONES**

# Study Area Plan



## **APPENDIX 3: UPDATED RETAIL EXPENDITURE ANALYSIS**

TABLE 1a: BASE YEAR POPULATION & PROJECTIONS (2021 - 2040)

	2021	2022	2024	2029	2032	2034	2036	2040
Zone 1 Central Winchester	44,998	43,556	44,963	46,565	46,744	46,704	46,716	46,767
Zone 2 North Winchester	14,943	15,307	15,980	17,656	17,873	17,963	18,052	18,221
Zone 3 City South	14,208	14,232	14,245	14,230	14,385	14,453	14,531	14,679
Zone 4 Eastleigh	65,228	67,464	68,336	71,752	72,742	73,430	74,123	75,510
Zone 5 New Alresford	8,715	8,665	8,795	9,302	9,431	9,511	9,538	9,628
Zone 6 Upper Meon Valley	5,707	5,671	5,675	5,639	5,735	5,788	5,849	5,950
Zone 7 Bishop's Waltham	26,882	27,196	27,532	27,984	28,337	28,586	28,772	29,139
Zone 8 Whiteley & Fareham	44,016	47,583	51,154	60,261	60,657	60,890	61,147	61,690
<b>Study Area</b>	<b>224,697</b>	<b>229,674</b>	<b>236,681</b>	<b>253,389</b>	<b>255,903</b>	<b>257,324</b>	<b>258,728</b>	<b>261,584</b>

Source: Hampshire County Environment Department's 2022 based Small Area Population Forecasts (to 2029) thereafter projected forward (to 2040) using growth forecasts from Experian Business Strategies - Location Analyst Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

Growth: 2022 to 2032		Growth: 2022 to 2034		Growth: 2022 to 2040	
%	Persons	%	Persons	%	Persons
7.3%	3,188	7.2%	3,148	7.4%	3,211
16.8%	2,566	17.4%	2,656	19.0%	2,914
1.1%	153	1.6%	221	3.1%	447
7.8%	5,278	8.8%	5,966	11.9%	8,046
8.8%	766	9.8%	846	11.1%	963
1.1%	64	2.1%	117	4.9%	279
4.2%	1,141	5.1%	1,390	7.1%	1,943
27.5%	13,074	28.0%	13,307	29.6%	14,107
<b>11.4%</b>	<b>26,229</b>	<b>12.0%</b>	<b>27,650</b>	<b>13.9%</b>	<b>31,910</b>

TABLE 2: CONVENIENCE GOODS EXPENDITURE PER HEAD (£)

	2021	2021	2022	2024	2029	2032	2034	2036	2040
	INCLUDING SFT		EXCLUDING SPECIAL FORMS OF TRADING						
EXPERIAN-BASED SFT MARKET SHARES (%):	19.3%	5.8%	5.8%	5.9%	6.9%	7.2%	7.4%	7.5%	7.8%
SURVEY-BASED SFT MARKET SHARES (%):	8.7%	2.9%	2.9%	2.9%	3.4%	3.5%	3.6%	3.7%	3.8%
Zone 1 Central Winchester	£3,080	£2,992	£2,727	£2,712	£2,712	£2,716	£2,732	£2,742	£2,760
Zone 2 North Winchester	£3,222	£3,130	£2,853	£2,837	£2,837	£2,842	£2,858	£2,868	£2,887
Zone 3 City South	£3,271	£3,178	£2,897	£2,881	£2,880	£2,885	£2,902	£2,912	£2,931
Zone 4 Eastleigh	£2,849	£2,768	£2,523	£2,509	£2,509	£2,513	£2,528	£2,536	£2,553
Zone 5 New Alresford	£3,370	£3,274	£2,984	£2,968	£2,968	£2,972	£2,990	£3,000	£3,020
Zone 6 Upper Meon Valley	£3,606	£3,503	£3,193	£3,176	£3,175	£3,180	£3,199	£3,210	£3,231
Zone 7 Bishop's Waltham	£3,184	£3,093	£2,820	£2,804	£2,804	£2,825	£2,835	£2,853	£2,853
Zone 8 Whiteley & Fareham	£2,940	£2,856	£2,603	£2,589	£2,589	£2,593	£2,608	£2,617	£2,634
<b>Study Area Average</b>	<b>£3,190</b>	<b>£3,099</b>	<b>£2,825</b>	<b>£2,810</b>	<b>£2,809</b>	<b>£2,814</b>	<b>£2,830</b>	<b>£2,840</b>	<b>£2,859</b>

Source: Average spend per capita estimates (2021 prices) are derived from Experian 'Retail Area Planner' Reports using their Location Analyst GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 20 published by Experian Business Strategies (February 2023).  
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 informed by the 2020 household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 20 (February 2023).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million)

	2021	2021	2022	2024	2029	2032	2034	2036	2040
	INCLUDING SFT		EXCLUDING SPECIAL FORMS OF TRADING						
Zone 1 Central Winchester	£138.6	£134.6	£118.8	£122.0	£126.3	£127.0	£127.6	£128.1	£129.1
Zone 2 North Winchester	£48.1	£46.8	£43.7	£45.3	£50.1	£50.8	£51.3	£51.8	£52.6
Zone 3 City South	£46.5	£45.1	£41.2	£41.0	£41.0	£41.5	£41.9	£42.3	£43.0
Zone 4 Eastleigh	£185.8	£180.5	£170.2	£171.5	£180.0	£182.8	£185.6	£188.0	£192.8
Zone 5 New Alresford	£29.4	£28.5	£25.9	£26.1	£27.6	£28.0	£28.4	£28.6	£29.1
Zone 6 Upper Meon Valley	£20.6	£20.0	£18.1	£18.0	£17.9	£18.2	£18.5	£18.8	£19.2
Zone 7 Bishop's Waltham	£85.6	£83.2	£77.7	£77.2	£78.5	£79.6	£80.7	£81.6	£83.1
Zone 8 Whiteley & Fareham	£129.4	£125.7	£123.9	£132.4	£156.0	£157.3	£158.8	£160.0	£162.5
<b>Study Area</b>	<b>£684.0</b>	<b>£664.50</b>	<b>£618.43</b>	<b>£633.6</b>	<b>£677.4</b>	<b>£685.1</b>	<b>£693.0</b>	<b>£699.2</b>	<b>£711.4</b>

Growth: 2022 to 2032		Growth: 2022 to 2034		Growth: 2022 to 2040	
%	£m	%	£m	%	£m
6.9%	£8.2	7.4%	£8.8	8.6%	£10.3
16.3%	£7.1	17.6%	£7.7	20.4%	£8.9
0.7%	£0.3	1.7%	£0.7	4.4%	£1.8
7.4%	£12.6	9.0%	£15.4	13.3%	£22.6
8.4%	£2.2	10.0%	£2.6	12.4%	£3.2
0.7%	£0.1	2.3%	£0.4	6.2%	£1.1
3.8%	£2.9	5.3%	£4.1	8.4%	£6.5
27.0%	£33.4	28.2%	£34.9	31.2%	£38.6
<b>10.8%</b>	<b>£66.7</b>	<b>12.1%</b>	<b>£74.6</b>	<b>15.0%</b>	<b>£93.0</b>

TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2021	2021	2022	2024	2029	2032	2034	2036	2040
	INCLUDING SFT		EXCLUDING SPECIAL FORMS OF TRADING						
EXPERIAN-BASED SFT MARKET SHARES (%):	38.3%	28.7%	27.0%	27.3%	30.0%	30.9%	31.4%	31.7%	32.3%
SURVEY-BASED SFT MARKET SHARES (%):	26.4%	30.9%	29.1%	29.4%	32.3%	33.3%	33.8%	34.2%	34.8%
Zone 1 Central Winchester	£4,419	£3,052	£3,121	£3,066	£3,326	£3,582	£3,770	£3,980	£4,435
Zone 2 North Winchester	£4,955	£3,422	£3,499	£3,438	£3,729	£4,017	£4,227	£4,462	£4,973
Zone 3 City South	£5,114	£3,532	£3,611	£3,548	£3,849	£4,145	£4,362	£4,605	£5,133
Zone 4 Eastleigh	£4,356	£3,009	£3,076	£3,022	£3,278	£3,531	£3,716	£3,923	£4,372
Zone 5 New Alresford	£5,092	£3,517	£3,596	£3,533	£3,832	£4,128	£4,344	£4,586	£5,111
Zone 6 Upper Meon Valley	£5,419	£3,743	£3,827	£3,760	£4,078	£4,393	£4,623	£4,880	£5,439
Zone 7 Bishop's Waltham	£5,003	£3,456	£3,533	£3,471	£3,765	£4,056	£4,268	£4,506	£5,021
Zone 8 Whiteley & Fareham	£4,527	£3,127	£3,197	£3,141	£3,407	£3,670	£3,862	£4,077	£4,543
<b>Study Area Average</b>	<b>£4,861</b>	<b>£3,357</b>	<b>£3,433</b>	<b>£3,372</b>	<b>£3,658</b>	<b>£3,940</b>	<b>£4,146</b>	<b>£4,377</b>	<b>£4,878</b>

Source: Average spend per capita estimates (2021 prices) are derived from Experian 'Retail Area Planner' Reports using their Location Analyst GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 20 published by Experian Business Strategies (February 2023).

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£million)

	2021	2021	2022	2024	2029	2032	2034	2036	2040
	INCLUDING SFT		EXCLUDING SPECIAL FORMS OF TRADING						
Zone 1 Central Winchester	£198.8	£137.3	£135.9	£137.9	£154.9	£167.4	£176.1	£185.9	£207.4
Zone 2 North Winchester	£74.0	£51.1	£53.6	£54.9	£65.8	£71.8	£75.9	£80.6	£90.6
Zone 3 City South	£72.7	£50.2	£51.4	£50.5	£58.8	£65.6	£69.0	£73.3	£83.3
Zone 4 Eastleigh	£284.1	£196.3	£207.5	£206.5	£235.2	£256.9	£272.9	£290.8	£330.1
Zone 5 New Alresford	£44.4	£30.7	£31.2	£31.3	£35.6	£38.9	£41.3	£43.7	£49.2
Zone 6 Upper Meon Valley	£30.9	£21.4	£21.7	£21.3	£23.0	£25.2	£26.8	£28.5	£32.4
Zone 7 Bishop's Waltham	£134.5	£92.9	£96.1	£95.6	£105.4	£114.9	£122.0	£129.6	£146.3
Zone 8 Whiteley & Fareham	£199.3	£137.6	£142.1	£140.7	£203.3	£222.6	£235.1	£249.3	£280.3
<b>Study Area</b>	<b>£1,038.7</b>	<b>£717.5</b>	<b>£749.5</b>	<b>£758.5</b>	<b>£880.0</b>	<b>£957.3</b>	<b>£1,013.1</b>	<b>£1,075.4</b>	<b>£1,211.7</b>

Growth: 2022 to 2032		Growth: 2022 to 2034		Growth: 2022 to 2040	
%	£m	%	£m	%	£m
33.2%	£31.5	29.5%	£40.1	52.6%	£71.5
34.0%	£18.2	41.8%	£22.4	69.2%	£37.1
16.0%	£8.2	22.7%	£11.7	46.6%	£23.9
23.8%	£49.3	31.5%	£65.3	59.1%	£122.6
24.9%	£7.8	32.6%	£10.2	57.9%	£18.0
16.1%	£3.5	23.3%	£5.1	49.1%	£10.7
19.6%	£18.8	27.0%	£25.9	52.3%	£50.2
46.3%	£70.5	54.6%	£83.0	84.3%	£128.2
<b>27.7%</b>	<b>£207.9</b>	<b>35.2%</b>	<b>£263.6</b>	<b>61.7%</b>	<b>£462.2</b>

## **APPENDIX 4: UPDATED CONVENIENCE GOODS MARKET SHARES**

**TABLE 1: ALL CONVENIENCE GOODS - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

	Central Winchester	North Winchester	City South	Eastleigh	New Alresford	Upper Meon Valley	Bishop's Waltham	Whiteley & Fareham	Total Study Area	Study Area excl Eastleigh (Zone 4)
Zones:	1	2	3	4	5	6	7	8		
<b>WinchesterTown</b>										
Co op, City Road, Winchester	0.9%	0.0%	0.0%	0.1%	0.0%	0.5%	0.0%	0.0%	0.2%	0.3%
Iceland, Middle Brook Street, Winchester	3.7%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.8%	1.1%
Marks & Spencer Foodhall, High Street, Winchester	4.2%	0.4%	2.1%	0.4%	1.4%	0.0%	0.2%	0.1%	1.2%	1.5%
M&S Simply Food, Winchester Rail Station, Winchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.1%
Sainsbury's Superstore, Middlebrook Street, Winchester	11.1%	3.0%	0.6%	0.0%	0.0%	3.2%	0.0%	0.0%	2.6%	3.6%
Tesco Express, High Street, Winchester	3.0%	0.3%	0.2%	0.0%	0.0%	1.6%	0.0%	0.0%	0.7%	1.0%
Other	1.3%	0.6%	0.5%	0.0%	0.5%	0.2%	0.0%	0.0%	0.4%	0.5%
Sub-Total	24.5%	4.9%	3.4%	0.5%	2.0%	7.2%	0.2%	0.1%	6.0%	8.1%
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%	0.1%	0.2%
Lidl, Rookery Avenue, Solent Way, Whiteley	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.8%	2.6%	1.0%	1.0%
Tesco Superstore, Whiteley Way, Whiteley	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	7.0%	1.4%	1.9%
Sub-Total	0.0%	0.0%	0.0%	0.8%	0.0%	0.3%	2.4%	10.2%	2.5%	3.1%
<b>Bishop's Waltham District Centre</b>										
Budgets, Winchester Road, Bishop's Waltham	0.3%	0.5%	0.0%	0.2%	0.0%	2.1%	9.4%	0.6%	1.5%	2.0%
Co-op, High Street, Bishop's Waltham	0.0%	0.1%	0.0%	0.0%	0.0%	1.2%	11.5%	0.4%	1.6%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.1%	0.0%	0.4%	0.6%
Sub-Total	0.3%	0.6%	0.0%	0.2%	0.0%	3.7%	24.1%	1.1%	3.5%	4.7%
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	0.2%	0.0%	0.0%	0.0%	16.5%	3.3%	0.0%	0.0%	0.9%	1.2%
Tesco Express, Broad Street, Alresford	0.2%	0.0%	0.0%	0.0%	14.7%	3.4%	0.0%	0.0%	0.8%	1.1%
Other	0.0%	0.0%	0.0%	0.0%	3.5%	0.3%	0.0%	0.0%	0.2%	0.2%
Sub-Total	0.4%	0.0%	0.0%	0.0%	34.8%	7.0%	0.0%	0.0%	1.8%	2.5%
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.4%	4.0%	0.9%	1.3%
Other	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.1%	0.3%	0.3%
Sub-Total	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	1.6%	5.0%	1.2%	1.6%
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	14.2%	20.9%	2.2%	0.0%	3.2%	3.5%	0.1%	0.0%	4.7%	6.5%
Waitrose, Stockbridge Road, Winchester	11.6%	13.7%	3.8%	0.0%	1.2%	0.0%	1.2%	0.0%	3.8%	5.2%
Other	0.8%	1.6%	0.0%	0.1%	0.3%	0.0%	0.5%	0.0%	0.4%	0.5%
Sub-Total	26.6%	36.1%	6.0%	0.1%	4.7%	3.5%	1.9%	0.0%	8.9%	12.2%
<b>Smaller Centres</b>										
Badger Farm Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oliver's Battery Local Centre	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmead Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.4%	0.6%
Kings Worthy Local Centre	0.1%	9.9%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.7%	1.0%
Stockbridge Road/Andover Road Local Centre	2.1%	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%
Village centres/ neighbourhood stores	3.0%	3.7%	12.8%	0.3%	0.2%	6.5%	2.6%	0.7%	2.5%	3.3%
Sub-Total	5.2%	13.8%	13.6%	0.3%	0.5%	6.5%	6.0%	0.7%	4.1%	5.6%
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	14.3%	5.8%	38.8%	3.8%	7.8%	6.5%	1.0%	0.0%	7.6%	9.1%
Tesco Extra, Easton Lane, Winchester	14.5%	25.0%	3.6%	2.1%	28.6%	20.6%	1.7%	0.1%	7.6%	9.6%
Other	0.1%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%
Sub-Total	28.9%	31.3%	42.3%	5.9%	36.3%	27.2%	2.7%	0.1%	15.3%	18.8%
<b>WINCHESTER DISTRICT</b>										
	85.9%	86.8%	65.3%	8.0%	78.4%	55.8%	38.9%	17.2%	43.3%	56.5%
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	1.1%	0.0%	2.7%	6.5%	0.0%	0.4%	0.1%	0.0%	2.2%	0.6%
Asda, Bournemouth Road, Chandler's Ford	2.0%	1.5%	4.4%	13.5%	0.4%	1.2%	0.7%	0.9%	4.8%	1.5%
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	0.5%	0.0%	7.6%	7.9%	1.4%	1.3%	0.1%	0.6%	3.0%	1.1%
Other	0.8%	0.0%	0.5%	4.8%	0.0%	0.0%	0.0%	0.4%	1.6%	0.4%
Sub-Total	4.3%	1.5%	15.2%	32.8%	1.8%	2.8%	0.9%	1.9%	11.6%	3.6%
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	0.0%	0.3%	2.1%	5.0%	0.2%	1.6%	1.0%	0.0%	1.7%	0.5%
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.2%	0.0%	0.4%	0.1%
Sainsbury's Superstore, Leigh Road, Eastleigh	0.0%	0.0%	1.1%	5.9%	0.0%	0.3%	0.4%	0.0%	1.8%	0.2%
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	0.0%	0.0%	2.3%	6.7%	0.0%	0.4%	0.0%	0.0%	2.0%	0.2%
Other Eastleigh Town Centre	0.0%	0.0%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Sub-Total	0.0%	0.3%	6.4%	19.5%	0.2%	2.3%	1.6%	0.0%	6.0%	1.0%
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	13.8%	2.9%	4.0%
Asda, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.7%	0.9%	1.2%
Lidl, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.2%
Tesco Superstore, Quay Street, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	5.5%	1.3%	1.8%
Other Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%	1.1%	0.3%	0.4%
Sainsbury's Superstore, Wallington Way, Fareham	0.0%	0.0%	0.0%	0.7%	0.0%	0.9%	7.2%	27.0%	6.2%	8.3%
Sub-Total	0.0%	0.0%	0.0%	0.8%	0.0%	1.1%	13.3%	51.9%	11.7%	15.8%
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	0.2%	0.1%	2.3%	9.0%	0.0%	3.1%	12.3%	5.3%	5.3%	3.9%
Other Hedge End	0.1%	0.0%	0.7%	1.3%	0.0%	0.8%	1.3%	2.2%	1.0%	0.9%
Sub-Total	0.2%	0.1%	3.0%	10.2%	0.0%	3.9%	13.6%	7.4%	6.3%	4.8%
Alton	0.0%	0.0%	0.0%	0.0%	10.6%	1.9%	0.0%	0.0%	0.5%	0.7%
Andover	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Basingstoke	0.0%	0.8%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.1%	0.2%
Southampton	0.2%	0.0%	0.0%	3.2%	0.0%	2.2%	0.2%	1.1%	1.2%	0.5%
Portsmouth	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.3%	0.6%	0.6%	0.6%
Romsey	0.1%	0.0%	0.5%	0.4%	0.0%	1.2%	0.0%	0.0%	0.2%	0.1%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	16.9%	2.1%	2.5%	3.5%
Other	0.1%	1.3%	2.0%	16.3%	2.3%	17.5%	4.3%	12.8%	8.3%	5.3%
<b>OUTSIDE OF WINCHESTER DISTRICT</b>										
	4.9%	7.4%	27.1%	83.9%	14.9%	35.9%	53.0%	77.9%	49.2%	36.3%
<b>SFT/ONLINE</b>										
	9.2%	5.7%	7.6%	8.2%	6.7%	8.3%	8.1%	4.9%	7.5%	7.2%
<b>TOTAL MARKET SHARE</b>										
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 2: MAIN FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

	Central Winchester	North Winchester	City South	Eastleigh	New Alresford	Upper Meon Valley	Bishop's Waltham	Whiteley & Fareham	Total Study Area	Study Area excl Eastleigh (Zone 4)
	1	2	3	4	5	6	7	8		
<b>WinchesterTown</b>										
Co op, City Road, Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Middle Brook Street, Winchester	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.0%
Marks & Spencer Foodhall, High Street, Winchester	1.4%	0.6%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.4%	0.6%
M&S Simply Food, Winchester Rail Station, Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.1%
Sainsbury's Superstore, Middlebrook Street, Winchester	5.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.7%
Tesco Express, High Street, Winchester	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Other	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
<b>Sub-Total</b>	<b>11.6%</b>	<b>3.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.4%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.6%</b>	<b>3.8%</b>
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Rookery Avenue, Solent Way, Whiteley	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	2.3%	2.6%	1.1%	1.1%
Tesco Superstore, Whiteley Way, Whiteley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.6%	2.1%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>10.7%</b>	<b>2.7%</b>	<b>3.2%</b>
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	0.0%	0.9%	0.0%	0.0%	0.0%	0.5%	5.1%	0.4%	0.8%	1.1%
Co-op, High Street, Bishop's Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.6%	0.8%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.2%	0.3%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>11.7%</b>	<b>0.4%</b>	<b>1.6%</b>	<b>2.2%</b>
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	0.3%	0.0%	0.0%	0.0%	6.2%	2.1%	0.0%	0.0%	0.4%	0.5%
Tesco Express, Broad Street, Alresford	0.3%	0.0%	0.0%	0.0%	7.0%	1.3%	0.0%	0.0%	0.4%	0.6%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-Total</b>	<b>0.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>13.2%</b>	<b>3.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>1.1%</b>
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%	0.4%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.1%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.8%</b>	<b>0.4%</b>	<b>0.5%</b>
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	17.2%	25.0%	1.8%	0.0%	5.2%	4.0%	0.0%	0.0%	17.2%	7.8%
Waitrose, Stockbridge Road, Winchester	9.9%	14.0%	3.9%	0.0%	0.6%	0.0%	1.9%	0.0%	9.9%	4.8%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-Total</b>	<b>27.1%</b>	<b>39.0%</b>	<b>5.7%</b>	<b>0.0%</b>	<b>5.8%</b>	<b>4.0%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>27.1%</b>	<b>12.7%</b>
<b>Smaller Centres</b>										
Badger Farm Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oliver's Battery Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmead Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.1%
Kings Worthy Local Centre	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge Road/Andover Road Local Centre	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Village centres/ neighbourhood stores	2.3%	0.0%	1.2%	0.5%	0.0%	0.0%	0.7%	0.0%	0.7%	0.9%
<b>Sub-Total</b>	<b>3.4%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>0.5%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>1.3%</b>
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	18.4%	6.8%	52.2%	5.1%	9.6%	9.6%	1.2%	0.0%	9.7%	11.8%
Tesco Extra, Easton Lane, Winchester	20.8%	32.3%	3.9%	2.3%	38.8%	32.6%	2.7%	0.0%	9.9%	13.4%
<b>Sub-Total</b>	<b>39.2%</b>	<b>39.1%</b>	<b>56.1%</b>	<b>7.4%</b>	<b>48.4%</b>	<b>42.2%</b>	<b>3.8%</b>	<b>0.0%</b>	<b>19.6%</b>	<b>25.2%</b>
<b>WINCHESTER DISTRICT</b>	<b>82.0%</b>	<b>82.4%</b>	<b>62.9%</b>	<b>9.0%</b>	<b>70.5%</b>	<b>51.4%</b>	<b>20.8%</b>	<b>12.9%</b>	<b>37.5%</b>	<b>49.9%</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	1.1%	0.0%	2.7%	8.9%	0.0%	0.0%	0.0%	0.0%	3.0%	0.6%
Asda, Bournemouth Road, Chandler's Ford	2.3%	2.2%	4.7%	17.4%	0.0%	2.0%	1.1%	1.6%	6.4%	2.0%
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	0.3%	0.0%	5.5%	6.8%	2.4%	1.6%	0.0%	0.0%	2.5%	0.8%
Other	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.2%	0.2%
<b>Sub-Total</b>	<b>3.7%</b>	<b>2.2%</b>	<b>13.5%</b>	<b>33.1%</b>	<b>2.4%</b>	<b>3.5%</b>	<b>1.1%</b>	<b>2.2%</b>	<b>12.1%</b>	<b>3.6%</b>
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	0.0%	0.0%	2.1%	7.0%	0.0%	2.6%	1.6%	0.0%	2.4%	0.6%
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh	0.0%	0.0%	0.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
Sainsbury's Superstore, Leigh Road, Eastleigh	0.0%	0.0%	1.2%	6.7%	0.0%	0.5%	0.7%	0.0%	2.1%	0.3%
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	0.0%	0.0%	3.4%	7.3%	0.0%	0.5%	0.0%	0.0%	2.4%	0.3%
Other Eastleigh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.3%</b>	<b>21.4%</b>	<b>0.0%</b>	<b>3.7%</b>	<b>2.3%</b>	<b>0.0%</b>	<b>7.1%</b>	<b>1.2%</b>
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	16.3%	3.6%	4.8%
Asda, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	5.0%	1.2%	1.6%
Lidl, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%	0.3%
Tesco Superstore, Quay Street, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	2.8%	0.9%	1.2%
Other Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.1%
Sainsbury's Superstore, Wallington Way, Fareham	0.0%	0.0%	0.0%	1.2%	0.0%	1.0%	9.8%	37.4%	8.9%	11.4%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>18.1%</b>	<b>62.5%</b>	<b>14.8%</b>	<b>19.4%</b>
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	0.3%	0.0%	2.9%	11.5%	0.0%	4.5%	18.1%	6.8%	7.2%	5.4%
Other Hedge End	0.0%	0.0%	0.6%	1.4%	0.0%	1.0%	1.1%	2.1%	1.0%	0.8%
<b>Sub-Total</b>	<b>0.3%</b>	<b>0.0%</b>	<b>3.5%</b>	<b>12.9%</b>	<b>0.0%</b>	<b>5.5%</b>	<b>19.2%</b>	<b>8.9%</b>	<b>8.2%</b>	<b>6.3%</b>
<b>Other</b>										
Alton	0.0%	0.0%	0.0%	0.0%	14.2%	2.6%	0.0%	0.0%	0.7%	0.9%
Andover	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Basingstoke	0.0%	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.1%	0.1%
Southampton	0.0%	0.0%	0.0%	3.8%	0.0%	2.0%	0.0%	1.2%	1.4%	0.4%
Portsmouth	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	3.6%	0.4%	0.8%	0.7%
Romsey	0.0%	0.0%	0.6%	0.5%	0.0%	2.0%	0.0%	0.0%	0.2%	0.1%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	21.4%	3.3%	3.2%	4.6%
Other	0.0%	0.6%	0.0%	4.4%	2.5%	13.3%	3.2%	2.0%	2.5%	1.8%
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>4.0%</b>	<b>8.2%</b>	<b>24.8%</b>	<b>78.3%</b>	<b>19.0%</b>	<b>36.2%</b>	<b>68.9%</b>	<b>80.5%</b>	<b>51.4%</b>	<b>39.6%</b>
<b>SFT/ONLINE</b>	<b>14.0%</b>	<b>9.4%</b>	<b>12.2%</b>	<b>12.6%</b>	<b>10.5%</b>	<b>12.4%</b>	<b>10.2%</b>	<b>6.6%</b>	<b>11.1%</b>	<b>10.6%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Total Study Area	Study Area excl Eastleigh (Zone 4)
<b>WinchesterTown</b>										
Co op, City Road, Winchester	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Iceland, Middle Brook Street, Winchester	5.8%	3.4%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.6%	2.0%
Marks & Spencer Foodhall, High Street, Winchester	4.0%	0.9%	1.8%	0.5%	0.0%	0.0%	0.0%	1.2%	1.4%	1.7%
M&S Simply Food, Winchester Rail Station, Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Middlebrook Street, Winchester	9.5%	0.0%	2.3%	0.0%	0.0%	4.1%	0.0%	0.0%	2.4%	3.0%
Tesco Express, High Street, Winchester	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
Other	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Sub-Total	21.6%	5.1%	4.1%	0.5%	1.1%	4.1%	0.0%	1.2%	6.0%	7.4%
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.2%	0.4%
Lidl, Rookery Avenue, Solent Way, Whiteley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	1.5%	0.7%	1.1%
Tesco Superstore, Whiteley Way, Whiteley	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	3.9%	0.7%	1.1%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	6.0%	5.4%	1.6%	2.6%
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	10.3%	0.0%	1.2%	1.9%
Co-op, High Street, Bishop's Waltham	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.7%	1.1%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	1.3%	0.0%	0.0%	0.0%	2.7%	15.9%	0.0%	1.9%	3.0%
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	0.0%	0.0%	0.0%	0.0%	2.1%	1.1%	0.0%	0.0%	0.1%	0.2%
Tesco Express, Broad Street, Alresford	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.2%	0.2%
Other	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.1%	0.1%
Sub-Total	0.0%	0.0%	0.0%	0.0%	8.0%	1.1%	0.0%	0.0%	0.4%	0.5%
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.7%	1.1%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.1%	0.1%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.2%	0.8%	1.2%
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	20.3%	16.8%	7.7%	0.0%	1.1%	8.4%	1.3%	0.0%	6.7%	8.6%
Waitrose, Stockbridge Road, Winchester	14.1%	18.3%	0.0%	0.0%	8.4%	0.0%	1.3%	0.0%	5.0%	6.4%
Other	0.4%	1.3%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.3%	0.4%
Sub-Total	34.8%	36.4%	7.7%	0.0%	12.2%	8.4%	2.6%	0.0%	12.0%	15.4%
<b>Smaller Centres</b>										
Badger Farm Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oliver's Battery Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmead Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kings Worthy Local Centre	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Stockbridge Road/Andover Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Village centres/ neighbourhood stores	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub-Total	0.0%	3.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	19.2%	9.0%	22.8%	7.2%	20.2%	8.1%	1.3%	0.0%	9.9%	10.1%
Tesco Extra, Easton Lane, Winchester	8.6%	28.1%	12.6%	5.0%	28.1%	8.5%	0.8%	0.8%	7.8%	8.6%
Sub-Total	27.7%	37.2%	35.3%	12.2%	48.2%	16.6%	2.1%	0.8%	17.7%	18.7%
<b>WINCHESTER DISTRICT</b>	<b>84.2%</b>	<b>83.0%</b>	<b>48.0%</b>	<b>12.7%</b>	<b>69.5%</b>	<b>35.6%</b>	<b>27.4%</b>	<b>11.6%</b>	<b>40.6%</b>	<b>49.2%</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh	3.3%	0.0%	7.8%	5.8%	0.0%	4.1%	1.3%	0.0%	3.2%	2.0%
Asda, Bournemouth Road, Chandler's Ford, Eastleigh	6.0%	1.3%	7.2%	19.3%	4.2%	0.0%	0.0%	0.0%	7.8%	2.7%
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	0.0%	0.0%	22.6%	15.6%	0.0%	3.2%	0.0%	0.8%	6.4%	2.4%
Other	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Sub-Total	9.3%	1.3%	37.6%	42.4%	4.2%	7.3%	1.3%	0.8%	18.0%	7.2%
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	0.0%	3.4%	3.1%	5.6%	0.0%	0.0%	0.0%	0.0%	2.1%	0.6%
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh	0.0%	0.0%	0.9%	1.3%	0.0%	0.0%	2.1%	0.0%	0.7%	0.4%
Sainsbury's Superstore, Leigh Road, Eastleigh	0.0%	0.0%	2.2%	6.4%	0.0%	0.0%	0.0%	0.0%	2.0%	0.2%
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	0.0%	0.0%	0.9%	7.7%	0.0%	1.1%	0.0%	0.0%	2.4%	0.1%
Other Eastleigh Town Centre	0.0%	0.0%	0.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
Sub-Total	0.0%	3.4%	8.1%	21.5%	0.0%	1.1%	2.1%	0.0%	7.4%	1.5%
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	20.8%	3.9%	6.0%
Asda, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	1.2%	1.9%
Lidl, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.3%	0.5%
Tesco Superstore, Quay Street, Fareham	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	11.9%	2.1%	3.1%
Other Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	0.2%	0.3%
Sainsbury's Superstore, Wallington Way, Broadcut, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	10.2%	12.9%	3.3%	5.2%
Sub-Total	0.0%	0.0%	0.0%	0.5%	0.0%	3.2%	14.4%	55.7%	11.1%	17.1%
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	0.0%	0.9%	4.1%	11.0%	0.0%	3.8%	8.1%	3.5%	5.1%	2.9%
Other Hedge End	0.0%	0.0%	0.0%	2.5%	0.0%	2.1%	1.7%	3.1%	1.5%	1.2%
Sub-Total	0.0%	0.9%	4.1%	13.5%	0.0%	5.9%	9.8%	6.6%	6.6%	4.1%
Alton	0.0%	0.0%	0.0%	0.0%	17.4%	3.7%	0.0%	0.0%	0.8%	1.2%
Andover	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Basingstoke	0.0%	4.1%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.4%	0.6%
Southampton	1.7%	0.0%	0.0%	3.2%	0.0%	6.8%	0.0%	0.8%	1.6%	0.9%
Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.9%	0.8%	1.2%
Romsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	1.2%	2.9%	4.6%
Other	0.0%	3.0%	0.0%	2.2%	5.1%	28.5%	8.1%	15.0%	5.0%	7.0%
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>11.0%</b>	<b>16.1%</b>	<b>49.7%</b>	<b>83.3%</b>	<b>26.7%</b>	<b>60.7%</b>	<b>62.0%</b>	<b>83.8%</b>	<b>54.8%</b>	<b>45.8%</b>
<b>SFT/ONLINE</b>	<b>4.8%</b>	<b>0.9%</b>	<b>2.3%</b>	<b>3.9%</b>	<b>3.8%</b>	<b>3.8%</b>	<b>10.5%</b>	<b>4.6%</b>	<b>4.6%</b>	<b>5.0%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 4: TOP UP FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Total Study Area	Study Area excl Eastleigh (Zone 4)
<b>WinchesterTown</b>										
Co op, City Road, Winchester	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Iceland, Middle Brook Street, Winchester	1.7%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.5%	0.7%
Marks & Spencer Foodhall, High Street, Winchester	7.4%	0.0%	3.1%	1.3%	0.0%	0.0%	0.9%	0.0%	2.4%	2.5%
M&S Simply Food, Winchester Rail Station, Winchester	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
Sainsbury's Superstore, Middlebrook Street, Winchester	25.8%	6.2%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	6.4%	8.2%
Tesco Express, High Street, Winchester	10.9%	0.0%	1.0%	0.0%	0.0%	4.9%	0.0%	0.0%	2.6%	3.3%
Other	4.2%	2.8%	0.0%	0.0%	2.3%	1.0%	0.0%	0.0%	1.2%	1.6%
Sub-Total	53.1%	9.0%	4.1%	1.3%	2.3%	22.0%	0.9%	0.0%	13.8%	17.2%
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.3%	0.5%
Lidl, Rookery Avenue, Solent Way, Whiteley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.7%	1.2%
Tesco Superstore, Whiteley Way, Whiteley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	1.0%	1.6%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.0%	2.0%	3.4%
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	16.1%	0.0%	2.0%	3.1%
Co-op, High Street, Bishop's Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	27.2%	1.0%	3.4%	5.1%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	9.2%	0.0%	1.1%	1.6%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	12.3%	52.5%	1.0%	6.5%	9.8%
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	0.3%	0.0%	0.0%	0.0%	37.5%	6.7%	0.0%	0.0%	1.7%	2.6%
Tesco Express, Broad Street, Alresford	0.0%	0.0%	0.0%	0.0%	35.5%	3.9%	0.0%	0.0%	1.5%	2.3%
Other	0.0%	0.0%	0.0%	0.0%	11.0%	1.6%	0.0%	0.0%	0.5%	0.7%
Sub-Total	0.3%	0.0%	0.0%	0.0%	84.0%	12.1%	0.0%	0.0%	3.6%	5.5%
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	11.9%	2.6%	4.2%
Other	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	2.5%	0.6%	0.7%
Sub-Total	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	6.2%	14.5%	3.2%	4.8%
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	5.2%	12.2%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	1.9%	2.7%
Waitrose, Stockbridge Road, Winchester	15.2%	16.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	5.9%
Other	2.5%	5.5%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	1.2%	1.7%
Sub-Total	22.9%	34.3%	0.7%	0.0%	0.0%	1.6%	2.5%	0.0%	7.5%	10.2%
<b>Smaller Centres</b>										
Badger Farm Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oliver's Battery Local Centre	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Denmead Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	1.2%	1.8%
Kings Worthy Local Centre	0.0%	30.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.0%
Stockbridge Road/Andover Road Local Centre	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%
Village centres/ neighbourhood stores	6.4%	12.3%	55.1%	0.0%	0.9%	23.8%	7.5%	0.6%	7.8%	10.6%
Sub-Total	8.8%	42.8%	56.5%	0.0%	0.9%	23.8%	17.7%	0.6%	11.3%	16.1%
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	3.3%	2.0%	24.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	3.4%
Tesco Extra, Easton Lane, Winchester	4.5%	7.1%	0.0%	0.5%	10.2%	0.0%	0.0%	0.0%	2.0%	2.5%
Other	0.5%	1.6%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.3%
Sub-Total	8.3%	10.7%	24.7%	0.5%	10.2%	0.6%	0.0%	0.0%	4.8%	6.3%
<b>WINCHESTER DISTRICT</b>	<b>93.5%</b>	<b>96.8%</b>	<b>86.0%</b>	<b>2.4%</b>	<b>97.3%</b>	<b>72.5%</b>	<b>79.8%</b>	<b>29.1%</b>	<b>52.7%</b>	<b>73.4%</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh	0.3%	0.0%	1.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.3%
Asda, Bourne-mouth Road, Chandler's Ford, Eastleigh	0.0%	0.0%	2.6%	3.5%	0.0%	0.0%	0.0%	0.0%	1.3%	0.2%
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	1.4%	0.0%	2.4%	10.1%	0.0%	0.0%	0.0%	2.5%	4.0%	1.3%
Other	4.0%	0.0%	0.7%	15.2%	0.0%	0.0%	0.0%	0.0%	5.6%	1.2%
Sub-Total	5.7%	0.0%	7.4%	30.8%	0.0%	0.0%	0.0%	2.5%	11.7%	2.9%
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	0.0%	0.0%	2.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.2%	0.3%
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Sainsbury's Superstore, Leigh Road, Eastleigh	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	0.0%	0.0%	0.7%	4.4%	0.0%	0.0%	0.0%	0.0%	1.4%	0.1%
Other Eastleigh Town Centre	0.0%	0.0%	0.7%	2.3%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%
Sub-Total	0.0%	0.0%	3.9%	13.2%	0.9%	0.0%	0.0%	0.0%	4.4%	0.4%
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	1.4%	2.3%
Asda, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.1%
Lidl, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Quay Street, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	9.5%	1.7%	2.8%
Other Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.9%	0.5%	0.8%
Sainsbury's Superstore, Wallington Way, Broadcut, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	11.2%	1.8%	3.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.1%	32.5%	5.5%	9.0%
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	0.0%	0.0%	0.7%	2.0%	0.0%	0.0%	2.5%	3.4%	1.5%	1.4%
Other Hedge End	0.3%	0.0%	0.7%	0.9%	0.0%	0.0%	1.6%	1.0%	0.7%	0.7%
Sub-Total	0.3%	0.0%	1.4%	2.9%	0.0%	0.0%	4.1%	4.3%	2.2%	2.0%
<b>Alton</b>										
Alton	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basingstoke	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.1%	0.1%
Southampton	0.0%	0.0%	0.0%	1.3%	0.0%	1.6%	0.0%	1.6%	0.7%	0.5%
Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Romsey	0.5%	0.0%	0.7%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.6%	1.0%
Other	0.0%	3.2%	0.7%	48.0%	0.9%	20.3%	5.0%	29.0%	20.9%	9.7%
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>6.5%</b>	<b>3.2%</b>	<b>14.0%</b>	<b>96.7%</b>	<b>2.7%</b>	<b>25.0%</b>	<b>17.8%</b>	<b>70.0%</b>	<b>46.5%</b>	<b>25.9%</b>
<b>SFT/ONLINE</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>2.5%</b>	<b>2.5%</b>	<b>1.0%</b>	<b>0.8%</b>	<b>0.8%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 5: OTHER TOP UP FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

	Central Winchester	North Winchester	City South	Eastleigh	New Alresford	Upper Meon Valley	Bishop's Waltham	Whiteley & Fareham	Total Study Area	Study Area excl Eastleigh (Zone 4)
	1	2	3	4	5	6	7	8		
<b>WinchesterTown</b>										
Co op, City Road, Winchester	5.9%	0.0%	0.0%	1.1%	0.0%	4.9%	0.0%	0.0%	1.8%	1.8%
Iceland, Middle Brook Street, Winchester	6.6%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.0%
Marks & Spencer Foodhall, High Street, Winchester	14.1%	0.0%	12.7%	0.7%	0.0%	0.0%	0.0%	0.0%	4.0%	5.1%
M&S Simply Food, Winchester Rail Station, Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Middlebrook Street, Winchester	17.1%	4.3%	3.2%	0.0%	0.0%	4.9%	0.0%	0.0%	4.3%	5.7%
Tesco Express, High Street, Winchester	4.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	1.1%	1.4%
Other	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
<b>Sub-Total</b>	<b>47.7%</b>	<b>6.1%</b>	<b>21.3%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>15.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>13.0%</b>	<b>16.5%</b>
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.3%	0.6%
Lidl, Rookery Avenue, Solent Way, Whiteley	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Tesco Superstore, Whiteley Way, Whiteley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	4.0%	1.2%	1.8%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.6%</b>	<b>6.4%</b>	<b>1.9%</b>	<b>2.5%</b>
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	3.0%	0.0%	0.0%	1.9%	0.0%	0.0%	21.0%	4.0%	4.6%	5.5%
Co-op, High Street, Bishop's Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	26.4%	2.4%	3.9%	5.3%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	2.3%	0.0%	0.4%	0.5%
<b>Sub-Total</b>	<b>3.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>7.0%</b>	<b>49.8%</b>	<b>6.4%</b>	<b>8.9%</b>	<b>11.3%</b>
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	0.0%	0.0%	0.0%	0.0%	50.7%	5.8%	0.0%	0.0%	2.5%	3.2%
Tesco Express, Broad Street, Alresford	0.0%	0.0%	0.0%	0.0%	30.7%	18.4%	0.0%	0.0%	1.9%	2.6%
Other	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	0.5%	0.7%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>92.7%</b>	<b>24.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.9%</b>	<b>6.5%</b>
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	1.2%	3.2%	0.7%	1.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.2%	0.7%	1.1%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.2%</b>	<b>2.9%</b>	<b>6.3%</b>	<b>1.3%</b>	<b>2.3%</b>
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	8.0%	17.1%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	4.2%
Waitrose, Stockbridge Road, Winchester	12.3%	1.7%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	4.9%
Other	2.3%	3.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%
<b>Sub-Total</b>	<b>22.6%</b>	<b>22.3%</b>	<b>17.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.5%</b>	<b>10.0%</b>
<b>Smaller Centres</b>										
Badger Farm Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oliver's Battery Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmead Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	1.5%	1.9%
Kings Worthy Local Centre	0.8%	35.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.6%
Stockbridge Road/Andover Road Local Centre	9.1%	2.6%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	3.3%
Village centres/ neighbourhood stores	3.7%	11.2%	9.6%	0.0%	0.0%	17.7%	6.5%	5.6%	4.1%	6.3%
<b>Sub-Total</b>	<b>13.6%</b>	<b>49.1%</b>	<b>15.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>17.7%</b>	<b>17.6%</b>	<b>5.6%</b>	<b>10.2%</b>	<b>15.1%</b>
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	6.5%	4.3%	2.1%	0.7%	0.0%	0.0%	1.8%	0.0%	2.3%	2.7%
Tesco Extra, Easton Lane, Winchester	2.9%	13.8%	0.0%	1.1%	4.1%	1.3%	0.0%	0.0%	2.0%	2.4%
Other	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
<b>Sub-Total</b>	<b>9.4%</b>	<b>19.9%</b>	<b>2.1%</b>	<b>1.9%</b>	<b>4.1%</b>	<b>1.3%</b>	<b>1.8%</b>	<b>0.0%</b>	<b>4.4%</b>	<b>5.3%</b>
<b>WINCHESTER DISTRICT</b>										
	<b>96.2%</b>	<b>97.4%</b>	<b>55.5%</b>	<b>7.9%</b>	<b>96.8%</b>	<b>69.2%</b>	<b>76.6%</b>	<b>24.8%</b>	<b>52.2%</b>	<b>69.5%</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Asda, Bournemouth Road, Chandler's Ford, Eastleigh	0.0%	0.0%	3.2%	4.9%	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	0.0%	0.0%	15.9%	2.7%	0.0%	0.0%	1.2%	0.0%	1.8%	1.7%
Other	0.0%	0.0%	0.0%	16.1%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>19.1%</b>	<b>25.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>9.5%</b>	<b>2.0%</b>
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh	0.0%	0.0%	2.1%	4.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.2%
Sainsbury's Superstore, Leigh Road, Eastleigh	0.0%	0.0%	2.1%	2.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Other Eastleigh Town Centre	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.3%</b>	<b>18.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.3%</b>	<b>0.4%</b>
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.6%	0.4%	0.6%
Asda, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.2%	0.2%
Lidl, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Quay Street, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	1.0%	1.9%
Other Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.7%	1.2%
Sainsbury's Superstore, Wallington Way, Broadcut, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	10.4%	1.6%	2.9%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.5%</b>	<b>23.9%</b>	<b>3.7%</b>	<b>6.8%</b>
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	1.8%	1.6%	2.4%	0.7%
Other Hedge End	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	1.2%	4.0%	0.8%	1.4%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>6.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.9%</b>	<b>5.6%</b>	<b>3.2%</b>	<b>2.2%</b>
<b>Alton</b>										
Alton	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.1%	0.1%
Andover	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Basingstoke	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.1%	0.2%
Southampton	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	1.8%	0.0%	1.4%	0.3%
Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Romsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.5%	0.7%
Other	0.8%	0.0%	19.0%	38.3%	1.6%	25.8%	5.3%	43.4%	21.1%	15.3%
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>0.8%</b>	<b>2.6%</b>	<b>44.5%</b>	<b>92.1%</b>	<b>3.2%</b>	<b>30.8%</b>	<b>18.7%</b>	<b>72.9%</b>	<b>46.2%</b>	<b>28.2%</b>
<b>SFT/ONLINE</b>	<b>3.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.6%</b>	<b>2.4%</b>	<b>1.6%</b>	<b>2.3%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

## **APPENDIX 5: UPDATED COMPARISON GOODS MARKET SHARES**

**TABLE 1: ALL COMPARISON GOODS - 2019 MARKET SHARE ANALYSIS (%)**

*Including Internet Shopping and other Special Forms of Trading*

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Study Area excl Eastleigh (Zone 4)
Winchester Town Centre	34.1%	25.0%	19.1%	5.1%	21.6%	10.3%	3.6%	0.3%	12.8%	15.7%
Whiteley Town Centre	0.4%	0.0%	0.0%	0.8%	0.3%	0.4%	2.7%	6.2%	1.9%	2.3%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.2%	0.0%	1.8%	8.5%	0.3%	1.3%	1.7%
New Alresford District Centre	0.3%	0.6%	0.0%	0.0%	11.3%	3.2%	0.1%	0.0%	0.7%	0.9%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	1.2%	0.3%	0.4%
Local Centres	0.1%	2.6%	0.6%	0.2%	0.2%	0.1%	1.1%	0.0%	0.5%	0.5%
Smaller centres	1.5%	3.0%	2.0%	0.2%	1.3%	2.3%	0.1%	0.1%	0.9%	1.1%
Sub-Total	36.4%	31.2%	21.8%	6.5%	34.6%	18.3%	16.7%	8.1%	18.2%	22.6%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Andover Road Retail Park	0.6%	0.9%	0.0%	0.3%	0.4%	0.0%	0.0%	0.0%	0.3%	0.3%
Easton Lane	5.9%	9.6%	3.1%	0.7%	12.1%	8.3%	0.2%	0.0%	3.9%	3.9%
Other	6.2%	5.8%	9.4%	0.6%	5.3%	3.8%	0.1%	0.0%	2.8%	3.6%
Sub-Total	12.8%	16.2%	12.5%	1.6%	17.8%	12.1%	0.3%	0.0%	6.1%	7.8%
<b>WINCHESTER DISTRICT</b>	<b>49.2%</b>	<b>47.4%</b>	<b>34.2%</b>	<b>8.2%</b>	<b>52.3%</b>	<b>30.4%</b>	<b>17.0%</b>	<b>8.1%</b>	<b>24.3%</b>	<b>30.4%</b>
Eastleigh Town Centre	1.1%	2.5%	6.3%	16.6%	0.5%	1.3%	0.8%	0.2%	5.6%	1.4%
Eastleigh Out of Centre	1.3%	0.8%	7.3%	6.7%	0.7%	1.5%	0.0%	0.1%	2.7%	1.3%
Sub-Total	2.4%	3.3%	13.6%	23.3%	1.2%	2.8%	0.8%	0.3%	8.3%	2.7%
Basingstoke Town Centre	0.8%	2.6%	0.0%	0.0%	2.9%	3.2%	0.1%	0.0%	0.6%	0.8%
Brighton Hill Retail Park	0.4%	1.6%	0.0%	0.0%	0.1%	0.9%	0.0%	0.0%	0.2%	0.3%
Other Basingstoke Out of Centre	0.1%	0.3%	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%	0.2%	0.1%
Sub-Total	1.3%	4.5%	0.0%	0.4%	3.4%	4.1%	0.1%	0.0%	1.0%	1.2%
Fareham Town Centre	0.0%	0.2%	0.3%	0.1%	0.0%	0.3%	7.0%	22.9%	5.4%	7.4%
Fareham Out of Centre	0.0%	0.0%	0.3%	0.1%	0.0%	0.1%	1.5%	8.3%	1.9%	2.5%
Sub-Total	0.0%	0.2%	0.6%	0.3%	0.0%	0.4%	8.5%	31.3%	7.2%	9.9%
Southampton City Centre	13.4%	9.5%	11.4%	9.5%	11.8%	10.1%	5.7%	7.7%	9.7%	9.7%
Hedge End Retail Park	2.7%	4.6%	9.4%	20.5%	2.8%	9.7%	17.4%	11.5%	12.0%	8.7%
Other Southampton Out of Centre	3.5%	0.7%	2.1%	1.5%	1.5%	2.3%	0.6%	1.8%	1.8%	1.9%
Sub-Total	19.6%	14.7%	22.9%	31.5%	16.0%	22.1%	23.6%	20.9%	23.4%	20.4%
Portsmouth City Centre	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	2.2%	2.9%	1.0%	1.2%
Out of Centre Portsmouth	0.0%	0.5%	0.0%	0.2%	0.5%	0.3%	0.5%	0.9%	0.4%	0.4%
Sub-Total	0.0%	0.5%	0.0%	0.7%	0.5%	0.4%	2.7%	3.8%	1.3%	1.6%
Alton	0.0%	0.1%	0.0%	0.0%	1.4%	0.7%	0.0%	0.0%	0.1%	0.1%
Andover	0.2%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Chandlers Ford	0.3%	0.4%	2.0%	4.7%	1.1%	0.6%	0.1%	0.1%	1.6%	0.5%
Romsey	0.0%	0.0%	0.2%	0.1%	0.5%	0.1%	0.2%	0.0%	0.1%	0.1%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	10.1%	1.9%	1.7%	2.3%
All Other	1.4%	2.6%	1.8%	4.0%	1.7%	9.6%	6.3%	7.4%	4.3%	4.4%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>25.2%</b>	<b>29.0%</b>	<b>41.1%</b>	<b>64.9%</b>	<b>25.7%</b>	<b>41.6%</b>	<b>52.4%</b>	<b>65.7%</b>	<b>49.2%</b>	<b>43.3%</b>
<b>SFT / ONLINE</b>	<b>25.7%</b>	<b>23.6%</b>	<b>24.7%</b>	<b>26.9%</b>	<b>21.9%</b>	<b>28.0%</b>	<b>30.6%</b>	<b>26.2%</b>	<b>26.4%</b>	<b>26.4%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 2: CLOTHING & FOOTWEAR - 2019 MARKET SHARE ANALYSIS (%M)**

*Including Internet Shopping and other Special Forms of Trading*

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Study Area excl Eastleigh (Zone 4)
Winchester Town Centre	44.9%	28.4%	29.8%	12.6%	39.9%	26.3%	5.2%	0.4%	19.4%	21.9%
Whiteley Town Centre	0.0%	0.0%	0.0%	0.5%	1.3%	2.3%	6.5%	8.4%	2.7%	3.6%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
New Alresford District Centre	0.3%	2.2%	0.0%	0.0%	4.4%	0.6%	0.0%	0.0%	0.4%	0.5%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.1%
Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Sub-Total	45.6%	30.7%	29.8%	13.1%	45.6%	29.7%	11.6%	9.2%	22.7%	26.3%
Out of Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Andover Road Retail Park	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Easton Lane	1.2%	4.5%	0.0%	0.0%	1.3%	0.6%	0.0%	0.0%	0.6%	0.9%
Other	1.9%	0.6%	3.1%	0.0%	0.0%	0.6%	0.0%	0.0%	0.6%	0.9%
Sub-Total	3.1%	5.1%	3.1%	1.3%	1.3%	1.1%	0.0%	0.0%	1.6%	1.8%
<b>WINCHESTER DISTRICT</b>	<b>48.7%</b>	<b>35.8%</b>	<b>32.9%</b>	<b>14.3%</b>	<b>46.9%</b>	<b>30.8%</b>	<b>11.6%</b>	<b>9.2%</b>	<b>24.3%</b>	<b>28.0%</b>
Basingstoke Town Centre	2.4%	8.4%	0.0%	0.0%	8.3%	4.4%	0.5%	0.0%	1.5%	2.1%
Brighton Hill Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	2.4%	8.4%	0.0%	0.0%	9.0%	4.4%	0.5%	0.0%	1.6%	2.2%
Eastleigh Town Centre	0.8%	4.6%	10.6%	15.0%	1.6%	3.1%	1.2%	0.4%	5.8%	2.2%
Eastleigh Out of Centre	0.0%	0.0%	2.2%	2.4%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%
Sub-Total	0.8%	4.6%	12.8%	17.4%	1.6%	3.1%	1.2%	0.4%	6.6%	2.4%
Fareham Town Centre	0.0%	0.9%	1.2%	0.3%	0.0%	1.7%	11.6%	25.4%	6.6%	9.2%
Fareham Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.2%	0.3%
Sub-Total	0.0%	0.9%	1.2%	0.3%	0.0%	1.7%	11.6%	26.6%	6.9%	9.6%
Southampton City Centre	23.9%	13.3%	16.6%	14.1%	7.5%	14.0%	7.6%	12.5%	14.8%	15.1%
Hedge End Retail Park	2.0%	1.2%	11.1%	17.0%	1.9%	3.7%	9.3%	8.1%	8.9%	5.7%
Other Southampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	25.9%	14.5%	27.8%	31.1%	9.4%	17.7%	16.8%	20.5%	23.7%	20.8%
Portsmouth City Centre	0.0%	0.0%	0.0%	1.6%	0.0%	0.6%	3.5%	7.3%	2.3%	2.6%
Out of Centre Portsmouth	0.0%	2.3%	0.0%	0.8%	2.6%	0.0%	0.7%	2.7%	1.1%	1.2%
Sub-Total	0.0%	2.3%	0.0%	2.4%	2.6%	0.6%	4.2%	10.0%	3.4%	3.9%
Alton	0.0%	0.0%	0.0%	0.0%	3.1%	1.4%	0.0%	0.0%	0.2%	0.2%
Andover	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Chandlers Ford	0.0%	0.0%	0.0%	0.5%	0.0%	2.7%	0.0%	0.0%	0.2%	0.1%
Romsey	0.0%	0.0%	0.6%	0.0%	2.5%	0.0%	0.9%	0.0%	0.3%	0.3%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	5.1%	0.8%	0.8%	1.1%
All Other	2.5%	7.3%	3.1%	1.9%	2.6%	4.3%	4.6%	5.7%	3.6%	4.3%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>31.5%</b>	<b>41.8%</b>	<b>45.5%</b>	<b>53.7%</b>	<b>30.8%</b>	<b>36.5%</b>	<b>44.8%</b>	<b>64.1%</b>	<b>47.5%</b>	<b>45.2%</b>
<b>SFT / ONLINE</b>	<b>19.7%</b>	<b>22.4%</b>	<b>21.6%</b>	<b>32.0%</b>	<b>22.3%</b>	<b>32.6%</b>	<b>43.5%</b>	<b>26.7%</b>	<b>28.2%</b>	<b>26.8%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 3: RECORDING MEDIA - 2019 MARKET SHARE ANALYSIS (%M)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Study Area excl Eastleigh (Zone 4)
Winchester Town Centre	18.5%	11.4%	24.3%	2.6%	26.1%	11.0%	9.4%	0.0%	9.2%	11.6%
Whiteley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.6%	1.0%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
New Alresford District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smaller centres	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Sub-Total	19.7%	11.4%	24.3%	2.6%	26.1%	12.2%	9.4%	3.6%	10.1%	13.0%
Out of Centre:										
Andover Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Easton Lane	0.0%	1.8%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Other	3.2%	0.0%	3.7%	3.5%	0.0%	1.2%	0.0%	0.0%	2.1%	1.3%
Sub-Total	3.2%	1.8%	5.2%	3.5%	0.0%	1.2%	0.0%	0.0%	2.3%	1.6%
<b>WINCHESTER DISTRICT</b>	<b>22.9%</b>	<b>13.2%</b>	<b>29.5%</b>	<b>6.1%</b>	<b>26.1%</b>	<b>13.3%</b>	<b>9.4%</b>	<b>3.6%</b>	<b>12.4%</b>	<b>14.6%</b>
Basingstoke Town Centre	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.9%
Brighton Hill Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.9%
Eastleigh Town Centre	0.5%	1.2%	3.7%	3.4%	0.0%	0.0%	1.2%	0.0%	1.6%	0.8%
Eastleigh Out of Centre	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Sub-Total	0.5%	1.2%	3.7%	4.7%	0.0%	0.0%	1.2%	0.0%	2.0%	0.8%
Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	16.3%	3.3%	5.6%
Fareham Out of Centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	3.0%	1.8%	0.8%	1.0%
Sub-Total	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	8.5%	18.1%	4.2%	6.7%
Southampton City Centre	1.5%	6.4%	0.0%	5.0%	0.0%	0.0%	0.0%	2.2%	2.8%	1.7%
Hedge End Retail Park	0.0%	1.2%	0.0%	1.3%	0.0%	3.0%	0.0%	3.1%	1.1%	1.1%
Other Southampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	1.5%	7.7%	0.0%	6.4%	0.0%	3.0%	0.0%	5.4%	3.9%	2.7%
Portsmouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.9%	0.3%	0.5%
Out of Centre Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.9%	0.3%	0.5%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Andover	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Chandlers Ford	0.0%	0.0%	3.8%	1.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%
Romsey	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.7%	3.4%	0.9%	1.6%
All Other	0.7%	0.0%	0.0%	0.0%	0.0%	1.2%	3.0%	0.9%	0.6%	1.0%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>2.7%</b>	<b>21.4%</b>	<b>9.0%</b>	<b>13.2%</b>	<b>0.0%</b>	<b>6.5%</b>	<b>17.7%</b>	<b>28.6%</b>	<b>13.5%</b>	<b>15.1%</b>
<b>SFT/ ONLINE</b>	<b>74.4%</b>	<b>65.3%</b>	<b>61.5%</b>	<b>80.7%</b>	<b>73.9%</b>	<b>80.1%</b>	<b>72.9%</b>	<b>67.9%</b>	<b>74.1%</b>	<b>70.3%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 4: BOOKS, STATIONERY - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Study Area excl Eastleigh (Zone 4)
Winchester Town Centre	48.4%	51.9%	35.3%	7.2%	38.6%	15.3%	6.0%	1.2%	20.6%	26.6%
Whiteley Town Centre	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	2.2%	4.1%	1.6%	1.4%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.4%	0.0%	1.3%	9.1%	0.0%	1.2%	1.6%
New Alresford District Centre	0.3%	0.0%	0.0%	0.0%	20.6%	6.8%	0.0%	0.0%	1.1%	1.7%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.1%
Local Centres	0.0%	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Smaller centres	0.3%	2.8%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Sub-Total	49.1%	55.5%	36.7%	9.4%	59.2%	23.4%	17.3%	5.7%	25.0%	32.0%
Out of Centre:										
Andover Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Easton Lane	3.9%	4.8%	0.0%	0.6%	4.1%	3.2%	0.0%	0.0%	1.5%	2.0%
Other	2.5%	0.0%	11.1%	0.4%	0.0%	1.7%	0.0%	0.0%	1.4%	1.9%
Sub-Total	6.4%	4.8%	11.1%	0.9%	4.1%	4.8%	0.0%	0.0%	2.9%	3.8%
<b>WINCHESTER DISTRICT</b>	<b>55.5%</b>	<b>60.3%</b>	<b>47.8%</b>	<b>10.4%</b>	<b>63.2%</b>	<b>28.2%</b>	<b>17.3%</b>	<b>5.7%</b>	<b>27.9%</b>	<b>35.8%</b>
Basingstoke Town Centre	0.0%	0.0%	0.7%	0.0%	3.0%	5.1%	0.0%	0.0%	0.3%	0.5%
Brighton Hill Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.7%	0.0%	3.0%	5.1%	0.0%	0.0%	0.3%	0.5%
Eastleigh Town Centre	0.0%	1.9%	10.1%	34.4%	0.0%	2.0%	1.7%	0.0%	10.7%	1.5%
Eastleigh Out of Centre	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Sub-Total	0.0%	1.9%	10.1%	34.7%	0.0%	2.0%	1.7%	0.0%	10.8%	1.5%
Fareham Town Centre	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	15.6%	30.8%	8.0%	10.1%
Fareham Out of Centre	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.6%	1.9%	0.7%	0.7%
Sub-Total	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	17.2%	32.7%	8.8%	10.8%
Southampton City Centre	0.0%	0.7%	1.3%	1.7%	0.0%	0.0%	0.5%	1.7%	1.0%	0.7%
Hedge End Retail Park	0.0%	0.0%	0.0%	1.7%	0.0%	2.3%	3.3%	2.5%	1.4%	1.3%
Other Southampton Out of Centre	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Sub-Total	0.0%	0.7%	1.3%	4.7%	0.0%	2.3%	3.9%	4.2%	2.8%	2.0%
Portsmouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	2.5%	0.6%	0.7%
Out of Centre Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	2.5%	0.6%	0.7%
Alton	0.0%	0.0%	0.0%	0.0%	1.9%	0.7%	0.0%	0.0%	0.1%	0.1%
Andover	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Chandlers Ford	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Romsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.9%	2.8%	1.9%	2.5%
All Other	0.5%	0.0%	0.7%	3.9%	0.0%	16.1%	2.2%	1.2%	2.1%	1.7%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>0.5%</b>	<b>4.1%</b>	<b>12.8%</b>	<b>50.1%</b>	<b>4.8%</b>	<b>26.1%</b>	<b>36.4%</b>	<b>43.5%</b>	<b>29.0%</b>	<b>20.1%</b>
<b>SFT/ ONLINE</b>	<b>44.0%</b>	<b>35.6%</b>	<b>39.5%</b>	<b>39.6%</b>	<b>31.9%</b>	<b>45.6%</b>	<b>46.3%</b>	<b>50.8%</b>	<b>43.1%</b>	<b>44.1%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 5: PERSONAL CARE GOODS INCLUDING COSMETICS, MEDICAL GOODS, PERSONAL APPLIANCES ETC. - 2019 MARKET SHARE ANALYSIS (%M)**  
*Including Internet Shopping and other Special Forms of Trading*

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Study Area excl Eastleigh (Zone 4)
Winchester Town Centre	69.1%	46.3%	28.3%	4.1%	24.4%	15.0%	4.4%	0.0%	20.5%	28.6%
Whiteley Town Centre	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	5.9%	12.6%	4.0%	4.5%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.5%	0.0%	8.3%	35.2%	0.0%	4.6%	6.4%
New Alresford District Centre	0.7%	0.0%	0.0%	0.0%	39.1%	12.8%	0.0%	0.0%	2.1%	2.8%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.2%	6.8%	1.6%	2.1%
Local Centres	0.0%	18.5%	2.4%	0.0%	0.7%	0.0%	7.8%	0.0%	2.3%	3.4%
Smaller centres	6.1%	9.0%	8.7%	0.3%	3.9%	8.8%	0.5%	0.0%	2.8%	4.0%
Sub-Total	75.9%	73.8%	39.4%	7.1%	68.0%	46.3%	55.1%	19.4%	37.9%	51.8%
Out of Centre:										0.0%
Andover Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Easton Lane	6.7%	12.7%	2.2%	1.6%	23.0%	10.8%	0.0%	0.0%	3.9%	4.9%
Other	5.8%	2.8%	29.2%	0.6%	0.7%	2.6%	0.0%	0.0%	3.4%	4.7%
Sub-Total	12.4%	15.5%	31.4%	2.3%	23.7%	13.4%	0.0%	0.0%	7.3%	9.6%
<b>WINCHESTER DISTRICT</b>	<b>88.4%</b>	<b>89.2%</b>	<b>70.8%</b>	<b>9.4%</b>	<b>91.7%</b>	<b>59.7%</b>	<b>55.1%</b>	<b>19.4%</b>	<b>45.2%</b>	<b>61.4%</b>
Basingstoke Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.1%	0.2%
Brighton Hill Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.7%	4.5%	0.0%	0.0%	0.1%	0.2%
Eastleigh Town Centre	1.4%	0.0%	11.6%	33.4%	0.0%	2.0%	0.7%	0.0%	11.0%	1.7%
Eastleigh Out of Centre	0.0%	0.0%	0.6%	4.3%	0.0%	0.0%	0.0%	0.0%	1.3%	0.1%
Sub-Total	1.4%	0.0%	12.2%	37.7%	0.0%	2.0%	0.7%	0.0%	12.3%	1.7%
Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	45.5%	10.6%	14.1%
Fareham Out of Centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.6%	1.5%	15.1%	3.6%	4.4%
Sub-Total	0.0%	0.0%	0.0%	0.8%	0.0%	0.6%	11.5%	60.6%	14.2%	18.6%
Southampton City Centre	1.4%	0.0%	4.6%	1.6%	2.6%	5.9%	0.0%	2.6%	1.8%	1.9%
Hedge End Retail Park	0.4%	0.9%	0.6%	5.0%	0.0%	2.9%	8.3%	6.4%	4.0%	3.5%
Other Southampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	1.7%	0.9%	5.3%	6.6%	2.6%	8.8%	8.3%	8.9%	5.8%	5.4%
Portsmouth City Centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Out of Centre Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.1%
Sub-Total	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%	0.3%	0.1%
Alton	0.0%	0.9%	0.0%	0.0%	3.1%	0.6%	0.0%	0.0%	0.2%	0.3%
Andover	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Chandlers Ford	0.0%	0.0%	3.1%	15.4%	0.0%	0.0%	0.7%	0.0%	4.8%	0.4%
Romsey	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	15.4%	2.8%	2.4%	3.4%
All Other	0.0%	2.4%	0.6%	16.6%	0.0%	20.0%	1.2%	1.8%	6.1%	1.7%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>3.1%</b>	<b>8.6%</b>	<b>21.2%</b>	<b>78.4%</b>	<b>6.3%</b>	<b>37.1%</b>	<b>37.9%</b>	<b>74.6%</b>	<b>46.8%</b>	<b>32.2%</b>
<b>SFT/ ONLINE</b>	<b>8.6%</b>	<b>2.2%</b>	<b>8.0%</b>	<b>12.2%</b>	<b>2.0%</b>	<b>3.2%</b>	<b>7.1%</b>	<b>6.0%</b>	<b>8.1%</b>	<b>6.4%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 6: AUDIO VISUAL AND DOMESTIC APPLIANCES - 2019 MARKET SHARE ANALYSIS (%)**  
*Including Internet Shopping and other Special Forms of Trading*

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Study Area excl Eastleigh (Zone 4)
Winchester Town Centre	12.6%	3.7%	2.7%	0.8%	6.1%	2.4%	0.0%	0.0%	3.5%	4.4%
Whiteley Town Centre	1.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.3%	0.8%	0.7%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.7%	0.0%	4.2%	17.6%	1.6%	2.5%	3.7%
New Alresford District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centres	0.4%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
Smaller centres	0.5%	2.8%	0.0%	0.0%	2.6%	1.6%	0.0%	0.0%	0.4%	0.6%
Sub-Total	14.9%	6.5%	2.7%	3.2%	8.7%	8.7%	17.6%	2.8%	7.6%	9.6%
Out of Centre:										0.0%
Andover Road Retail Park	0.0%	2.9%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.3%
Easton Lane	19.1%	25.5%	10.6%	0.5%	35.8%	16.1%	0.6%	0.0%	8.2%	11.5%
Other	2.6%	3.0%	5.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.4%	1.5%
Sub-Total	21.7%	31.4%	15.6%	1.7%	36.5%	16.1%	0.6%	0.0%	9.8%	13.3%
<b>WINCHESTER DISTRICT</b>	<b>36.5%</b>	<b>37.9%</b>	<b>18.3%</b>	<b>4.9%</b>	<b>45.2%</b>	<b>24.9%</b>	<b>18.3%</b>	<b>2.8%</b>	<b>17.4%</b>	<b>22.9%</b>
Basingstoke Town Centre	0.0%	1.9%	0.0%	0.0%	1.9%	2.4%	0.0%	0.0%	0.2%	0.4%
Brighton Hill Retail Park	1.3%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
Other Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	1.3%	3.3%	0.0%	0.0%	1.9%	2.4%	0.0%	0.0%	0.6%	0.9%
Eastleigh Town Centre	0.0%	0.0%	1.3%	5.8%	0.0%	0.0%	0.0%	0.0%	1.9%	0.1%
Eastleigh Out of Centre	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Sub-Total	0.0%	0.0%	1.3%	7.4%	0.0%	0.0%	0.0%	0.0%	2.4%	0.1%
Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	8.8%	1.8%	2.7%
Fareham Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	22.4%	4.4%	6.4%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	31.2%	6.3%	9.1%
Southampton City Centre	14.7%	11.5%	16.5%	11.0%	17.6%	15.8%	7.9%	6.5%	11.4%	11.5%
Hedge End Retail Park	1.7%	3.7%	14.7%	36.8%	2.6%	8.9%	19.6%	13.9%	18.1%	9.9%
Other Southampton Out of Centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.6%	0.0%	0.3%	0.1%
Sub-Total	16.4%	15.2%	31.2%	48.7%	20.2%	24.7%	28.1%	20.4%	29.9%	21.5%
Portsmouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.1%	0.2%
Out of Centre Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.5%	0.5%	0.3%	0.4%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.7%	0.5%	0.4%	0.6%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Andover	1.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Chandlers Ford	0.0%	0.0%	0.7%	2.4%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%
Romsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.5%	2.0%	1.2%	1.9%
All Other	0.0%	0.7%	0.0%	0.0%	0.0%	2.2%	5.7%	2.1%	1.1%	1.7%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>19.1%</b>	<b>20.4%</b>	<b>33.1%</b>	<b>58.6%</b>	<b>22.1%</b>	<b>31.7%</b>	<b>50.3%</b>	<b>56.2%</b>	<b>43.1%</b>	<b>36.4%</b>
<b>SFT/ ONLINE</b>	<b>44.3%</b>	<b>41.7%</b>	<b>48.6%</b>	<b>36.6%</b>	<b>32.7%</b>	<b>43.4%</b>	<b>31.4%</b>	<b>40.9%</b>	<b>39.5%</b>	<b>40.6%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 7: JEWELLERY, WATCHES, CHINA, GIFTS, AND OTHER - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Study Area excl Eastleigh (Zone 4)
Winchester Town Centre	47.4%	32.7%	44.0%	7.8%	29.9%	21.4%	7.3%	0.9%	18.8%	24.8%
Whiteley Town Centre	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	6.0%	13.3%	4.3%	4.6%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.5%	0.8%
New Alresford District Centre	0.0%	0.0%	0.0%	0.0%	13.3%	3.4%	1.3%	0.0%	0.6%	1.0%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centres	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Smaller centres	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Sub-Total	47.4%	36.6%	44.0%	10.7%	43.3%	24.8%	19.4%	14.1%	24.7%	31.6%
Out of Centre:										0.0%
Andover Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Easton Lane	2.0%	11.2%	1.0%	1.4%	4.0%	1.3%	0.0%	0.0%	1.7%	1.9%
Other	6.4%	1.5%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.3%
Sub-Total	8.5%	12.7%	3.6%	1.4%	4.0%	1.3%	0.0%	0.0%	3.2%	4.2%
<b>WINCHESTER DISTRICT</b>	<b>55.8%</b>	<b>49.4%</b>	<b>47.6%</b>	<b>12.1%</b>	<b>47.3%</b>	<b>26.1%</b>	<b>19.4%</b>	<b>14.1%</b>	<b>28.0%</b>	<b>35.8%</b>
Basingstoke Town Centre	0.0%	0.0%	0.0%	0.0%	2.4%	10.4%	0.0%	0.0%	0.2%	0.4%
Brighton Hill Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	2.4%	10.4%	0.0%	0.0%	0.2%	0.4%
Eastleigh Town Centre	0.0%	0.0%	5.1%	27.1%	1.6%	5.1%	2.2%	0.0%	8.4%	1.1%
Eastleigh Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	5.1%	27.1%	1.6%	5.1%	2.2%	0.0%	8.4%	1.1%
Fareham Town Centre	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	9.4%	35.5%	9.4%	11.1%
Fareham Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.4%	0.5%
Sub-Total	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	9.4%	37.2%	9.8%	11.5%
Southampton City Centre	17.4%	12.6%	15.9%	26.3%	18.2%	17.0%	12.1%	12.7%	17.9%	14.7%
Hedge End Retail Park	0.0%	4.0%	2.0%	8.3%	0.0%	0.0%	6.5%	2.6%	4.1%	2.4%
Other Southampton Out of Centre	2.0%	1.5%	6.6%	3.2%	10.2%	5.4%	0.0%	0.6%	2.4%	2.2%
Sub-Total	19.4%	18.1%	24.5%	37.8%	28.4%	22.4%	18.6%	15.9%	24.3%	19.3%
Portsmouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	2.3%	1.1%	1.4%
Out of Centre Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	1.3%	0.0%	0.2%	0.3%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	6.1%	2.3%	1.3%	1.8%
Alton	0.0%	0.0%	0.0%	0.0%	1.6%	1.3%	0.0%	0.0%	0.1%	0.1%
Andover	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Chandlers Ford	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Romsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.6%	2.2%	0.8%	1.1%
All Other	5.3%	7.0%	3.6%	2.7%	1.6%	15.5%	12.2%	7.1%	5.8%	7.0%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>24.7%</b>	<b>27.6%</b>	<b>33.3%</b>	<b>70.3%</b>	<b>35.5%</b>	<b>59.6%</b>	<b>51.1%</b>	<b>64.7%</b>	<b>51.5%</b>	<b>42.6%</b>
<b>SFT / ONLINE</b>	<b>19.5%</b>	<b>23.1%</b>	<b>19.1%</b>	<b>17.6%</b>	<b>17.3%</b>	<b>14.3%</b>	<b>29.5%</b>	<b>21.1%</b>	<b>20.5%</b>	<b>21.6%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 8: PETS, SPORTS, HOBBIES, BIKES - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Study Area excl Eastleigh (Zone 4)
Winchester Town Centre	29.1%	34.0%	12.4%	2.4%	23.7%	2.8%	1.0%	0.9%	10.7%	13.6%
Whiteley Town Centre	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	1.3%	1.6%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.7%	0.0%	0.2%	0.4%
New Alresford District Centre	0.0%	0.0%	0.0%	0.0%	6.5%	2.4%	0.0%	0.0%	0.3%	0.6%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.9%	0.4%	0.5%
Local Centres	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Smaller centres	0.0%	2.3%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.2%	0.4%
Sub-Total	30.9%	36.2%	14.5%	2.4%	30.1%	9.0%	4.4%	6.6%	13.2%	17.3%
Out of Centre:										0.0%
Andover Road Retail Park	4.4%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.3%
Easton Lane / Winnall	8.8%	5.7%	4.5%	1.1%	11.0%	16.5%	0.0%	0.0%	3.5%	4.6%
Other	1.1%	1.9%	9.1%	1.5%	1.1%	0.0%	0.0%	0.0%	1.5%	1.4%
Sub-Total	14.3%	10.3%	13.7%	2.6%	12.1%	16.5%	0.0%	0.0%	6.0%	7.3%
<b>WINCHESTER DISTRICT</b>	<b>45.2%</b>	<b>46.5%</b>	<b>28.2%</b>	<b>5.0%</b>	<b>42.2%</b>	<b>25.6%</b>	<b>4.4%</b>	<b>6.6%</b>	<b>19.2%</b>	<b>24.6%</b>
Basingstoke Town Centre	1.8%	0.8%	0.0%	0.0%	2.7%	3.8%	0.0%	0.0%	0.6%	0.9%
Brighton Hill Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	1.8%	0.8%	0.0%	0.0%	2.7%	3.8%	0.0%	0.0%	0.6%	0.9%
Eastleigh Town Centre	1.7%	7.5%	7.8%	19.2%	0.0%	0.0%	0.0%	0.6%	7.2%	2.1%
Eastleigh Out of Centre	0.0%	0.0%	14.2%	5.6%	0.0%	1.6%	0.0%	0.0%	2.7%	1.5%
Sub-Total	1.7%	7.5%	22.0%	24.8%	0.0%	1.6%	0.0%	0.6%	9.8%	3.6%
Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	20.9%	4.9%	6.6%
Fareham Out of Centre	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	3.1%	7.1%	1.9%	2.6%
Sub-Total	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	9.1%	28.1%	6.8%	9.2%
Southampton City Centre	8.2%	3.7%	0.0%	4.1%	14.6%	2.8%	2.7%	3.2%	4.6%	4.7%
Hedge End Retail Park	0.0%	1.9%	9.1%	19.3%	1.1%	8.7%	13.3%	7.4%	9.7%	6.1%
Other Southampton Out of Centre	0.0%	0.0%	1.6%	1.3%	0.0%	0.0%	0.7%	2.0%	1.0%	0.8%
Sub-Total	8.2%	5.6%	10.7%	24.7%	15.6%	11.5%	16.7%	12.6%	15.3%	11.6%
Portsmouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	3.5%	1.0%	1.4%
Out of Centre Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	3.5%	1.0%	1.4%
Alton	0.0%	0.0%	0.0%	0.0%	1.1%	0.8%	0.0%	0.0%	0.1%	0.1%
Andover	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Chandlers Ford	0.0%	0.0%	0.8%	2.2%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
Romsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	16.9%	0.0%	2.1%	3.3%
All Other	0.0%	0.0%	0.0%	3.7%	1.1%	14.7%	4.7%	8.9%	3.8%	4.1%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>11.8%</b>	<b>16.5%</b>	<b>35.6%</b>	<b>55.4%</b>	<b>20.4%</b>	<b>33.6%</b>	<b>50.2%</b>	<b>53.7%</b>	<b>40.3%</b>	<b>34.6%</b>
<b>SFT / ONLINE</b>	<b>43.0%</b>	<b>37.0%</b>	<b>36.2%</b>	<b>39.6%</b>	<b>37.4%</b>	<b>40.8%</b>	<b>45.4%</b>	<b>39.7%</b>	<b>40.5%</b>	<b>40.8%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 9: FURNITURE, FLOOR COVERINGS, HOUSEHOLD TEXTILES - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alesford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Study Area excl Eastleigh (Zone 4)
Winchester Town Centre	8.7%	11.3%	5.6%	1.0%	2.8%	5.0%	5.1%	0.0%	3.8%	5.2%
Whiteley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.4%	0.6%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.2%
New Alesford District Centre	0.4%	0.9%	0.0%	0.0%	13.5%	1.7%	0.0%	0.0%	0.7%	1.1%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centres	0.0%	0.0%	0.0%	0.6%	0.9%	0.8%	0.0%	0.0%	0.2%	0.1%
Smaller centres	1.3%	0.9%	3.1%	1.0%	0.9%	2.1%	0.0%	0.0%	0.9%	0.9%
Sub-Total	10.4%	13.1%	8.7%	2.6%	18.1%	9.7%	5.1%	2.9%	6.3%	8.0%
Out of Centre:										0.0%
Andover Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Easton Lane	2.1%	2.8%	2.0%	1.0%	7.7%	1.3%	0.0%	0.0%	1.4%	1.5%
Other	0.0%	0.0%	0.8%	0.0%	0.9%	0.0%	0.0%	0.0%	0.1%	0.1%
Sub-Total	2.1%	2.8%	2.8%	1.0%	8.6%	1.3%	0.0%	0.0%	1.5%	1.7%
<b>WINCHESTER DISTRICT</b>	<b>12.6%</b>	<b>15.9%</b>	<b>11.5%</b>	<b>3.6%</b>	<b>26.7%</b>	<b>10.9%</b>	<b>5.1%</b>	<b>2.9%</b>	<b>7.7%</b>	<b>9.7%</b>
Basingstoke Town Centre	0.0%	1.4%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.1%	0.2%
Brighton Hill Retail Park	1.6%	11.7%	0.0%	0.0%	0.9%	3.3%	0.0%	0.0%	1.1%	1.7%
Other Basingstoke Out of Centre	0.0%	0.0%	0.0%	3.0%	0.9%	0.0%	0.0%	0.0%	1.0%	0.1%
Sub-Total	1.6%	13.1%	0.0%	3.0%	3.2%	3.3%	0.0%	0.0%	2.2%	2.0%
Eastleigh Town Centre	3.8%	0.9%	2.0%	8.8%	0.0%	0.8%	1.1%	0.0%	3.9%	1.5%
Eastleigh Out of Centre	2.1%	0.9%	6.8%	5.0%	2.3%	0.8%	0.0%	0.0%	2.6%	1.4%
Sub-Total	5.9%	1.8%	8.7%	13.8%	2.3%	1.7%	1.1%	0.0%	6.5%	2.9%
Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	12.9%	2.6%	3.7%
Fareham Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	3.9%	0.9%	1.3%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	16.7%	3.4%	5.0%
Southampton City Centre	19.9%	25.2%	24.4%	9.4%	25.6%	18.7%	10.5%	12.2%	14.9%	17.4%
Hedge End Retail Park	14.7%	23.8%	19.1%	35.6%	12.6%	20.8%	30.0%	27.0%	26.3%	22.1%
Other Southampton Out of Centre	22.3%	2.8%	10.2%	6.6%	4.4%	12.3%	2.8%	10.2%	10.0%	11.2%
Sub-Total	57.0%	51.8%	53.6%	51.7%	42.7%	51.8%	43.3%	49.4%	51.1%	50.6%
Portsmouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	2.4%	0.8%	1.2%
Out of Centre Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%	0.2%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	3.3%	1.0%	1.4%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Andover	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Chandlers Ford	2.5%	3.2%	10.6%	11.6%	7.7%	0.8%	0.0%	0.9%	5.6%	2.7%
Romsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.0%	4.4%	2.7%	4.2%
All Other	1.6%	0.0%	3.9%	1.4%	3.3%	6.8%	8.0%	5.9%	3.3%	4.3%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>68.7%</b>	<b>72.2%</b>	<b>76.9%</b>	<b>81.4%</b>	<b>59.2%</b>	<b>65.3%</b>	<b>75.7%</b>	<b>80.7%</b>	<b>76.1%</b>	<b>73.4%</b>
<b>SFT/ ONLINE</b>	<b>18.8%</b>	<b>11.9%</b>	<b>11.6%</b>	<b>15.0%</b>	<b>14.1%</b>	<b>23.8%</b>	<b>19.2%</b>	<b>16.4%</b>	<b>16.2%</b>	<b>16.9%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 10: DIY, GARDENING - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alesford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Study Area excl Eastleigh (Zone 4)
Winchester Town Centre	12.5%	7.6%	1.7%	0.3%	10.5%	0.9%	0.9%	0.0%	3.4%	4.9%
Whiteley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.9%	1.5%
New Alesford District Centre	0.8%	0.0%	0.0%	0.0%	9.0%	3.4%	0.0%	0.0%	0.6%	1.0%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.3%	0.4%
Local Centres	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.3%	0.5%
Smaller centres	5.1%	11.2%	7.0%	0.0%	3.6%	2.1%	0.9%	1.1%	2.6%	3.9%
Sub-Total	18.5%	19.4%	8.7%	0.3%	23.1%	6.4%	13.1%	2.4%	8.1%	12.3%
Out of Centre:										0.0%
Andover Road Retail Park	1.3%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.3%	0.5%
Easton Lane	3.9%	10.4%	1.3%	0.0%	6.7%	11.7%	0.9%	0.4%	2.1%	3.6%
Other	51.8%	52.2%	27.8%	0.8%	53.3%	30.3%	1.5%	0.0%	17.4%	26.2%
Sub-Total	57.0%	62.6%	29.2%	0.8%	62.8%	42.0%	2.4%	0.4%	19.8%	30.3%
<b>WINCHESTER DISTRICT</b>	<b>75.5%</b>	<b>82.1%</b>	<b>37.8%</b>	<b>1.1%</b>	<b>85.9%</b>	<b>48.4%</b>	<b>15.6%</b>	<b>2.9%</b>	<b>28.0%</b>	<b>42.6%</b>
Basingstoke Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brighton Hill Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.1%	0.2%
Other Basingstoke Out of Centre	1.6%	3.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.5%	0.8%
Sub-Total	1.6%	3.1%	0.0%	0.0%	0.7%	3.3%	0.0%	0.0%	0.6%	0.9%
Eastleigh Town Centre	0.4%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%
Eastleigh Out of Centre	14.0%	8.2%	47.8%	55.0%	4.1%	9.8%	0.0%	1.7%	24.5%	10.1%
Sub-Total	14.4%	8.2%	47.8%	57.3%	4.1%	9.8%	0.0%	1.7%	25.3%	10.2%
Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	7.5%	1.8%	2.2%
Fareham Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.0%	3.3%	4.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	23.5%	5.1%	6.2%
Southampton City Centre	1.6%	0.0%	2.4%	0.0%	0.0%	3.4%	0.0%	2.8%	1.1%	1.5%
Hedge End Retail Park	0.0%	1.0%	9.3%	34.1%	0.7%	23.5%	58.6%	25.1%	23.6%	19.5%
Other Southampton Out of Centre	4.5%	2.5%	0.0%	0.0%	0.0%	0.9%	0.0%	1.3%	1.2%	1.7%
Sub-Total	6.1%	3.5%	11.7%	34.1%	0.7%	27.7%	58.6%	29.2%	25.9%	22.7%
Portsmouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.2%
Out of Centre Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.2%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.3%	0.3%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Andover	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Chandlers Ford	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Romsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	5.5%	1.3%	0.9%	1.4%
All Other	0.4%	0.0%	2.7%	4.6%	4.9%	6.7%	16.1%	37.1%	11.5%	13.2%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>22.5%</b>	<b>17.3%</b>	<b>62.2%</b>	<b>96.8%</b>	<b>10.5%</b>	<b>48.3%</b>	<b>82.3%</b>	<b>94.2%</b>	<b>69.9%</b>	<b>55.3%</b>
<b>SFT/ ONLINE</b>	<b>2.0%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>3.6%</b>	<b>3.3%</b>	<b>2.1%</b>	<b>2.9%</b>	<b>2.1%</b>	<b>2.1%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

# **APPENDIX 6: UPDATED CONVENIENCE GOODS TURNOVER FORECASTS**

**TABLE 1: ALL CONVENIENCE GOODS - 2019 MARKET SHARE ANALYSIS (%)**  
*Excluding Internet Shopping and other Special Forms of Trading*

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Total Study Area	Excluding Eastleigh (Zone 4)
<b>Winchester Town</b>										
Co-op, City Road, Winchester	1.0%	0.0%	0.0%	0.1%	0.0%	0.5%	0.0%	0.0%	0.3%	0.3%
Iceland, Middle Brook Street, Winchester	4.0%	0.5%	0.0%	0.0%	0.1%	1.1%	0.0%	0.0%	0.9%	1.2%
Marks & Spencer Foodhall, High Street, Winchester	4.6%	0.5%	2.2%	0.4%	1.5%	0.0%	0.2%	0.1%	1.3%	1.7%
M&S Simply Food, Winchester Rail Station, Winchester	0.4%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%	0.1%
Sainsbury's Superstore, Middlebrook Street, Winchester	12.2%	3.2%	0.6%	0.0%	0.0%	3.4%	0.0%	0.0%	2.8%	3.8%
Tesco Express, High Street, Winchester	3.3%	0.4%	0.2%	0.0%	0.0%	1.7%	0.0%	0.0%	0.8%	1.0%
Other	1.4%	0.7%	0.6%	0.0%	0.5%	0.2%	0.0%	0.0%	0.4%	0.5%
Sub-Total	27.0%	5.2%	3.6%	0.5%	2.1%	7.8%	0.2%	0.1%	6.5%	8.7%
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.7%	0.2%	0.2%
Lidl, Rookery Avenue, Solent Way, Whiteley	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.9%	2.8%	1.0%	1.1%
Tesco Superstore, Whiteley Way, Whiteley	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	7.3%	1.5%	2.0%
Sub-Total	0.0%	0.0%	0.0%	0.9%	0.0%	0.3%	2.7%	10.7%	2.7%	3.3%
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	0.3%	0.5%	0.0%	0.2%	0.0%	2.3%	10.2%	0.7%	1.6%	2.2%
Co-op, High Street, Bishop's Waltham	0.0%	0.1%	0.0%	0.0%	0.0%	1.3%	12.6%	0.5%	1.7%	2.3%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.4%	0.0%	0.4%	0.6%
Sub-Total	0.3%	0.7%	0.0%	0.2%	0.0%	4.1%	26.2%	1.1%	3.8%	5.1%
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	0.3%	0.0%	0.0%	0.0%	17.7%	3.6%	0.0%	0.0%	0.9%	1.3%
Tesco Express, Broad Street, Alresford	0.2%	0.0%	0.0%	0.0%	15.8%	3.7%	0.0%	0.0%	0.8%	1.1%
Other	0.0%	0.0%	0.0%	0.0%	3.8%	0.3%	0.0%	0.0%	0.2%	0.2%
Sub-Total	0.5%	0.0%	0.0%	0.0%	37.3%	7.6%	0.0%	0.0%	1.9%	2.6%
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%	4.2%	1.0%	1.4%
Other	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.1%	0.3%	0.3%
Sub-Total	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%	1.8%	5.3%	1.3%	1.7%
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	15.6%	22.1%	2.3%	0.0%	3.5%	3.9%	0.1%	0.0%	5.1%	7.0%
Waitrose, Stockbridge Road, Winchester	12.8%	14.6%	4.2%	0.0%	1.3%	0.0%	1.4%	0.0%	4.1%	5.6%
Other	0.9%	1.7%	0.0%	0.1%	0.3%	0.0%	0.5%	0.0%	0.4%	0.5%
Sub-Total	29.3%	38.3%	6.5%	0.1%	5.1%	3.9%	2.0%	0.0%	9.6%	13.1%
<b>Smaller Centres</b>										
Badger Farm Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oliver's Battery Local Centre	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmead Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.5%	0.6%
Kings Worthy Local Centre	0.1%	10.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.8%	1.1%
Stockbridge Road/Andover Road Local Centre	2.3%	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%
Village centres/ neighbourhood stores	3.3%	3.9%	13.8%	0.3%	0.2%	7.1%	2.8%	0.7%	2.7%	3.5%
Sub-Total	5.7%	14.6%	14.7%	0.3%	0.6%	7.1%	6.5%	0.7%	4.5%	6.0%
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	15.7%	6.2%	41.9%	4.2%	8.3%	7.1%	1.1%	0.0%	8.3%	9.8%
Tesco Extra, Easton Lane, Winchester	16.0%	26.5%	3.9%	2.3%	30.6%	22.4%	1.8%	0.1%	8.2%	10.4%
Other	0.1%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%
Sub-Total	31.8%	33.2%	45.8%	6.5%	38.9%	29.7%	2.9%	0.1%	16.5%	20.2%
<b>WINCHESTER DISTRICT</b>										
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	1.2%	0.0%	3.0%	7.1%	0.0%	0.4%	0.1%	0.0%	2.4%	0.6%
Asda, Bournemouth Road, Chandler's Ford	2.2%	1.6%	4.7%	14.7%	0.4%	1.3%	0.7%	1.0%	5.2%	1.7%
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	0.5%	0.0%	8.3%	8.6%	1.5%	1.4%	0.1%	0.6%	3.2%	1.2%
Other	0.9%	0.0%	0.5%	5.2%	0.0%	0.0%	0.0%	0.4%	1.7%	0.4%
Sub-Total	4.7%	1.6%	16.5%	35.7%	2.0%	3.1%	1.0%	2.0%	12.5%	3.9%
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	0.0%	0.4%	2.2%	5.4%	0.2%	1.7%	1.0%	0.0%	1.8%	0.5%
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastl	0.0%	0.0%	0.7%	1.2%	0.0%	0.0%	0.2%	0.0%	0.4%	0.1%
Sainsbury's Superstore, Leigh Road, Eastleigh	0.0%	0.0%	1.2%	6.5%	0.0%	0.3%	0.5%	0.0%	1.9%	0.2%
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	0.0%	0.0%	2.5%	7.3%	0.0%	0.5%	0.0%	0.0%	2.1%	0.2%
Other Eastleigh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	14.5%	3.2%	4.3%
Asda, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.9%	0.9%	1.3%
Lidl, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.2%
Tesco Superstore, Quay Street, Fareham	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	2.2%	5.8%	1.4%	1.9%
Other Fareham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%	1.2%	0.3%	0.4%
Sainsbury's Superstore, Wallington Way, Fareham	0.0%	0.0%	0.0%	0.8%	0.0%	1.0%	7.8%	28.4%	6.7%	8.9%
Sub-Total	0.0%	0.0%	0.0%	0.9%	0.0%	1.2%	14.5%	54.6%	12.7%	17.0%
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	0.2%	0.1%	2.5%	9.8%	0.0%	3.3%	13.4%	5.5%	5.7%	4.2%
Other Hedge End	0.1%	0.0%	0.8%	1.4%	0.0%	0.9%	1.4%	2.3%	1.1%	1.0%
Sub-Total	0.3%	0.1%	3.2%	11.2%	0.0%	4.3%	14.8%	7.8%	6.8%	5.2%
<b>Alton</b>										
Andover	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Basingstoke	0.0%	0.8%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.1%	0.2%
Southampton	0.2%	0.0%	0.0%	3.5%	0.0%	2.4%	0.2%	1.2%	1.3%	0.5%
Portsmouth	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	2.5%	0.7%	0.6%	0.6%
Romsey	0.1%	0.0%	0.5%	0.4%	0.0%	1.3%	0.0%	0.0%	0.2%	0.1%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	18.3%	2.2%	2.7%	3.7%
Other	0.1%	1.4%	2.2%	17.7%	2.5%	19.1%	4.6%	13.5%	8.9%	5.7%
<b>OUTSIDE OF WINCHESTER DISTRICT</b>										
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 2: 2021 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)**  
**ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**  
*Excluding Internet Shopping and other Special Forms of Trading*

	Central Winchester Zone: 1	North Winchester Zone: 2	City South Zone: 3	Eastleigh Zone: 4	New Alresford Zone: 5	Upper Meon Valley Zone: 6	Bishop's Waltham Zone: 7	Whiteley & Fareham Zone: 8	Total Study Area	Excluding Eastleigh (Zone 4)
<b>TOTAL AVAILABLE SPEND (excluding SFT):</b>	<b>£134.64</b>	<b>£46.77</b>	<b>£45.15</b>	<b>£180.54</b>	<b>£28.53</b>	<b>£19.99</b>	<b>£83.15</b>	<b>£125.72</b>	<b>£664.50</b>	<b>£483.96</b>
<b>WinchesterTown</b>										
Co op, City Road, Winchester	£1.4	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£1.7	£1.5
Iceland, Middle Brook Street, Winchester	£5.4	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£5.8	£5.8
Marks & Spencer Foodhall, High Street, Winchester	£6.2	£0.2	£1.0	£0.8	£0.4	£0.0	£0.2	£0.2	£8.8	£8.0
M&S Simply Food, Winchester Rail Station, Winchester	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.7	£0.7
Sainsbury's Superstore, Middlebrook Street, Winchester	£16.5	£1.5	£0.3	£0.0	£0.0	£0.7	£0.0	£0.0	£18.7	£18.7
Tesco Express, High Street, Winchester	£4.5	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£5.0	£5.0
Other	£1.9	£0.3	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£2.7	£2.7
<b>Sub-Total</b>	<b>£36.4</b>	<b>£2.5</b>	<b>£1.6</b>	<b>£1.0</b>	<b>£0.6</b>	<b>£1.6</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£43.3</b>	<b>£42.3</b>
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£1.0	£1.0
Lidl, Rookery Avenue, Solent Way, Whiteley	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.6	£3.5	£6.8	£5.2
Tesco Superstore, Whiteley Way, Whiteley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£9.2	£9.9	£9.9
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.7</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£2.2</b>	<b>£13.5</b>	<b>£17.8</b>	<b>£16.1</b>
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	£0.4	£0.3	£0.0	£0.4	£0.0	£0.5	£8.5	£0.8	£10.8	£10.5
Co-op, High Street, Bishop's Waltham	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£10.5	£0.6	£11.3	£11.3
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.8	£0.0	£2.9	£2.9
<b>Sub-Total</b>	<b>£0.4</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£21.8</b>	<b>£1.4</b>	<b>£25.0</b>	<b>£24.7</b>
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	£0.4	£0.0	£0.0	£0.0	£5.0	£0.7	£0.0	£0.0	£6.2	£6.2
Tesco Express, Broad Street, Alresford	£0.3	£0.0	£0.0	£0.0	£4.5	£0.7	£0.0	£0.0	£5.5	£5.5
Other	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	£0.0	£0.0	£1.2	£1.2
<b>Sub-Total</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£10.6</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£12.9</b>	<b>£12.9</b>
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£5.2	£6.7	£6.7
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£1.4	£1.9	£1.7
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£1.5</b>	<b>£6.6</b>	<b>£8.6</b>	<b>£8.4</b>
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	£21.0	£10.3	£1.1	£0.0	£1.0	£0.8	£0.1	£0.0	£34.1	£34.1
Waitrose, Stockbridge Road, Winchester	£17.3	£6.8	£1.9	£0.0	£0.4	£0.0	£1.1	£0.0	£27.2	£27.2
Other	£1.1	£0.8	£0.0	£0.2	£0.1	£0.0	£0.4	£0.0	£2.7	£2.4
<b>Sub-Total</b>	<b>£39.4</b>	<b>£17.9</b>	<b>£2.9</b>	<b>£0.2</b>	<b>£1.4</b>	<b>£0.8</b>	<b>£1.7</b>	<b>£0.0</b>	<b>£64.0</b>	<b>£63.8</b>
<b>Smaller Centres</b>										
Badger Farm Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Oliver's Battery Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Denmead Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£3.1	£3.1
Kings Worthy Local Centre	£0.1	£4.9	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.2	£5.2
Stockbridge Road/Andover Road Local Centre	£3.1	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£3.4
Village centres/ neighbourhood stores	£4.5	£1.8	£6.2	£0.5	£0.1	£1.4	£2.3	£0.9	£17.7	£17.2
<b>Sub-Total</b>	<b>£7.7</b>	<b>£6.8</b>	<b>£6.6</b>	<b>£0.5</b>	<b>£0.2</b>	<b>£1.4</b>	<b>£5.4</b>	<b>£0.9</b>	<b>£29.6</b>	<b>£29.0</b>
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	£21.2	£2.9	£18.9	£7.5	£2.4	£1.4	£0.9	£0.0	£54.8	£47.3
Tesco Extra, Easton Lane, Winchester	£21.5	£12.4	£1.7	£4.1	£8.7	£4.5	£1.5	£0.1	£54.5	£50.4
Other	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
<b>Sub-Total</b>	<b>£42.9</b>	<b>£15.5</b>	<b>£20.7</b>	<b>£11.7</b>	<b>£11.1</b>	<b>£5.9</b>	<b>£2.4</b>	<b>£0.1</b>	<b>£109.7</b>	<b>£98.1</b>
<b>WINCHESTER DISTRICT</b>	<b>£127.4</b>	<b>£43.1</b>	<b>£31.9</b>	<b>£15.7</b>	<b>£24.0</b>	<b>£12.2</b>	<b>£35.2</b>	<b>£22.7</b>	<b>£310.8</b>	<b>£295.2</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	£1.6	£0.0	£1.3	£12.8	£0.0	£0.1	£0.1	£0.0	£15.8	£3.0
Asda, Bournemouth Road, Chandler's Ford	£2.9	£0.7	£2.1	£26.6	£0.1	£0.3	£0.6	£1.2	£34.5	£7.8
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	£0.7	£0.0	£3.7	£15.6	£0.4	£0.3	£0.1	£0.8	£21.5	£5.9
Other	£1.2	£0.0	£0.2	£9.5	£0.0	£0.0	£0.0	£0.5	£11.3	£1.8
<b>Sub-Total</b>	<b>£6.4</b>	<b>£0.7</b>	<b>£7.4</b>	<b>£64.5</b>	<b>£0.6</b>	<b>£0.6</b>	<b>£0.8</b>	<b>£2.5</b>	<b>£83.0</b>	<b>£18.5</b>
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	£0.0	£0.2	£1.0	£9.8	£0.1	£0.3	£0.9	£0.0	£12.2	£2.4
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastl	£0.0	£0.0	£0.3	£2.1	£0.0	£0.0	£0.2	£0.0	£2.6	£0.5
Sainsbury's Superstore, Leigh Road, Eastleigh	£0.0	£0.0	£0.6	£11.7	£0.0	£0.1	£0.4	£0.0	£12.6	£0.9
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	£0.0	£0.0	£1.1	£13.2	£0.0	£0.1	£0.0	£0.0	£14.3	£1.1
Other Eastleigh Town Centre	£0.0	£0.0	£0.1	£1.4	£0.0	£0.0	£0.0	£0.0	£1.5	£0.1
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£3.1</b>	<b>£38.3</b>	<b>£0.1</b>	<b>£0.5</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£43.3</b>	<b>£5.0</b>
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£18.2	£21.0	£21.0
Asda, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£4.9	£6.2	£6.2
Lidl, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.1	£1.1
Tesco Superstore, Quay Street, Fareham	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.8	£7.3	£9.4	£9.3
Other Fareham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.5	£1.9	£1.9
Sainsbury's Superstore, Wallington Way, Fareham	£0.0	£0.0	£0.0	£1.4	£0.0	£0.2	£6.5	£35.7	£44.7	£43.3
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£12.0</b>	<b>£68.6</b>	<b>£84.2</b>	<b>£82.7</b>
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	£0.3	£0.0	£1.1	£17.7	£0.0	£0.7	£11.2	£7.0	£37.9	£20.2
Other Hedge End	£0.1	£0.0	£0.3	£2.5	£0.0	£0.2	£1.2	£2.9	£7.2	£4.7
<b>Sub-Total</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£1.5</b>	<b>£20.1</b>	<b>£0.0</b>	<b>£0.9</b>	<b>£12.3</b>	<b>£9.8</b>	<b>£45.1</b>	<b>£24.9</b>
<b>Alton</b>	£0.0	£0.0	£0.0	£0.0	£3.2	£0.4	£0.0	£0.0	£3.7	£3.7
<b>Andover</b>	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£1.8
<b>Basingstoke</b>	£0.0	£0.4	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£1.0	£1.0
<b>Southampton</b>	£0.2	£0.0	£0.0	£6.4	£0.0	£0.5	£0.2	£1.5	£8.7	£2.3
<b>Portsmouth</b>	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£2.1	£0.8	£4.2	£2.9
<b>Romsey</b>	£0.2	£0.0	£0.2	£0.8	£0.0	£0.3	£0.0	£0.0	£1.4	£0.6
<b>Waterlooville</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£15.3	£2.8	£18.1	£18.1
<b>Other</b>	£0.1	£0.6	£1.0	£32.0	£0.7	£3.8	£3.9	£17.0	£59.3	£27.3
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>£7.3</b>	<b>£3.7</b>	<b>£13.3</b>	<b>£164.9</b>	<b>£4.6</b>	<b>£7.8</b>	<b>£48.0</b>	<b>£103.0</b>	<b>£353.7</b>	<b>£188.8</b>
<b>TOTAL MARKET SHARE</b>	<b>£134.6</b>	<b>£46.8</b>	<b>£45.1</b>	<b>£180.5</b>	<b>£28.5</b>	<b>£20.0</b>	<b>£83.2</b>	<b>£125.7</b>	<b>£664.5</b>	<b>£484.0</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 3: 2022 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)**  
**ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**  
*Excluding Internet Shopping and other Special Forms of Trading*

	Central Winchester Zone: 1	North Winchester Zone: 2	City South Zone: 3	Eastleigh Zone: 4	New Alresford Zone: 5	Upper Meon Valley Zone: 6	Bishop's Waltham Zone: 7	Whiteley & Fareham Zone: 8	Total Study Area	Excluding Eastleigh (Zone 4)
<b>TOTAL AVAILABLE SPEND (excluding SFT):</b>	<b>£118.80</b>	<b>£43.67</b>	<b>£41.22</b>	<b>£170.21</b>	<b>£25.86</b>	<b>£18.11</b>	<b>£76.68</b>	<b>£123.88</b>	<b>£618.43</b>	<b>£448.23</b>
<b>WinchesterTown</b>										
Co op, City Road, Winchester	£1.2	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£1.6	£1.4
Iceland, Middle Brook Street, Winchester	£4.8	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£5.4	£5.4
Marks & Spencer Foodhall, High Street, Winchester	£5.5	£0.2	£0.9	£0.7	£0.4	£0.0	£0.2	£0.2	£8.2	£7.5
M&S Simply Food, Winchester Rail Station, Winchester	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.6	£0.6
Sainsbury's Superstore, Middlebrook Street, Winchester	£14.5	£1.4	£0.2	£0.0	£0.0	£0.6	£0.0	£0.0	£17.4	£17.4
Tesco Express, High Street, Winchester	£3.9	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£4.7	£4.7
Other	£1.7	£0.3	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£2.5	£2.5
<b>Sub-Total</b>	<b>£32.1</b>	<b>£2.3</b>	<b>£1.5</b>	<b>£0.9</b>	<b>£0.5</b>	<b>£1.4</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£40.3</b>	<b>£39.4</b>
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£1.0	£1.0
Lidl, Rookery Avenue, Solent Way, Whiteley	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£1.5	£3.4	£6.4	£4.8
Tesco Superstore, Whiteley Way, Whiteley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£9.1	£9.2	£9.2
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£2.0</b>	<b>£13.3</b>	<b>£16.6</b>	<b>£15.0</b>
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	£0.4	£0.2	£0.0	£0.4	£0.0	£0.4	£7.8	£0.8	£10.1	£9.7
Co-op, High Street, Bishop's Waltham	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£9.6	£0.6	£10.5	£10.5
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.6	£0.0	£2.7	£2.7
<b>Sub-Total</b>	<b>£0.4</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£20.1</b>	<b>£1.4</b>	<b>£23.3</b>	<b>£22.9</b>
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	£0.3	£0.0	£0.0	£0.0	£4.6	£0.6	£0.0	£0.0	£5.7	£5.7
Tesco Express, Broad Street, Alresford	£0.2	£0.0	£0.0	£0.0	£4.1	£0.7	£0.0	£0.0	£5.2	£5.2
Other	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£1.1	£1.1
<b>Sub-Total</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£9.6</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£12.0</b>	<b>£12.0</b>
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.1	£5.2	£6.2	£6.2
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£1.4	£1.8	£1.6
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£1.4</b>	<b>£6.5</b>	<b>£8.0</b>	<b>£7.8</b>
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	£18.5	£9.7	£1.0	£0.0	£0.9	£0.7	£0.1	£0.0	£31.7	£31.7
Waitrose, Stockbridge Road, Winchester	£15.2	£6.4	£1.7	£0.0	£0.3	£0.0	£1.0	£0.0	£25.4	£25.4
Other	£1.0	£0.7	£0.0	£0.2	£0.1	£0.0	£0.4	£0.0	£2.5	£2.3
<b>Sub-Total</b>	<b>£34.8</b>	<b>£16.7</b>	<b>£2.7</b>	<b>£0.2</b>	<b>£1.3</b>	<b>£0.7</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£59.6</b>	<b>£59.3</b>
<b>Smaller Centres</b>										
Badger Farm Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Oliver's Battery Local Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Denmead Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£2.9	£2.9
Kings Worthy Local Centre	£0.1	£4.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£4.8	£4.8
Stockbridge Road/Andover Road Local Centre	£2.7	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£3.2
Village centres/ neighbourhood stores	£4.0	£1.7	£5.7	£0.5	£0.0	£1.3	£2.1	£0.9	£16.5	£16.0
<b>Sub-Total</b>	<b>£6.8</b>	<b>£6.4</b>	<b>£6.1</b>	<b>£0.5</b>	<b>£0.2</b>	<b>£1.3</b>	<b>£5.0</b>	<b>£0.9</b>	<b>£27.5</b>	<b>£27.0</b>
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	£18.7	£2.7	£17.3	£7.1	£2.2	£1.3	£0.8	£0.0	£51.0	£43.9
Tesco Extra, Easton Lane, Winchester	£19.0	£11.6	£1.6	£3.9	£7.9	£4.1	£1.4	£0.1	£50.7	£46.8
Other	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
<b>Sub-Total</b>	<b>£37.8</b>	<b>£14.5</b>	<b>£18.9</b>	<b>£11.0</b>	<b>£10.1</b>	<b>£5.4</b>	<b>£2.2</b>	<b>£0.1</b>	<b>£102.1</b>	<b>£91.1</b>
<b>WINCHESTER DISTRICT</b>	<b>£112.4</b>	<b>£40.2</b>	<b>£29.1</b>	<b>£14.8</b>	<b>£21.7</b>	<b>£11.0</b>	<b>£32.4</b>	<b>£22.4</b>	<b>£289.3</b>	<b>£274.5</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	£1.4	£0.0	£1.2	£12.1	£0.0	£0.1	£0.1	£0.0	£14.7	£2.7
Asda, Bournemouth Road, Chandler's Ford	£2.6	£0.7	£1.9	£25.1	£0.1	£0.2	£0.6	£1.2	£32.1	£7.0
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	£0.6	£0.0	£3.4	£14.7	£0.4	£0.2	£0.1	£0.8	£20.0	£5.3
Other	£1.0	£0.0	£0.2	£8.9	£0.0	£0.0	£0.0	£0.5	£10.5	£1.6
<b>Sub-Total</b>	<b>£5.6</b>	<b>£0.7</b>	<b>£6.8</b>	<b>£60.8</b>	<b>£0.5</b>	<b>£0.6</b>	<b>£0.8</b>	<b>£2.4</b>	<b>£77.3</b>	<b>£16.5</b>
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	£0.0	£0.2	£0.9	£9.3	£0.0	£0.3	£0.8	£0.0	£11.4	£2.1
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastl	£0.0	£0.0	£0.3	£2.0	£0.0	£0.0	£0.2	£0.0	£2.5	£0.4
Sainsbury's Superstore, Leigh Road, Eastleigh	£0.0	£0.0	£0.5	£11.0	£0.0	£0.1	£0.3	£0.0	£11.7	£0.7
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	£0.0	£0.0	£1.0	£12.4	£0.0	£0.1	£0.0	£0.0	£13.3	£0.9
Other Eastleigh Town Centre	£0.0	£0.0	£0.1	£1.4	£0.0	£0.0	£0.0	£0.0	£1.4	£0.1
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£2.9</b>	<b>£36.1</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£40.3</b>	<b>£4.2</b>
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£18.0	£19.6	£19.6
Asda, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£4.9	£5.7	£5.7
Lidl, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0	£1.0
Tesco Superstore, Quay Street, Fareham	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.7	£7.2	£8.7	£8.6
Other Fareham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.5	£1.7	£1.7
Sainsbury's Superstore, Wallington Way, Fareham	£0.0	£0.0	£0.0	£1.4	£0.0	£0.2	£6.0	£35.1	£41.6	£40.3
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£11.1</b>	<b>£67.6</b>	<b>£78.4</b>	<b>£76.9</b>
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	£0.2	£0.0	£1.0	£16.7	£0.0	£0.6	£10.3	£6.9	£35.3	£18.6
Other Hedge End	£0.1	£0.0	£0.3	£2.3	£0.0	£0.2	£1.1	£2.8	£6.7	£4.4
<b>Sub-Total</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£1.3</b>	<b>£19.0</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£11.4</b>	<b>£9.7</b>	<b>£41.9</b>	<b>£23.0</b>
Alton	£0.0	£0.0	£0.0	£0.0	£2.9	£0.4	£0.0	£0.0	£3.4	£3.4
Andover	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6
Basingstoke	£0.0	£0.4	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.9	£0.9
Southampton	£0.2	£0.0	£0.0	£6.0	£0.0	£0.4	£0.1	£1.5	£8.1	£2.1
Portsmouth	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£1.9	£0.8	£3.9	£2.7
Romsey	£0.1	£0.0	£0.2	£0.7	£0.0	£0.2	£0.0	£0.0	£1.3	£0.6
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£14.1	£2.7	£16.8	£16.8
Other	£0.1	£0.6	£0.9	£30.2	£0.6	£3.5	£3.6	£16.7	£55.2	£25.0
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>£6.4</b>	<b>£3.4</b>	<b>£12.1</b>	<b>£155.4</b>	<b>£4.1</b>	<b>£7.1</b>	<b>£44.2</b>	<b>£101.5</b>	<b>£329.1</b>	<b>£173.7</b>
<b>TOTAL MARKET SHARE</b>	<b>£118.8</b>	<b>£43.7</b>	<b>£41.2</b>	<b>£170.2</b>	<b>£25.9</b>	<b>£18.1</b>	<b>£76.7</b>	<b>£123.9</b>	<b>£618.4</b>	<b>£448.2</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 4: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)**  
**ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**  
*Excluding Internet Shopping and other Special Forms of Trading*

	Zone: 1	Central Winchester 2	North Winchester 3	City South 4	Eastleigh 5	New Alresford 6	Upper Meon Valley 7	Bishop's Waltham 8	Whiteley & Fareham 9	Total Study Area	Excluding Eastleigh (Zone 4)
<b>TOTAL AVAILABLE SPEND (excluding SFT):</b>	<b>£121.96</b>	<b>£45.34</b>	<b>£41.03</b>	<b>£171.46</b>	<b>£26.10</b>	<b>£18.03</b>	<b>£77.20</b>	<b>£132.45</b>	<b>£633.57</b>	<b>£462.11</b>	
<b>Winchester Town</b>											
Co-op, City Road, Winchester	£1.2	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£1.6	£1.3	
Iceland, Middle Brook Street, Winchester	£4.9	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£5.4	£5.4	
Marks & Spencer Foodhall, High Street, Winchester	£5.6	£0.2	£0.9	£0.7	£0.4	£0.0	£0.2	£0.2	£8.1	£7.4	
M&S Simply Food, Winchester Rail Station, Winchester	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.6	£0.6	
Sainsbury's Superstore, Middlebrook Street, Winchester	£14.9	£1.5	£0.2	£0.0	£0.0	£0.6	£0.0	£0.0	£17.2	£17.2	
Tesco Express, High Street, Winchester	£4.1	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£4.6	£4.6	
Other	£1.7	£0.3	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£2.4	£2.4	
<b>Sub-Total</b>	<b>£32.9</b>	<b>£2.4</b>	<b>£1.5</b>	<b>£0.9</b>	<b>£0.6</b>	<b>£1.4</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£40.0</b>	<b>£39.1</b>	
<b>Whiteley Town Centre</b>											
Marks & Spencer, Whiteley Way, Whiteley, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9	£1.0	£1.0	
Lidl, Rookery Avenue, Solent Way, Whiteley	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£1.5	£3.7	£6.7	£5.2	
Tesco Superstore, Whiteley Way, Whiteley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£9.7	£10.1	£10.1	
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£2.0</b>	<b>£14.2</b>	<b>£17.9</b>	<b>£16.3</b>	
<b>Bishop's Waltham District Centre</b>											
Budgens, Winchester Road, Bishop's Waltham	£0.4	£0.2	£0.0	£0.4	£0.0	£0.4	£7.9	£0.9	£10.2	£9.9	
Co-op, High Street, Bishop's Waltham	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£9.7	£0.6	£10.6	£10.6	
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.6	£0.0	£2.7	£2.7	
<b>Sub-Total</b>	<b>£0.4</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£20.2</b>	<b>£1.5</b>	<b>£23.5</b>	<b>£23.2</b>	
<b>New Alresford District Centre</b>											
Co-op, West Street, Alresford	£0.3	£0.0	£0.0	£0.0	£4.6	£0.6	£0.0	£0.0	£5.6	£5.6	
Tesco Express, Broad Street, Alresford	£0.2	£0.0	£0.0	£0.0	£4.1	£0.7	£0.0	£0.0	£5.0	£5.0	
Other	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£1.1	£1.1	
<b>Sub-Total</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£9.7</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£11.7</b>	<b>£11.7</b>	
<b>Wickham District Centre</b>											
Co-op, The Square, Wickham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.1	£5.5	£6.7	£6.7	
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£1.5	£1.9	£1.7	
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£1.4</b>	<b>£7.0</b>	<b>£8.6</b>	<b>£8.4</b>	
<b>Weeke Local Centre</b>											
Aldi, Burnett Close, Winchester	£19.0	£10.0	£1.0	£0.0	£0.9	£0.7	£0.1	£0.0	£31.7	£31.7	
Waitrose, Stockbridge Road, Winchester	£15.6	£6.6	£1.7	£0.0	£0.3	£0.0	£1.0	£0.0	£25.3	£25.3	
Other	£1.0	£0.8	£0.0	£0.2	£0.1	£0.0	£0.4	£0.0	£2.5	£2.3	
<b>Sub-Total</b>	<b>£35.7</b>	<b>£17.4</b>	<b>£2.7</b>	<b>£0.2</b>	<b>£1.3</b>	<b>£0.7</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£59.5</b>	<b>£59.3</b>	
<b>Smaller Centres</b>											
Badger Farm Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Oliver's Battery Local Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	
Denmead Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£2.9	£2.9	
Kings Worthy Local Centre	£0.1	£4.7	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£4.9	£4.9	
Stockbridge Road/Andover Road Local Centre	£2.8	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£3.2	
Village centres/ neighbourhood stores	£4.1	£1.8	£5.7	£0.5	£0.0	£1.3	£2.2	£1.0	£16.5	£16.0	
<b>Sub-Total</b>	<b>£7.0</b>	<b>£6.6</b>	<b>£6.0</b>	<b>£0.5</b>	<b>£0.2</b>	<b>£1.3</b>	<b>£5.0</b>	<b>£1.0</b>	<b>£27.6</b>	<b>£27.1</b>	
<b>Out of Centre</b>											
Sainsbury's Superstore, Badger Farm Road, Winchester	£19.2	£2.8	£17.2	£7.2	£2.2	£1.3	£0.8	£0.0	£50.6	£43.5	
Tesco Extra, Easton Lane, Winchester	£19.5	£12.0	£1.6	£3.9	£8.0	£4.0	£1.4	£0.1	£50.6	£46.7	
Other	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	
<b>Sub-Total</b>	<b>£38.8</b>	<b>£15.1</b>	<b>£18.8</b>	<b>£11.1</b>	<b>£10.2</b>	<b>£5.4</b>	<b>£2.3</b>	<b>£0.1</b>	<b>£101.6</b>	<b>£90.6</b>	
<b>WINCHESTER DISTRICT</b>	<b>£115.4</b>	<b>£41.8</b>	<b>£29.0</b>	<b>£14.9</b>	<b>£21.9</b>	<b>£11.0</b>	<b>£32.7</b>	<b>£23.9</b>	<b>£290.5</b>	<b>£275.6</b>	
<b>Chandlers Ford</b>											
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	£1.5	£0.0	£1.2	£12.2	£0.0	£0.1	£0.1	£0.0	£15.0	£2.9	
Asda, Bournemouth Road, Chandler's Ford	£2.7	£0.7	£1.9	£25.3	£0.1	£0.2	£0.6	£1.3	£32.8	£7.5	
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	£0.6	£0.0	£3.4	£14.8	£0.4	£0.2	£0.1	£0.8	£20.4	£5.5	
Other	£1.1	£0.0	£0.2	£9.0	£0.0	£0.0	£0.0	£0.5	£10.8	£1.8	
<b>Sub-Total</b>	<b>£5.8</b>	<b>£0.7</b>	<b>£6.8</b>	<b>£61.3</b>	<b>£0.5</b>	<b>£0.6</b>	<b>£0.8</b>	<b>£2.6</b>	<b>£79.0</b>	<b>£17.7</b>	
<b>Eastleigh Town Centre</b>											
Lidl, Coles Close, off Twyford Road, Eastleigh	£0.0	£0.2	£0.9	£9.3	£0.0	£0.3	£0.8	£0.0	£11.6	£2.3	
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastl	£0.0	£0.0	£0.3	£2.0	£0.0	£0.0	£0.2	£0.0	£2.5	£0.5	
Sainsbury's Superstore, Leigh Road, Eastleigh	£0.0	£0.0	£0.5	£11.1	£0.0	£0.1	£0.3	£0.0	£12.0	£0.9	
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	£0.0	£0.0	£1.0	£12.5	£0.0	£0.1	£0.0	£0.0	£13.6	£1.1	
Other Eastleigh Town Centre	£0.0	£0.0	£0.1	£1.4	£0.0	£0.0	£0.0	£0.0	£1.5	£0.1	
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£2.8</b>	<b>£36.4</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£41.2</b>	<b>£4.8</b>	
<b>Fareham Town Centre</b>											
Aldi, West Street, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£19.2	£21.3	£21.3	
Asda, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£5.2	£6.2	£6.2	
Lidl, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1	£1.1	
Tesco Superstore, Quay Street, Fareham	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.7	£7.6	£9.4	£9.4	
Other Fareham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.6	£1.9	£1.9	
Sainsbury's Superstore, Wallington Way, Fareham	£0.0	£0.0	£0.0	£1.4	£0.0	£0.2	£6.0	£37.6	£45.1	£43.8	
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£11.2</b>	<b>£72.3</b>	<b>£85.1</b>	<b>£83.7</b>	
<b>Hedge End</b>											
Sainsbury's Superstore, Tollbar way, Hedge End	£0.2	£0.0	£1.0	£16.8	£0.0	£0.6	£10.4	£7.3	£36.4	£19.6	
Other Hedge End	£0.1	£0.0	£0.3	£2.3	£0.0	£0.2	£1.1	£3.0	£7.0	£4.7	
<b>Sub-Total</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£1.3</b>	<b>£19.1</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£11.5</b>	<b>£10.4</b>	<b>£43.4</b>	<b>£24.3</b>	
<b>Alton</b>											
Andover	£0.0	£0.0	£0.0	£0.0	£3.0	£0.4	£0.0	£0.0	£3.3	£3.3	
Basingstoke	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£1.7	
Southampton	£0.0	£0.4	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.9	£0.9	
Portsmouth	£0.2	£0.0	£0.0	£6.0	£0.0	£0.4	£0.1	£1.6	£8.4	£2.4	
Romsey	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£1.9	£0.9	£4.0	£2.8	
Waterlooville	£0.1	£0.0	£0.2	£0.7	£0.0	£0.2	£0.0	£0.0	£1.3	£0.6	
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£14.2	£2.9	£17.2	£17.2	
<b>Sub-Total</b>	<b>£0.1</b>	<b>£0.6</b>	<b>£0.9</b>	<b>£30.4</b>	<b>£0.7</b>	<b>£3.4</b>	<b>£3.6</b>	<b>£17.9</b>	<b>£57.6</b>	<b>£27.2</b>	
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>£6.6</b>	<b>£3.6</b>	<b>£12.0</b>	<b>£156.6</b>	<b>£4.2</b>	<b>£7.1</b>	<b>£44.5</b>	<b>£108.5</b>	<b>£343.1</b>	<b>£186.5</b>	
<b>TOTAL MARKET SHARE</b>	<b>£122.0</b>	<b>£45.3</b>	<b>£41.0</b>	<b>£171.5</b>	<b>£26.1</b>	<b>£18.0</b>	<b>£77.2</b>	<b>£132.4</b>	<b>£633.6</b>	<b>£462.1</b>	

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 5: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)**  
**ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**  
*Excluding Internet Shopping and other Special Forms of Trading*

	Central Winchester	North Winchester	City South	Eastleigh	New Alresford	Upper Meon Valley	Bishop's Waltham	Whiteley & Fareham	Total Study Area	Excluding Eastleigh (Zone 4)
Zone:	1	2	3	4	5	6				
TOTAL AVAILABLE SPEND (excluding SFT):	£126.3	£50.1	£41.0	£180.0	£27.6	£17.9	£78.5	£156.0	£677.4	£497.36
<b>Winchester Town</b>										
Co op, City Road, Winchester	£1.3	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£1.6	£1.4
Iceland, Middle Brook Street, Winchester	£5.1	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£5.6	£5.6
Marks & Spencer Foodhall, High Street, Winchester	£5.8	£0.2	£0.9	£0.7	£0.4	£0.0	£0.2	£0.2	£8.5	£7.7
M&S Simply Food, Winchester Rail Station, Winchester	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.6	£0.6
Sainsbury's Superstore, Middlebrook Street, Winchester	£15.5	£1.6	£0.2	£0.0	£0.0	£0.6	£0.0	£0.0	£17.9	£17.9
Tesco Express, High Street, Winchester	£4.2	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£4.8	£4.8
Other	£1.8	£0.3	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£2.5	£2.5
<b>Sub-Total</b>	<b>£34.1</b>	<b>£2.6</b>	<b>£1.5</b>	<b>£1.0</b>	<b>£0.6</b>	<b>£1.4</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£41.5</b>	<b>£40.6</b>
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.0	£1.2	£1.2
Lidl, Rookery Avenue, Solent Way, Whiteley	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.5	£4.3	£7.5	£5.8
Tesco Superstore, Whiteley Way, Whiteley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£11.4	£11.9	£11.9
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.7</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£2.1</b>	<b>£16.8</b>	<b>£20.6</b>	<b>£18.9</b>
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	£0.4	£0.3	£0.0	£0.4	£0.0	£0.4	£8.0	£1.0	£10.5	£10.2
Co-op, High Street, Bishop's Waltham	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£9.9	£0.7	£10.9	£10.9
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.7	£0.0	£2.8	£2.8
<b>Sub-Total</b>	<b>£0.4</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£20.6</b>	<b>£1.7</b>	<b>£24.2</b>	<b>£23.8</b>
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	£0.3	£0.0	£0.0	£0.0	£4.9	£0.6	£0.0	£0.0	£5.9	£5.9
Tesco Express, Broad Street, Alresford	£0.3	£0.0	£0.0	£0.0	£4.4	£0.7	£0.0	£0.0	£5.3	£5.3
Other	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£1.1	£1.1
<b>Sub-Total</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£10.3</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£12.3</b>	<b>£12.3</b>
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£6.5	£7.7	£7.7
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£1.7	£2.2	£2.0
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£1.4</b>	<b>£8.2</b>	<b>£9.9</b>	<b>£9.7</b>
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	£19.7	£11.1	£1.0	£0.0	£1.0	£0.7	£0.1	£0.0	£33.5	£33.5
Waitrose, Stockbridge Road, Winchester	£16.2	£7.3	£1.7	£0.0	£0.4	£0.0	£1.1	£0.0	£26.6	£26.6
Other	£1.1	£0.8	£0.0	£0.2	£0.1	£0.0	£0.4	£0.0	£2.6	£2.4
<b>Sub-Total</b>	<b>£36.9</b>	<b>£19.2</b>	<b>£2.7</b>	<b>£0.2</b>	<b>£1.4</b>	<b>£0.7</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£62.7</b>	<b>£62.5</b>
<b>Smaller Centres</b>										
Badger Farm Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Oliver's Battery Local Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Denmead Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£2.9	£2.9
Kings Worthy Local Centre	£0.1	£5.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.5	£5.5
Stockbridge Road/Andover Road Local Centre	£2.9	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£3.3
Village centres/ neighbourhood stores	£4.2	£1.9	£5.7	£0.5	£0.1	£1.3	£2.2	£1.1	£17.0	£16.5
<b>Sub-Total</b>	<b>£7.2</b>	<b>£7.3</b>	<b>£6.0</b>	<b>£0.5</b>	<b>£0.2</b>	<b>£1.3</b>	<b>£5.1</b>	<b>£1.1</b>	<b>£28.8</b>	<b>£28.3</b>
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	£19.9	£3.1	£17.2	£7.5	£2.3	£1.3	£0.9	£0.0	£52.1	£44.6
Tesco Extra, Easton Lane, Winchester	£20.2	£13.3	£1.6	£4.1	£8.5	£4.0	£1.4	£0.1	£53.2	£49.1
Other	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
<b>Sub-Total</b>	<b>£40.2</b>	<b>£16.6</b>	<b>£18.8</b>	<b>£11.6</b>	<b>£10.7</b>	<b>£5.3</b>	<b>£2.3</b>	<b>£0.1</b>	<b>£105.7</b>	<b>£94.1</b>
<b>WINCHESTER DISTRICT</b>	<b>£119.5</b>	<b>£46.1</b>	<b>£29.0</b>	<b>£15.6</b>	<b>£23.2</b>	<b>£10.9</b>	<b>£33.2</b>	<b>£28.2</b>	<b>£305.7</b>	<b>£290.1</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	£1.5	£0.0	£1.2	£12.8	£0.0	£0.1	£0.1	£0.0	£15.7	£2.9
Asda, Bournemouth Road, Chandler's Ford	£2.8	£0.8	£1.9	£26.5	£0.1	£0.2	£0.6	£1.5	£34.5	£8.0
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	£0.6	£0.0	£3.4	£15.6	£0.4	£0.2	£0.1	£0.9	£21.3	£5.7
Other	£1.1	£0.0	£0.2	£9.4	£0.0	£0.0	£0.0	£0.6	£11.3	£1.9
<b>Sub-Total</b>	<b>£6.0</b>	<b>£0.8</b>	<b>£6.7</b>	<b>£64.3</b>	<b>£0.5</b>	<b>£0.6</b>	<b>£0.8</b>	<b>£3.1</b>	<b>£82.8</b>	<b>£18.5</b>
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	£0.0	£0.2	£0.9	£9.8	£0.1	£0.3	£0.8	£0.0	£12.1	£2.3
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastl	£0.0	£0.0	£0.3	£2.1	£0.0	£0.0	£0.2	£0.0	£2.6	£0.5
Sainsbury's Superstore, Leigh Road, Eastleigh	£0.0	£0.0	£0.5	£11.7	£0.0	£0.1	£0.4	£0.0	£12.6	£0.9
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	£0.0	£0.0	£1.0	£13.1	£0.0	£0.1	£0.0	£0.0	£14.2	£1.1
Other Eastleigh Town Centre	£0.0	£0.0	£0.1	£1.4	£0.0	£0.0	£0.0	£0.0	£1.5	£0.1
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£2.8</b>	<b>£38.2</b>	<b>£0.1</b>	<b>£0.5</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£43.1</b>	<b>£4.9</b>
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£22.6	£24.8	£24.8
Asda, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£6.1	£7.2	£7.2
Lidl, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3	£1.3
Tesco Superstore, Quay Street, Fareham	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.7	£9.0	£10.8	£10.7
Other Fareham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.8	£2.2	£2.2
Sainsbury's Superstore, Wallington Way, Fareham	£0.0	£0.0	£0.0	£1.4	£0.0	£0.2	£6.1	£44.2	£52.0	£50.5
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£11.3</b>	<b>£85.2</b>	<b>£98.3</b>	<b>£96.7</b>
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	£0.3	£0.0	£1.0	£17.6	£0.0	£0.6	£10.5	£8.6	£38.7	£21.1
Other Hedge End	£0.1	£0.0	£0.3	£2.5	£0.0	£0.2	£1.1	£3.6	£7.7	£5.2
<b>Sub-Total</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£1.3</b>	<b>£20.1</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£11.6</b>	<b>£12.2</b>	<b>£46.4</b>	<b>£26.3</b>
<b>Alton</b>	£0.0	£0.0	£0.0	£0.0	£3.1	£0.4	£0.0	£0.0	£3.5	£3.5
Andover	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£1.9
Basingstoke	£0.0	£0.4	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.9	£0.9
Southampton	£0.2	£0.0	£0.0	£6.3	£0.0	£0.4	£0.2	£1.8	£9.0	£2.6
Portsmouth	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£1.9	£1.0	£4.2	£3.0
Romsey	£0.1	£0.0	£0.2	£0.8	£0.0	£0.2	£0.0	£0.0	£1.3	£0.6
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£14.4	£3.4	£17.9	£17.9
Other	£0.1	£0.7	£0.9	£31.9	£0.7	£3.4	£3.6	£21.1	£62.4	£30.5
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>£6.8</b>	<b>£3.9</b>	<b>£12.0</b>	<b>£164.4</b>	<b>£4.4</b>	<b>£7.0</b>	<b>£45.3</b>	<b>£127.8</b>	<b>£371.7</b>	<b>£207.3</b>
<b>TOTAL MARKET SHARE</b>	<b>£126.3</b>	<b>£50.1</b>	<b>£41.0</b>	<b>£180.0</b>	<b>£27.6</b>	<b>£17.9</b>	<b>£78.5</b>	<b>£156.0</b>	<b>£677.4</b>	<b>£497.4</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 6: 2032 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)**  
**ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**  
*Excluding Internet Shopping and other Special Forms of Trading*

	Central Winchester	North Winchester	City South	Eastleigh	New Alresford	Upper Meon Valley	Bishop's Waltham	Whiteley & Fareham	0	Excluding Eastleigh (Zone 4)
Zone:	1	2	3	4	5	6				
<b>TOTAL AVAILABLE SPEND (excluding SFT):</b>	<b>£127.0</b>	<b>£50.8</b>	<b>£41.5</b>	<b>£182.8</b>	<b>£28.0</b>	<b>£18.2</b>	<b>£79.6</b>	<b>£157.3</b>	<b>£685.1</b>	<b>£502.36</b>
<b>Winchester Town</b>										
Co-op, City Road, Winchester	£1.3	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£1.6	£1.4
Iceland, Middle Brook Street, Winchester	£5.1	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£5.6	£5.6
Marks & Spencer Foodhall, High Street, Winchester	£5.8	£0.2	£0.9	£0.8	£0.4	£0.0	£0.2	£0.2	£8.5	£7.8
M&S Simply Food, Winchester Rail Station, Winchester	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.6	£0.6
Sainsbury's Superstore, Middlebrook Street, Winchester	£15.5	£1.6	£0.2	£0.0	£0.0	£0.6	£0.0	£0.0	£18.0	£18.0
Tesco Express, High Street, Winchester	£4.2	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£4.8	£4.8
Other	£1.8	£0.3	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£2.6	£2.6
<b>Sub-Total</b>	<b>£34.3</b>	<b>£2.7</b>	<b>£1.5</b>	<b>£1.0</b>	<b>£0.6</b>	<b>£1.4</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£41.8</b>	<b>£40.8</b>
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.0	£1.2	£1.2
Lidl, Rookery Avenue, Solent Way, Whiteley	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.5	£4.4	£7.6	£5.9
Tesco Superstore, Whiteley Way, Whiteley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£11.5	£11.9	£11.9
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.7</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£2.1</b>	<b>£16.9</b>	<b>£20.7</b>	<b>£19.1</b>
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	£0.4	£0.3	£0.0	£0.4	£0.0	£0.4	£8.1	£1.1	£10.7	£10.3
Co-op, High Street, Bishop's Waltham	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£10.0	£0.7	£11.0	£11.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.7	£0.0	£2.8	£2.8
<b>Sub-Total</b>	<b>£0.4</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£20.9</b>	<b>£1.8</b>	<b>£24.5</b>	<b>£24.1</b>
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	£0.3	£0.0	£0.0	£0.0	£5.0	£0.6	£0.0	£0.0	£6.0	£6.0
Tesco Express, Broad Street, Alresford	£0.3	£0.0	£0.0	£0.0	£4.4	£0.7	£0.0	£0.0	£5.4	£5.4
Other	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	£0.0	£0.0	£1.1	£1.1
<b>Sub-Total</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£10.5</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£12.4</b>	<b>£12.4</b>
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£6.6	£7.8	£7.8
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£1.8	£2.2	£2.0
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£1.4</b>	<b>£8.3</b>	<b>£10.0</b>	<b>£9.8</b>
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	£19.8	£11.2	£1.0	£0.0	£1.0	£0.7	£0.1	£0.0	£33.8	£33.8
Waitrose, Stockbridge Road, Winchester	£16.3	£7.4	£1.7	£0.0	£0.4	£0.0	£1.1	£0.0	£26.8	£26.8
Other	£1.1	£0.8	£0.0	£0.2	£0.1	£0.0	£0.4	£0.0	£2.7	£2.4
<b>Sub-Total</b>	<b>£37.1</b>	<b>£19.5</b>	<b>£2.7</b>	<b>£0.2</b>	<b>£1.4</b>	<b>£0.7</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£63.3</b>	<b>£63.1</b>
<b>Smaller Centres</b>										
Badger Farm Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Oliver's Battery Local Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Denmead Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£3.0	£3.0
Kings Worthy Local Centre	£0.1	£5.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.5	£5.5
Stockbridge Road/Andover Road Local Centre	£2.9	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£3.3
Village centres/ neighbourhood stores	£4.2	£2.0	£5.7	£0.5	£0.1	£1.3	£2.2	£1.1	£17.2	£16.7
<b>Sub-Total</b>	<b>£7.3</b>	<b>£7.4</b>	<b>£6.1</b>	<b>£0.5</b>	<b>£0.2</b>	<b>£1.3</b>	<b>£5.2</b>	<b>£1.1</b>	<b>£29.1</b>	<b>£28.6</b>
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	£20.0	£3.1	£17.4	£7.6	£2.3	£1.3	£0.9	£0.0	£52.6	£45.0
Tesco Extra, Easton Lane, Winchester	£20.3	£13.5	£1.6	£4.2	£8.6	£4.1	£1.5	£0.1	£53.8	£49.6
Other	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
<b>Sub-Total</b>	<b>£40.4</b>	<b>£16.9</b>	<b>£19.0</b>	<b>£11.8</b>	<b>£10.9</b>	<b>£5.4</b>	<b>£2.3</b>	<b>£0.1</b>	<b>£106.9</b>	<b>£95.1</b>
<b>WINCHESTER DISTRICT</b>	<b>£120.1</b>	<b>£46.8</b>	<b>£29.3</b>	<b>£15.8</b>	<b>£23.5</b>	<b>£11.1</b>	<b>£33.7</b>	<b>£28.4</b>	<b>£308.8</b>	<b>£292.9</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	£1.5	£0.0	£1.2	£13.0	£0.0	£0.1	£0.1	£0.0	£15.9	£2.9
Asda, Bournemouth Road, Chandler's Ford	£2.8	£0.8	£2.0	£26.9	£0.1	£0.2	£0.6	£1.6	£35.0	£8.0
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	£0.6	£0.0	£3.4	£15.8	£0.4	£0.2	£0.1	£1.0	£21.6	£5.8
Other	£1.1	£0.0	£0.2	£9.6	£0.0	£0.0	£0.0	£0.6	£11.5	£1.9
<b>Sub-Total</b>	<b>£6.0</b>	<b>£0.8</b>	<b>£6.8</b>	<b>£65.3</b>	<b>£0.5</b>	<b>£0.6</b>	<b>£0.8</b>	<b>£3.1</b>	<b>£84.0</b>	<b>£18.7</b>
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	£0.0	£0.2	£0.9	£10.0	£0.1	£0.3	£0.8	£0.0	£12.3	£2.3
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh	£0.0	£0.0	£0.3	£2.2	£0.0	£0.0	£0.2	£0.0	£2.7	£0.5
Sainsbury's Superstore, Leigh Road, Eastleigh	£0.0	£0.0	£0.5	£11.8	£0.0	£0.1	£0.4	£0.0	£12.8	£0.9
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	£0.0	£0.0	£1.0	£13.3	£0.0	£0.1	£0.0	£0.0	£14.4	£1.1
Other Eastleigh Town Centre	£0.0	£0.0	£0.1	£1.5	£0.0	£0.0	£0.0	£0.0	£1.6	£0.1
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£2.9</b>	<b>£38.8</b>	<b>£0.1</b>	<b>£0.5</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£43.7</b>	<b>£4.9</b>
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£22.8	£25.0	£25.0
Asda, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£6.2	£7.2	£7.2
Lidl, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3	£1.3
Tesco Superstore, Quay Street, Fareham	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.8	£9.1	£10.9	£10.8
Other Fareham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.9	£2.2	£2.2
Sainsbury's Superstore, Wallington Way, Fareham	£0.0	£0.0	£0.0	£1.5	£0.0	£0.2	£6.2	£44.6	£52.5	£51.0
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£11.5</b>	<b>£85.8</b>	<b>£99.1</b>	<b>£97.6</b>
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	£0.3	£0.0	£1.0	£17.9	£0.0	£0.6	£10.7	£8.7	£39.2	£21.3
Other Hedge End	£0.1	£0.0	£0.3	£2.5	£0.0	£0.2	£1.1	£3.6	£7.8	£5.3
<b>Sub-Total</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£1.3</b>	<b>£20.4</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£11.8</b>	<b>£12.3</b>	<b>£47.0</b>	<b>£26.6</b>
<b>Alton</b>	£0.0	£0.0	£0.0	£0.0	£3.2	£0.4	£0.0	£0.0	£3.6	£3.6
Andover	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£1.9
Basingstoke	£0.0	£0.4	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.9	£0.9
Southampton	£0.2	£0.0	£0.0	£6.4	£0.0	£0.4	£0.2	£1.9	£9.1	£2.7
Portsmouth	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£2.0	£1.0	£4.3	£3.0
Romsey	£0.1	£0.0	£0.2	£0.8	£0.0	£0.2	£0.0	£0.0	£1.4	£0.6
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£14.6	£3.5	£18.1	£18.1
Other	£0.1	£0.7	£0.9	£32.4	£0.7	£3.5	£3.7	£21.2	£63.2	£30.8
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>£6.9</b>	<b>£4.0</b>	<b>£12.2</b>	<b>£166.9</b>	<b>£4.5</b>	<b>£7.1</b>	<b>£45.9</b>	<b>£128.8</b>	<b>£376.3</b>	<b>£209.4</b>
<b>TOTAL</b>	<b>£127.0</b>	<b>£50.8</b>	<b>£41.5</b>	<b>£182.8</b>	<b>£28.0</b>	<b>£18.2</b>	<b>£79.6</b>	<b>£157.3</b>	<b>£685.1</b>	<b>£502.4</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 7: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)**  
**ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**  
*Excluding Internet Shopping and other Special Forms of Trading*

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Total Study Area	Excluding Eastleigh (Zone 4)
<b>TOTAL AVAILABLE SPEND (excluding SFT):</b>	<b>£127.6</b>	<b>£51.3</b>	<b>£41.9</b>	<b>£185.6</b>	<b>£28.4</b>	<b>£18.5</b>	<b>£80.7</b>	<b>£158.8</b>	<b>£693.0</b>	<b>£507.43</b>
<b>Winchester Town</b>										
Co op, City Road, Winchester	£1.3	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£1.6	£1.4
Iceland, Middle Brook Street, Winchester	£5.1	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£5.7	£5.7
Marks & Spencer Foodhall, High Street, Winchester	£5.9	£0.2	£0.9	£0.8	£0.4	£0.0	£0.2	£0.2	£8.6	£7.8
M&S Simply Food, Winchester Rail Station, Winchester	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.6	£0.6
Sainsbury's Superstore, Middlebrook Street, Winchester	£15.6	£1.6	£0.2	£0.0	£0.0	£0.6	£0.0	£0.0	£18.2	£18.2
Tesco Express, High Street, Winchester	£4.2	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£4.8	£4.8
Other	£1.8	£0.4	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£2.6	£2.6
<b>Sub-Total</b>	<b>£34.5</b>	<b>£2.7</b>	<b>£1.5</b>	<b>£1.0</b>	<b>£0.6</b>	<b>£1.5</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£42.1</b>	<b>£41.1</b>
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.0	£1.2	£1.2
Lidl, Rookery Avenue, Solent Way, Whiteley	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.5	£4.4	£7.7	£6.0
Tesco Superstore, Whiteley Way, Whiteley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£11.6	£12.1	£12.1
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.7</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£2.1</b>	<b>£17.1</b>	<b>£21.0</b>	<b>£19.3</b>
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	£0.4	£0.3	£0.0	£0.4	£0.0	£0.4	£8.3	£1.1	£10.8	£10.5
Co-op, High Street, Bishop's Waltham	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£10.2	£0.7	£11.2	£11.2
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.8	£0.0	£2.8	£2.8
<b>Sub-Total</b>	<b>£0.4</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£21.2</b>	<b>£1.8</b>	<b>£24.9</b>	<b>£24.5</b>
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	£0.3	£0.0	£0.0	£0.0	£5.0	£0.7	£0.0	£0.0	£6.0	£6.0
Tesco Express, Broad Street, Alresford	£0.3	£0.0	£0.0	£0.0	£4.5	£0.7	£0.0	£0.0	£5.4	£5.4
Other	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	£0.0	£0.0	£1.1	£1.1
<b>Sub-Total</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£10.6</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£12.6</b>	<b>£12.6</b>
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£6.6	£7.9	£7.9
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£1.8	£2.2	£2.0
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£1.4</b>	<b>£8.4</b>	<b>£10.1</b>	<b>£9.9</b>
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	£19.9	£11.4	£1.0	£0.0	£1.0	£0.7	£0.1	£0.0	£34.0	£34.0
Waitrose, Stockbridge Road, Winchester	£16.4	£7.5	£1.7	£0.0	£0.4	£0.0	£1.1	£0.0	£27.0	£27.0
Other	£1.1	£0.9	£0.0	£0.2	£0.1	£0.0	£0.4	£0.0	£2.7	£2.5
<b>Sub-Total</b>	<b>£37.3</b>	<b>£19.7</b>	<b>£2.7</b>	<b>£0.2</b>	<b>£1.4</b>	<b>£0.7</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£63.8</b>	<b>£63.5</b>
<b>Smaller Centres</b>										
Badger Farm Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Oliver's Battery Local Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Denmead Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£3.0	£3.0
Kings Worthy Local Centre	£0.1	£5.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.6	£5.6
Stockbridge Road/Andover Road Local Centre	£2.9	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£3.3
Village centres/ neighbourhood stores	£4.3	£2.0	£5.8	£0.6	£0.1	£1.3	£2.2	£1.2	£17.4	£16.8
<b>Sub-Total</b>	<b>£7.3</b>	<b>£7.5</b>	<b>£6.2</b>	<b>£0.6</b>	<b>£0.2</b>	<b>£1.3</b>	<b>£5.3</b>	<b>£1.2</b>	<b>£29.4</b>	<b>£28.9</b>
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	£20.1	£3.2	£17.6	£7.7	£2.4	£1.3	£0.9	£0.0	£53.1	£45.4
Tesco Extra, Easton Lane, Winchester	£20.4	£13.6	£1.6	£4.2	£8.7	£4.2	£1.5	£0.1	£54.4	£50.1
Other	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
<b>Sub-Total</b>	<b>£40.6</b>	<b>£17.1</b>	<b>£19.2</b>	<b>£12.0</b>	<b>£11.1</b>	<b>£5.5</b>	<b>£2.4</b>	<b>£0.1</b>	<b>£107.9</b>	<b>£96.0</b>
<b>WINCHESTER DISTRICT</b>	<b>£120.7</b>	<b>£47.3</b>	<b>£29.6</b>	<b>£16.1</b>	<b>£23.9</b>	<b>£11.3</b>	<b>£34.2</b>	<b>£28.7</b>	<b>£311.8</b>	<b>£295.7</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	£1.5	£0.0	£1.2	£13.2	£0.0	£0.1	£0.1	£0.0	£16.1	£3.0
Asda, Bournemouth Road, Chandler's Ford	£2.8	£0.8	£2.0	£27.4	£0.1	£0.2	£0.6	£1.6	£35.5	£8.1
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	£0.6	£0.0	£3.5	£16.0	£0.4	£0.3	£0.1	£1.0	£21.9	£5.9
Other	£1.1	£0.0	£0.2	£9.7	£0.0	£0.0	£0.0	£0.6	£11.7	£1.9
<b>Sub-Total</b>	<b>£6.1</b>	<b>£0.8</b>	<b>£6.9</b>	<b>£66.3</b>	<b>£0.6</b>	<b>£0.6</b>	<b>£0.8</b>	<b>£3.1</b>	<b>£85.2</b>	<b>£18.9</b>
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	£0.0	£0.2	£0.9	£10.1	£0.1	£0.3	£0.8	£0.0	£12.5	£2.3
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastl	£0.0	£0.0	£0.3	£2.2	£0.0	£0.0	£0.2	£0.0	£2.7	£0.5
Sainsbury's Superstore, Leigh Road, Eastleigh	£0.0	£0.0	£0.5	£12.0	£0.0	£0.1	£0.4	£0.0	£13.0	£0.9
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	£0.0	£0.0	£1.0	£13.5	£0.0	£0.1	£0.0	£0.0	£14.7	£1.1
Other Eastleigh Town Centre	£0.0	£0.0	£0.1	£1.5	£0.0	£0.0	£0.0	£0.0	£1.6	£0.1
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£2.9</b>	<b>£39.4</b>	<b>£0.1</b>	<b>£0.5</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£44.4</b>	<b>£5.0</b>
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£23.1	£25.3	£25.3
Asda, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£6.2	£7.3	£7.3
Lidl, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3	£1.3
Tesco Superstore, Quay Street, Fareham	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.8	£9.2	£11.1	£11.0
Other Fareham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.9	£2.2	£2.2
Sainsbury's Superstore, Wallington Way, Fareham	£0.0	£0.0	£0.0	£1.5	£0.0	£0.2	£6.3	£45.0	£53.0	£51.5
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£11.7</b>	<b>£86.7</b>	<b>£100.2</b>	<b>£98.6</b>
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	£0.3	£0.0	£1.0	£18.2	£0.0	£0.6	£10.8	£8.8	£39.8	£21.6
Other Hedge End	£0.1	£0.0	£0.3	£2.5	£0.0	£0.2	£1.1	£3.6	£7.9	£5.3
<b>Sub-Total</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£1.4</b>	<b>£20.7</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£12.0</b>	<b>£12.4</b>	<b>£47.7</b>	<b>£27.0</b>
<b>Alton</b>	£0.0	£0.0	£0.0	£0.0	£3.2	£0.4	£0.0	£0.0	£3.6	£3.6
Andover	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£1.9
Basingstoke	£0.0	£0.4	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.9	£0.9
Southampton	£0.2	£0.0	£0.0	£6.5	£0.0	£0.4	£0.2	£1.9	£9.2	£2.7
Portsmouth	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£2.0	£1.0	£4.3	£3.0
Romsey	£0.1	£0.0	£0.2	£0.8	£0.0	£0.2	£0.0	£0.0	£1.4	£0.6
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£14.8	£3.5	£18.4	£18.4
Other	£0.1	£0.7	£0.9	£32.9	£0.7	£3.5	£3.7	£21.4	£64.1	£31.1
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>£6.9</b>	<b>£4.0</b>	<b>£12.3</b>	<b>£169.5</b>	<b>£4.5</b>	<b>£7.2</b>	<b>£46.6</b>	<b>£130.1</b>	<b>£381.3</b>	<b>£211.7</b>
<b>TOTAL MARKET SHARE</b>	<b>£127.6</b>	<b>£51.3</b>	<b>£41.9</b>	<b>£185.6</b>	<b>£28.4</b>	<b>£18.5</b>	<b>£80.7</b>	<b>£158.8</b>	<b>£693.0</b>	<b>£507.4</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 8: 2036 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)**  
**ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**  
*Excluding Internet Shopping and other Special Forms of Trading*

	Central Winchester	North Winchester	City South	Eastleigh	New Alresford	Upper Meon Valley	Bishop's Waltham	Whiteley & Fareham	Total Study Area	Excluding Eastleigh (Zone 4)
	Zone: 1	Zone: 2	Zone: 3	Zone: 4	Zone: 5	Zone: 6	Zone: 7	Zone: 8		
TOTAL AVAILABLE SPEND (excluding SFT):	£128.1	£51.8	£42.3	£188.0	£28.6	£18.8	£81.6	£160.0	£699.2	£511.19
<b>Winchester Town</b>										
Co-op, City Road, Winchester	£1.3	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£1.6	£1.4
Iceland, Middle Brook Street, Winchester	£5.2	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£5.7	£5.7
Marks & Spencer Foodhall, High Street, Winchester	£5.9	£0.2	£0.9	£0.8	£0.4	£0.0	£0.2	£0.2	£8.6	£7.9
M&S Simply Food, Winchester Rail Station, Winchester	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.6	£0.6
Sainsbury's Superstore, Middlebrook Street, Winchester	£15.7	£1.7	£0.3	£0.0	£0.0	£0.6	£0.0	£0.0	£18.2	£18.2
Tesco Express, High Street, Winchester	£4.3	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£4.9	£4.9
Other	£1.8	£0.4	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£2.6	£2.6
Sub-Total	£34.6	£2.7	£1.5	£1.0	£0.6	£1.5	£0.2	£0.2	£42.3	£41.3
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.0	£1.2	£1.2
Lidl, Rookery Avenue, Solent Way, Whiteley	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.6	£4.4	£7.7	£6.0
Tesco Superstore, Whiteley Way, Whiteley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£11.7	£12.2	£12.2
Sub-Total	£0.0	£0.0	£0.0	£1.7	£0.0	£0.1	£2.2	£17.2	£21.1	£19.4
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	£0.4	£0.3	£0.0	£0.4	£0.0	£0.4	£8.3	£1.1	£10.9	£10.6
Co-op, High Street, Bishop's Waltham	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£10.3	£0.7	£11.3	£11.3
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.8	£0.0	£2.9	£2.9
Sub-Total	£0.4	£0.4	£0.0	£0.4	£0.0	£0.8	£21.4	£1.8	£25.1	£24.7
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	£0.4	£0.0	£0.0	£0.0	£5.1	£0.7	£0.0	£0.0	£6.1	£6.1
Tesco Express, Broad Street, Alresford	£0.3	£0.0	£0.0	£0.0	£4.5	£0.7	£0.0	£0.0	£5.5	£5.5
Other	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	£0.0	£0.0	£1.2	£1.2
Sub-Total	£0.6	£0.0	£0.0	£0.0	£10.7	£1.4	£0.0	£0.0	£12.7	£12.7
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£6.7	£7.9	£7.9
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£1.8	£2.2	£2.0
Sub-Total	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£1.4	£8.5	£10.2	£10.0
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	£20.0	£11.5	£1.0	£0.0	£1.0	£0.7	£0.1	£0.0	£34.2	£34.2
Waitrose, Stockbridge Road, Winchester	£16.4	£7.5	£1.8	£0.0	£0.4	£0.0	£1.1	£0.0	£27.2	£27.2
Other	£1.1	£0.9	£0.0	£0.2	£0.1	£0.0	£0.4	£0.0	£2.7	£2.5
Sub-Total	£37.5	£19.9	£2.8	£0.2	£1.5	£0.7	£1.7	£0.0	£64.1	£63.9
<b>Smaller Centres</b>										
Badger Farm Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Oliver's Battery Local Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Denmead Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£3.0	£3.0
Kings Worthy Local Centre	£0.1	£5.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.6	£5.6
Stockbridge Road/Andover Road Local Centre	£2.9	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£3.3
Village centres/ neighbourhood stores	£4.3	£2.0	£5.9	£0.6	£0.1	£1.3	£2.3	£1.2	£17.5	£17.0
Sub-Total	£7.3	£7.6	£6.2	£0.6	£0.2	£1.3	£5.3	£1.2	£29.7	£29.1
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	£20.1	£3.2	£17.7	£7.8	£2.4	£1.3	£0.9	£0.0	£53.5	£45.7
Tesco Extra, Easton Lane, Winchester	£20.5	£13.7	£1.6	£4.3	£8.8	£4.2	£1.5	£0.1	£54.8	£50.5
Other	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Sub-Total	£40.8	£17.2	£19.4	£12.1	£11.1	£5.6	£2.4	£0.1	£108.7	£96.6
<b>WINCHESTER DISTRICT</b>	<b>£121.2</b>	<b>£47.7</b>	<b>£29.9</b>	<b>£16.3</b>	<b>£24.0</b>	<b>£11.4</b>	<b>£34.5</b>	<b>£28.9</b>	<b>£314.0</b>	<b>£297.7</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	£1.5	£0.0	£1.3	£13.3	£0.0	£0.1	£0.1	£0.0	£16.3	£3.0
Asda, Bournemouth Road, Chandler's Ford	£2.8	£0.8	£2.0	£27.7	£0.1	£0.2	£0.6	£1.6	£35.9	£8.2
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	£0.6	£0.0	£3.5	£16.3	£0.4	£0.3	£0.1	£1.0	£22.2	£5.9
Other	£1.1	£0.0	£0.2	£9.9	£0.0	£0.0	£0.0	£0.6	£11.8	£1.9
Sub-Total	£6.1	£0.8	£7.0	£67.2	£0.6	£0.6	£0.8	£3.2	£86.2	£19.0
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	£0.0	£0.2	£1.0	£10.2	£0.1	£0.3	£0.9	£0.0	£12.6	£2.4
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastl	£0.0	£0.0	£0.3	£2.2	£0.0	£0.0	£0.2	£0.0	£2.7	£0.5
Sainsbury's Superstore, Leigh Road, Eastleigh	£0.0	£0.0	£0.5	£12.2	£0.0	£0.1	£0.4	£0.0	£13.1	£1.0
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	£0.0	£0.0	£1.0	£13.7	£0.0	£0.1	£0.0	£0.0	£14.8	£1.1
Other Eastleigh Town Centre	£0.0	£0.0	£0.1	£1.5	£0.0	£0.0	£0.0	£0.0	£1.6	£0.1
Sub-Total	£0.0	£0.2	£2.9	£39.9	£0.1	£0.5	£1.4	£0.0	£44.9	£5.1
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£23.2	£25.5	£25.5
Asda, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£6.3	£7.4	£7.4
Lidl, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3	£1.3
Tesco Superstore, Quay Street, Fareham	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.8	£9.2	£11.1	£11.0
Other Fareham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.9	£2.2	£2.2
Sainsbury's Superstore, Wallington Way, Fareham	£0.0	£0.0	£0.0	£1.5	£0.0	£0.2	£6.4	£45.4	£53.4	£51.9
Sub-Total	£0.0	£0.0	£0.0	£1.6	£0.0	£0.2	£11.8	£87.4	£101.0	£99.4
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	£0.3	£0.0	£1.1	£18.4	£0.0	£0.6	£11.0	£8.9	£40.2	£21.8
Other Hedge End	£0.1	£0.0	£0.3	£2.6	£0.0	£0.2	£1.1	£3.7	£8.0	£5.4
Sub-Total	£0.4	£0.0	£1.4	£21.0	£0.0	£0.8	£12.1	£12.5	£48.2	£27.2
<b>Other Centres</b>										
Alton	£0.0	£0.0	£0.0	£0.0	£3.2	£0.4	£0.0	£0.0	£3.6	£3.6
Andover	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£1.9
Basingstoke	£0.0	£0.4	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£1.0	£1.0
Southampton	£0.2	£0.0	£0.0	£6.6	£0.0	£0.4	£0.2	£1.9	£9.3	£2.7
Portsmouth	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£2.0	£1.1	£4.4	£3.1
Romsey	£0.1	£0.0	£0.2	£0.8	£0.0	£0.2	£0.0	£0.0	£1.4	£0.6
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£15.0	£3.5	£18.6	£18.6
Other	£0.1	£0.7	£0.9	£33.4	£0.7	£3.6	£3.8	£21.6	£64.8	£31.4
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>£6.9</b>	<b>£4.1</b>	<b>£12.4</b>	<b>£171.7</b>	<b>£4.6</b>	<b>£7.3</b>	<b>£47.1</b>	<b>£131.1</b>	<b>£385.2</b>	<b>£213.5</b>
<b>TOTAL MARKET SHARE</b>	<b>£128.1</b>	<b>£51.8</b>	<b>£42.3</b>	<b>£188.0</b>	<b>£28.6</b>	<b>£18.8</b>	<b>£81.6</b>	<b>£160.0</b>	<b>£699.2</b>	<b>£511.2</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 9: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)**  
**ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**  
*Excluding Internet Shopping and other Special Forms of Trading*

	Central Winchester	North Winchester	City South	Eastleigh	New Alresford	Upper Meon Valley	Bishop's Waltham	Whiteley & Fareham	Total Study Area	Excluding Eastleigh (Zone 4)
Zone:	1	2	3	4	5	6	7	8		
<b>TOTAL AVAILABLE SPEND (excluding SFT):</b>	<b>£129.1</b>	<b>£52.6</b>	<b>£43.0</b>	<b>£192.8</b>	<b>£29.1</b>	<b>£19.2</b>	<b>£83.1</b>	<b>£162.5</b>	<b>£711.4</b>	<b>£518.64</b>
<b>Winchester Town</b>										
Co op, City Road, Winchester	£1.3	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£1.7	£1.4
Iceland, Middle Brook Street, Winchester	£5.2	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£5.7	£5.7
Marks & Spencer Foodhall, High Street, Winchester	£5.9	£0.2	£1.0	£0.8	£0.4	£0.0	£0.2	£0.2	£8.7	£7.9
M&S Simply Food, Winchester Rail Station, Winchester	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.6	£0.6
Sainsbury's Superstore, Middlebrook Street, Winchester	£15.8	£1.7	£0.3	£0.0	£0.0	£0.7	£0.0	£0.0	£18.4	£18.4
Tesco Express, High Street, Winchester	£4.3	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£4.9	£4.9
Other	£1.8	£0.4	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£2.6	£2.6
<b>Sub-Total</b>	<b>£34.8</b>	<b>£2.8</b>	<b>£1.6</b>	<b>£1.0</b>	<b>£0.6</b>	<b>£1.5</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£42.7</b>	<b>£41.7</b>
<b>Whiteley Town Centre</b>										
Marks & Spencer, Whiteley Way, Whiteley, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.1	£1.3	£1.3
Lidl, Rookery Avenue, Solent Way, Whiteley	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£1.6	£4.5	£7.9	£6.1
Tesco Superstore, Whiteley Way, Whiteley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£11.9	£12.4	£12.4
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.8</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£2.2</b>	<b>£17.5</b>	<b>£21.5</b>	<b>£19.7</b>
<b>Bishop's Waltham District Centre</b>										
Budgens, Winchester Road, Bishop's Waltham	£0.4	£0.3	£0.0	£0.4	£0.0	£0.4	£8.5	£1.1	£11.1	£10.7
Co-op, High Street, Bishop's Waltham	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£10.5	£0.7	£11.5	£11.5
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.8	£0.0	£2.9	£2.9
<b>Sub-Total</b>	<b>£0.4</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£21.8</b>	<b>£1.8</b>	<b>£25.6</b>	<b>£25.2</b>
<b>New Alresford District Centre</b>										
Co-op, West Street, Alresford	£0.4	£0.0	£0.0	£0.0	£5.1	£0.7	£0.0	£0.0	£6.2	£6.2
Tesco Express, Broad Street, Alresford	£0.3	£0.0	£0.0	£0.0	£4.6	£0.7	£0.0	£0.0	£5.6	£5.6
Other	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	£0.0	£0.0	£1.2	£1.2
<b>Sub-Total</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£10.8</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£12.9</b>	<b>£12.9</b>
<b>Wickham District Centre</b>										
Co-op, The Square, Wickham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£6.8	£8.1	£8.1
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£1.8	£2.3	£2.1
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£1.5</b>	<b>£8.6</b>	<b>£10.4</b>	<b>£10.1</b>
<b>Weeke Local Centre</b>										
Aldi, Burnett Close, Winchester	£20.1	£11.6	£1.0	£0.0	£1.0	£0.7	£0.1	£0.0	£34.6	£34.6
Waitrose, Stockbridge Road, Winchester	£16.5	£7.7	£1.8	£0.0	£0.4	£0.0	£1.1	£0.0	£27.5	£27.5
Other	£1.1	£0.9	£0.0	£0.2	£0.1	£0.0	£0.4	£0.0	£2.7	£2.5
<b>Sub-Total</b>	<b>£37.8</b>	<b>£20.2</b>	<b>£2.8</b>	<b>£0.2</b>	<b>£1.5</b>	<b>£0.7</b>	<b>£1.7</b>	<b>£0.0</b>	<b>£64.9</b>	<b>£64.6</b>
<b>Smaller Centres</b>										
Badger Farm Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Oliver's Battery Local Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Denmead Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£3.1	£3.1
Kings Worthy Local Centre	£0.1	£5.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.7	£5.7
Stockbridge Road/Andover Road Local Centre	£3.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£3.4
Village centres/ neighbourhood stores	£4.3	£2.0	£6.0	£0.6	£0.1	£1.4	£2.3	£1.2	£17.8	£17.2
<b>Sub-Total</b>	<b>£7.4</b>	<b>£7.7</b>	<b>£6.3</b>	<b>£0.6</b>	<b>£0.2</b>	<b>£1.4</b>	<b>£5.4</b>	<b>£1.2</b>	<b>£30.1</b>	<b>£29.5</b>
<b>Out of Centre</b>										
Sainsbury's Superstore, Badger Farm Road, Winchester	£20.3	£3.3	£18.0	£8.0	£2.4	£1.4	£0.9	£0.0	£54.3	£46.3
Tesco Extra, Easton Lane, Winchester	£20.6	£13.9	£1.7	£4.4	£8.9	£4.3	£1.5	£0.1	£55.5	£51.1
Other	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
<b>Sub-Total</b>	<b>£41.1</b>	<b>£17.5</b>	<b>£19.7</b>	<b>£12.5</b>	<b>£11.3</b>	<b>£5.7</b>	<b>£2.4</b>	<b>£0.1</b>	<b>£110.3</b>	<b>£97.9</b>
<b>WINCHESTER DISTRICT</b>	<b>£122.1</b>	<b>£48.5</b>	<b>£30.4</b>	<b>£16.7</b>	<b>£24.4</b>	<b>£11.7</b>	<b>£35.2</b>	<b>£29.4</b>	<b>£318.3</b>	<b>£301.6</b>
<b>Chandlers Ford</b>										
Aldi, Chestnut Avenue Retail Park, Chandler's Ford	£1.5	£0.0	£1.3	£13.7	£0.0	£0.1	£0.1	£0.0	£16.7	£3.0
Asda, Bournemouth Road, Chandler's Ford	£2.8	£0.8	£2.0	£28.4	£0.1	£0.2	£0.6	£1.6	£36.7	£8.3
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	£0.6	£0.0	£0.6	£16.7	£0.4	£0.3	£0.1	£1.0	£22.7	£6.0
Other	£1.1	£0.0	£0.2	£10.1	£0.0	£0.0	£0.0	£0.6	£12.1	£2.0
<b>Sub-Total</b>	<b>£6.1</b>	<b>£0.8</b>	<b>£4.1</b>	<b>£68.9</b>	<b>£0.6</b>	<b>£0.6</b>	<b>£0.8</b>	<b>£3.2</b>	<b>£88.1</b>	<b>£19.3</b>
<b>Eastleigh Town Centre</b>										
Lidl, Coles Close, off Twyford Road, Eastleigh	£0.0	£0.2	£1.0	£10.5	£0.1	£0.3	£0.9	£0.0	£12.9	£2.4
Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh	£0.0	£0.0	£0.3	£2.3	£0.0	£0.0	£0.2	£0.0	£2.8	£0.5
Sainsbury's Superstore, Leigh Road, Eastleigh	£0.0	£0.0	£0.5	£12.5	£0.0	£0.1	£0.4	£0.0	£13.5	£1.0
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	£0.0	£0.0	£1.1	£14.1	£0.0	£0.1	£0.0	£0.0	£15.2	£1.2
Other Eastleigh Town Centre	£0.0	£0.0	£0.1	£1.5	£0.0	£0.0	£0.0	£0.0	£1.6	£0.1
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£3.0</b>	<b>£40.9</b>	<b>£0.1</b>	<b>£0.5</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£46.0</b>	<b>£5.1</b>
<b>Fareham Town Centre</b>										
Aldi, West Street, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£23.6	£25.9	£25.9
Asda, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£6.4	£7.5	£7.5
Lidl, Speedfields Park, Newgate Lane, Fareham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4	£1.4
Tesco Superstore, Quay Street, Fareham	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.8	£9.4	£11.2	£11.2
Other Fareham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.9	£2.3	£2.3
Sainsbury's Superstore, Wallington Way, Fareham	£0.0	£0.0	£0.0	£1.5	£0.0	£0.2	£6.5	£46.1	£54.3	£52.8
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£12.0</b>	<b>£88.7</b>	<b>£102.6</b>	<b>£101.0</b>
<b>Hedge End</b>										
Sainsbury's Superstore, Tollbar way, Hedge End	£0.3	£0.0	£1.1	£18.9	£0.0	£0.6	£11.2	£9.0	£41.1	£22.2
Other Hedge End	£0.1	£0.0	£0.3	£2.6	£0.0	£0.2	£1.2	£3.7	£8.1	£5.5
<b>Sub-Total</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£1.4</b>	<b>£21.5</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£12.3</b>	<b>£12.7</b>	<b>£49.2</b>	<b>£27.7</b>
<b>Alton</b>										
Andover	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£1.9
Basingstoke	£0.0	£0.4	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£1.0	£1.0
Southampton	£0.2	£0.0	£0.0	£6.8	£0.0	£0.5	£0.2	£1.9	£9.6	£2.8
Portsmouth	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£2.1	£1.1	£4.5	£3.1
Romsey	£0.1	£0.0	£0.2	£0.8	£0.0	£0.2	£0.0	£0.0	£1.4	£0.6
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£15.3	£3.6	£18.9	£18.9
Other	£0.1	£0.7	£0.9	£34.2	£0.7	£3.7	£3.9	£21.9	£66.1	£31.9
<b>OUTSIDE OF WINCHESTER DISTRICT</b>	<b>£7.0</b>	<b>£4.1</b>	<b>£12.6</b>	<b>£176.0</b>	<b>£4.7</b>	<b>£7.5</b>	<b>£48.0</b>	<b>£133.1</b>	<b>£393.1</b>	<b>£217.0</b>
<b>TOTAL MARKET SHARE</b>	<b>£129.1</b>	<b>£52.6</b>	<b>£43.0</b>	<b>£192.8</b>	<b>£29.1</b>	<b>£19.2</b>	<b>£83.1</b>	<b>£162.5</b>	<b>£711.4</b>	<b>£518.6</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

# **APPENDIX 7: UPDATED COMPARISON GOODS TURNOVER FORECASTS**

**TABLE 1 ALL COMPARISON GOODS MARKET SHARE 2019 (%) - ALL COMPARISON GOODS**

	Zone:								Total Study Area	Excluding Eastleigh (Zone 4)
	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8		
Winchester Town Centre	45.9%	32.7%	25.4%	7.0%	27.6%	14.3%	5.2%	0.5%	17.4%	21.3%
Whiteley Town Centre	0.6%	0.0%	0.0%	1.1%	0.3%	0.6%	3.9%	8.4%	2.5%	3.1%
Bishop's Waltham District Centre	0.0%	0.0%	0.0%	0.2%	0.0%	2.5%	12.3%	0.4%	1.7%	2.3%
New Alresford District Centre	0.4%	0.8%	0.0%	0.0%	14.4%	4.4%	0.2%	0.0%	0.9%	1.3%
Wickham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.7%	1.6%	0.4%	0.5%
Local Centres	0.1%	3.4%	0.8%	0.3%	0.3%	0.2%	1.6%	0.0%	0.6%	0.7%
Smaller centres	2.1%	4.0%	2.7%	0.3%	1.6%	3.2%	0.2%	0.1%	1.2%	1.5%
<b>Sub-Total</b>	<b>48.9%</b>	<b>40.9%</b>	<b>28.9%</b>	<b>9.0%</b>	<b>44.3%</b>	<b>25.4%</b>	<b>24.0%</b>	<b>11.0%</b>	<b>24.8%</b>	<b>30.7%</b>
Out of Centre:										
Andover Road Retail Park	0.9%	1.2%	0.0%	0.4%	0.5%	0.0%	0.0%	0.0%	0.4%	0.4%
Easton Lane	8.0%	12.5%	4.1%	1.0%	15.5%	11.5%	0.2%	0.0%	4.1%	5.3%
Other	8.3%	7.5%	12.5%	0.8%	6.8%	5.3%	0.2%	0.0%	3.8%	4.9%
<b>Sub-Total</b>	<b>17.2%</b>	<b>21.2%</b>	<b>16.6%</b>	<b>2.2%</b>	<b>22.7%</b>	<b>16.8%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>8.3%</b>	<b>10.5%</b>
<b>WINCHESTER DISTRICT</b>	<b>66.1%</b>	<b>62.1%</b>	<b>45.5%</b>	<b>11.2%</b>	<b>67.0%</b>	<b>42.2%</b>	<b>24.4%</b>	<b>11.0%</b>	<b>33.1%</b>	<b>41.2%</b>
Eastleigh Town Centre	1.5%	3.2%	8.3%	22.7%	0.6%	1.9%	1.1%	0.2%	7.6%	1.9%
Eastleigh Out of Centre	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>
Basingstoke Town Centre	1.0%	3.3%	0.0%	0.0%	3.7%	4.5%	0.1%	0.0%	0.8%	1.1%
Brighton Hill Retail Park	0.6%	2.2%	0.0%	0.0%	0.2%	1.2%	0.0%	0.0%	0.3%	0.4%
Other Basingstoke Out of Centre	0.2%	0.3%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	0.2%	0.1%
<b>Sub-Total</b>	<b>1.7%</b>	<b>5.8%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>4.4%</b>	<b>5.7%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>1.3%</b>	<b>1.6%</b>
Fareham Town Centre	0.0%	0.3%	0.4%	0.2%	0.0%	0.4%	10.1%	31.1%	7.3%	10.0%
Fareham Out of Centre	0.0%	0.0%	0.4%	0.2%	0.0%	0.1%	2.2%	11.3%	2.5%	3.4%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.3%</b>	<b>0.8%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>12.3%</b>	<b>42.4%</b>	<b>9.9%</b>	<b>13.4%</b>
Southampton City Centre	18.1%	12.4%	15.1%	13.1%	15.1%	14.1%	8.2%	10.4%	13.1%	13.2%
Hedge End Retail Park	3.6%	6.0%	12.4%	28.0%	3.5%	13.5%	25.1%	15.6%	16.3%	11.9%
Other Southampton Out of Centre	4.7%	0.9%	2.8%	2.1%	1.9%	3.2%	0.8%	2.4%	2.5%	2.6%
<b>Sub-Total</b>	<b>26.3%</b>	<b>19.3%</b>	<b>30.4%</b>	<b>43.1%</b>	<b>20.5%</b>	<b>30.7%</b>	<b>34.0%</b>	<b>28.4%</b>	<b>31.9%</b>	<b>27.7%</b>
Portsmouth City Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%	3.2%	3.9%	1.3%	1.6%
Out of Centre Portsmouth	0.0%	0.7%	0.0%	0.3%	0.7%	0.4%	0.7%	1.2%	0.5%	0.6%
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.9%</b>	<b>0.7%</b>	<b>0.6%</b>	<b>3.9%</b>	<b>5.1%</b>	<b>1.8%</b>	<b>2.1%</b>
Alton	0.0%	0.1%	0.0%	0.0%	1.7%	1.0%	0.0%	0.0%	0.1%	0.2%
Andover	0.3%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Chandlers Ford	0.4%	0.5%	2.6%	6.5%	1.4%	0.9%	0.1%	0.2%	2.2%	0.6%
Romsey	0.0%	0.0%	0.2%	0.1%	0.6%	0.2%	0.3%	0.0%	0.1%	0.1%
Waterlooville	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	14.6%	2.5%	2.3%	3.2%
All Other	1.9%	3.4%	2.4%	5.5%	2.2%	13.3%	9.1%	10.0%	5.8%	5.9%
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>33.9%</b>	<b>37.9%</b>	<b>54.5%</b>	<b>88.8%</b>	<b>33.0%</b>	<b>57.8%</b>	<b>75.6%</b>	<b>89.0%</b>	<b>66.9%</b>	<b>58.8%</b>
<b>TOTAL MARKET SHARE EXCL SFT</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 2: 2021 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS**

	Zone:								Total Study Area	Excluding Eastleigh (Zone 4)
	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8		
<b>Total Available Expenditure (£m):</b>	<b>£137.3</b>	<b>£51.1</b>	<b>£50.2</b>	<b>£196.3</b>	<b>£30.7</b>	<b>£21.4</b>	<b>£92.9</b>	<b>£137.6</b>	<b>£717.5</b>	<b>£521.2</b>
Winchester Town Centre	£63.0	£16.7	£12.7	£13.8	£8.5	£3.1	£4.8	£0.7	£123.2	£109.5
Whiteley Town Centre	£0.8	£0.0	£0.0	£2.1	£0.1	£0.1	£3.6	£11.5	£18.3	£16.1
Bishop's Waltham District Centre	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£11.4	£0.6	£12.9	£12.5
New Alresford District Centre	£0.5	£0.4	£0.0	£0.0	£4.4	£0.9	£0.2	£0.0	£6.5	£6.5
Wickham District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£2.2	£2.9	£2.9
Local Centres	£0.1	£1.7	£0.4	£0.5	£0.1	£0.0	£1.5	£0.0	£4.4	£3.9
Smaller centres	£2.8	£2.0	£1.3	£0.7	£0.5	£0.7	£0.2	£0.2	£8.4	£7.7
<b>Sub-Total</b>	<b>£67.2</b>	<b>£20.9</b>	<b>£14.5</b>	<b>£17.6</b>	<b>£13.6</b>	<b>£5.4</b>	<b>£22.3</b>	<b>£15.1</b>	<b>£176.6</b>	<b>£159.0</b>
Out of Centre:										
Andover Road Retail Park	£1.2	£0.6	£0.0	£0.8	£0.1	£0.0	£0.0	£0.0	£2.7	£1.9
Easton Lane	£11.0	£6.4	£2.0	£1.9	£4.8	£2.5	£0.2	£0.1	£28.8	£26.9
Other	£11.4	£3.9	£6.3	£1.6	£2.1	£1.1	£0.2	£0.0	£26.6	£25.0
<b>Sub-Total</b>	<b>£23.6</b>	<b>£10.9</b>	<b>£8.3</b>	<b>£4.3</b>	<b>£7.0</b>	<b>£3.6</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£58.1</b>	<b>£53.8</b>
<b>WINCHESTER DISTRICT</b>	<b>£90.8</b>	<b>£31.8</b>	<b>£22.8</b>	<b>£21.9</b>	<b>£20.5</b>	<b>£9.0</b>	<b>£22.7</b>	<b>£15.2</b>	<b>£234.7</b>	<b>£212.8</b>
Eastleigh Town Centre	£2.0	£1.6	£4.2	£44.6	£0.2	£0.4	£1.0	£0.3	£54.4	£9.8
Eastleigh Out of Centre	£2.3	£0.5	£4.9	£17.9	£0.3	£0.4	£0.0	£0.2	£26.6	£8.7
<b>Sub-Total</b>	<b>£4.4</b>	<b>£2.2</b>	<b>£9.1</b>	<b>£62.5</b>	<b>£0.5</b>	<b>£0.8</b>	<b>£1.0</b>	<b>£0.6</b>	<b>£81.0</b>	<b>£18.5</b>
Basingstoke Town Centre	£1.4	£1.7	£0.0	£0.0	£1.1	£1.0	£0.1	£0.0	£5.4	£5.4
Brighton Hill Retail Park	£0.8	£1.1	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£2.2	£2.2
Other Basingstoke Out of Centre	£0.2	£0.2	£0.0	£1.1	£0.2	£0.0	£0.0	£0.0	£1.6	£0.5
<b>Sub-Total</b>	<b>£2.4</b>	<b>£3.0</b>	<b>£0.0</b>	<b>£1.1</b>	<b>£1.3</b>	<b>£1.2</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£9.1</b>	<b>£8.1</b>
Fareham Town Centre	£0.0	£0.1	£0.2	£0.4	£0.0	£0.1	£9.3	£42.8	£52.9	£52.5
Fareham Out of Centre	£0.0	£0.0	£0.2	£0.4	£0.0	£0.0	£2.1	£15.5	£18.2	£17.8
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.4</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£11.4</b>	<b>£58.3</b>	<b>£71.2</b>	<b>£70.4</b>
Southampton City Centre	£24.8	£6.3	£7.6	£25.6	£4.6	£3.0	£7.6	£14.3	£93.9	£68.3
Hedge End Retail Park	£5.0	£3.1	£6.2	£55.0	£1.1	£2.9	£23.3	£21.4	£117.9	£62.9
Other Southampton Out of Centre	£6.4	£0.5	£1.4	£4.1	£0.6	£0.7	£0.7	£3.3	£17.7	£13.6
<b>Sub-Total</b>	<b>£36.2</b>	<b>£9.9</b>	<b>£15.2</b>	<b>£84.7</b>	<b>£6.3</b>	<b>£6.6</b>	<b>£31.6</b>	<b>£39.1</b>	<b>£229.5</b>	<b>£144.8</b>
Portsmouth City Centre	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£3.0	£5.4	£9.7	£8.4
Out of Centre Portsmouth	£0.0	£0.3	£0.0	£0.5	£0.2	£0.1	£0.6	£1.7	£3.5	£3.0
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£1.8</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£3.6</b>	<b>£7.1</b>	<b>£13.2</b>	<b>£11.4</b>
Alton	£0.0	£0.1	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.8	£0.8
Andover	£0.4	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£2.2
Chandlers Ford	£0.6	£0.3	£1.3	£12.7	£0.4	£0.2	£0.1	£0.2	£15.8	£3.1
Romsey	£0.0	£0.0	£0.1	£0.2	£0.2	£0.0	£0.3	£0.0	£0.8	£0.6
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£13.6	£3.5	£17.3	£17.3
All Other	£2.6	£1.7	£1.2	£10.7	£0.7	£2.8	£8.4	£13.7	£41.9	£31.2
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>£46.5</b>	<b>£19.4</b>	<b>£27.4</b>	<b>£174.3</b>	<b>£10.1</b>	<b>£12.3</b>	<b>£70.2</b>	<b>£122.5</b>	<b>£482.7</b>	<b>£308.4</b>
<b>TOTAL MARKET SHARE EXCL SFT</b>	<b>£137.3</b>	<b>£51.1</b>	<b>£50.2</b>	<b>£196.3</b>	<b>£30.7</b>	<b>£21.4</b>	<b>£92.9</b>	<b>£137.6</b>	<b>£717.5</b>	<b>£521.2</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 3: 2022 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS**

Zone:	Central Winchester	North Winchester	City South	Eastleigh	New Alresford	Upper Meon Valley	Bishop's Waltham	Whiteley & Fareham	Total Study Area	Excluding Eastleigh (Zone 4)
	1	2	3	4	5	6	7	8		
<b>Total Available Expenditure (£m):</b>	<b>£135.9</b>	<b>£53.6</b>	<b>£51.4</b>	<b>£207.5</b>	<b>£31.2</b>	<b>£21.7</b>	<b>£96.1</b>	<b>£152.1</b>	<b>£749.5</b>	<b>£542.0</b>
Winchester Town Centre	£62.3	£17.5	£13.0	£14.6	£8.6	£3.1	£5.0	£0.7	£124.9	£110.3
Whiteley Town Centre	£0.8	£0.0	£0.0	£2.3	£0.1	£0.1	£3.7	£12.7	£19.7	£17.5
Bishop's Waltham District Centre	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£11.8	£0.6	£13.4	£12.9
New Alresford District Centre	£0.5	£0.4	£0.0	£0.0	£4.5	£1.0	£0.2	£0.0	£6.6	£6.6
Wickham District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£2.5	£3.2	£3.2
Local Centres	£0.1	£1.8	£0.4	£0.6	£0.1	£0.0	£1.6	£0.0	£4.6	£4.0
Smaller centres	£2.8	£2.1	£1.4	£0.7	£0.5	£0.7	£0.2	£0.2	£8.6	£7.9
<b>Sub-Total</b>	<b>£66.5</b>	<b>£21.9</b>	<b>£14.9</b>	<b>£18.6</b>	<b>£13.8</b>	<b>£5.5</b>	<b>£23.1</b>	<b>£16.7</b>	<b>£180.9</b>	<b>£162.3</b>
Out of Centre:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
Andover Road Retail Park	£1.2	£0.6	£0.0	£0.8	£0.1	£0.0	£0.0	£0.0	£2.8	£1.9
Easton Lane	£10.9	£6.7	£2.1	£2.0	£4.8	£2.5	£0.2	£0.1	£29.3	£27.3
Other	£11.3	£4.0	£6.4	£1.7	£2.1	£1.1	£0.2	£0.0	£27.0	£25.2
<b>Sub-Total</b>	<b>£23.4</b>	<b>£11.4</b>	<b>£8.5</b>	<b>£4.6</b>	<b>£7.1</b>	<b>£3.7</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£59.1</b>	<b>£54.5</b>
<b>WINCHESTER DISTRICT</b>	<b>£89.9</b>	<b>£33.3</b>	<b>£23.4</b>	<b>£23.2</b>	<b>£20.9</b>	<b>£9.2</b>	<b>£23.5</b>	<b>£16.8</b>	<b>£240.0</b>	<b>£216.8</b>
Eastleigh Town Centre	£2.0	£1.7	£4.3	£47.1	£0.2	£0.4	£1.1	£0.4	£57.2	£10.0
Eastleigh Out of Centre	£2.3	£0.6	£5.0	£19.0	£0.3	£0.5	£0.0	£0.3	£27.8	£8.9
<b>Sub-Total</b>	<b>£4.3</b>	<b>£2.3</b>	<b>£9.3</b>	<b>£66.1</b>	<b>£0.5</b>	<b>£0.9</b>	<b>£1.1</b>	<b>£0.6</b>	<b>£85.0</b>	<b>£18.9</b>
Basingstoke Town Centre	£1.4	£1.8	£0.0	£0.0	£1.1	£1.0	£0.1	£0.0	£5.5	£5.5
Brighton Hill Retail Park	£0.8	£1.2	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£2.2	£2.2
Other Basingstoke Out of Centre	£0.2	£0.2	£0.0	£1.1	£0.2	£0.0	£0.0	£0.0	£1.7	£0.5
<b>Sub-Total</b>	<b>£2.4</b>	<b>£3.1</b>	<b>£0.0</b>	<b>£1.1</b>	<b>£1.4</b>	<b>£1.2</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£9.4</b>	<b>£8.3</b>
Fareham Town Centre	£0.0	£0.1	£0.2	£0.4	£0.0	£0.1	£9.7	£47.3	£57.8	£57.4
Fareham Out of Centre	£0.0	£0.0	£0.2	£0.4	£0.0	£0.0	£2.1	£17.2	£20.0	£19.6
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.4</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£11.8</b>	<b>£64.5</b>	<b>£77.8</b>	<b>£76.9</b>
Southampton City Centre	£24.6	£6.6	£7.8	£27.1	£4.7	£3.1	£7.9	£15.8	£97.5	£70.4
Hedge End Retail Park	£4.9	£3.2	£6.4	£58.1	£1.1	£2.9	£23.7	£23.7	£124.4	£66.3
Other Southampton Out of Centre	£6.3	£0.5	£1.4	£4.3	£0.6	£0.7	£0.8	£3.7	£18.3	£14.0
<b>Sub-Total</b>	<b>£35.8</b>	<b>£10.3</b>	<b>£15.6</b>	<b>£89.5</b>	<b>£6.4</b>	<b>£6.7</b>	<b>£32.7</b>	<b>£43.2</b>	<b>£240.2</b>	<b>£150.7</b>
Portsmouth City Centre	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£3.1	£5.9	£10.4	£9.1
Out of Centre Portsmouth	£0.0	£0.3	£0.0	£0.5	£0.2	£0.1	£0.7	£1.9	£3.7	£3.2
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£1.9</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£3.8</b>	<b>£7.8</b>	<b>£14.2</b>	<b>£12.3</b>
Alton	£0.0	£0.1	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.8	£0.8
Andover	£0.4	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3
Chandlers Ford	£0.6	£0.3	£1.3	£13.4	£0.4	£0.2	£0.1	£0.2	£16.6	£3.2
Romsey	£0.0	£0.0	£0.1	£0.2	£0.2	£0.0	£0.3	£0.0	£0.8	£0.6
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£14.0	£3.9	£18.1	£18.1
All Other	£2.6	£1.8	£1.2	£11.3	£0.7	£2.9	£8.7	£15.2	£44.4	£33.1
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>£46.1</b>	<b>£20.3</b>	<b>£28.0</b>	<b>£184.4</b>	<b>£10.3</b>	<b>£12.5</b>	<b>£72.6</b>	<b>£135.4</b>	<b>£509.5</b>	<b>£325.2</b>
<b>TOTAL MARKET SHARE EXCL SFT</b>	<b>£135.9</b>	<b>£53.6</b>	<b>£51.4</b>	<b>£207.5</b>	<b>£31.2</b>	<b>£21.7</b>	<b>£96.1</b>	<b>£152.1</b>	<b>£749.5</b>	<b>£542.0</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 4: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS**

Zone:	Central Winchester	North Winchester	City South	Eastleigh	New Alresford	Upper Meon Valley	Bishop's Waltham	Whiteley & Fareham	Total Study Area	Excluding Eastleigh (Zone 4)
	1	2	3	4	5	6	7	8		
<b>Total Available Expenditure (£m):</b>	<b>£137.9</b>	<b>£54.9</b>	<b>£50.5</b>	<b>£206.5</b>	<b>£31.1</b>	<b>£21.3</b>	<b>£95.6</b>	<b>£160.7</b>	<b>£758.5</b>	<b>£552.0</b>
Winchester Town Centre	£63.2	£18.0	£12.8	£14.5	£8.6	£3.1	£5.0	£0.8	£125.9	£111.4
Whiteley Town Centre	£0.8	£0.0	£0.0	£2.3	£0.1	£0.1	£3.7	£13.4	£20.4	£18.2
Bishop's Waltham District Centre	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£11.7	£0.6	£13.4	£12.9
New Alresford District Centre	£0.5	£0.4	£0.0	£0.0	£4.5	£0.9	£0.2	£0.0	£6.6	£6.6
Wickham District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£2.6	£3.3	£3.3
Local Centres	£0.1	£1.9	£0.4	£0.6	£0.1	£0.0	£1.6	£0.0	£4.6	£4.1
Smaller centres	£2.8	£2.2	£1.3	£0.7	£0.5	£0.7	£0.2	£0.2	£8.6	£7.9
<b>Sub-Total</b>	<b>£67.5</b>	<b>£22.5</b>	<b>£14.6</b>	<b>£18.5</b>	<b>£13.8</b>	<b>£5.4</b>	<b>£23.0</b>	<b>£17.6</b>	<b>£182.8</b>	<b>£164.3</b>
Out of Centre:										
Andover Road Retail Park	£1.2	£0.6	£0.0	£0.8	£0.1	£0.0	£0.0	£0.0	£2.8	£2.0
Easton Lane	£11.0	£6.9	£2.0	£2.0	£4.8	£2.5	£0.2	£0.1	£29.5	£27.5
Other	£11.5	£4.1	£6.3	£1.7	£2.1	£1.1	£0.2	£0.0	£27.1	£25.4
<b>Sub-Total</b>	<b>£23.7</b>	<b>£11.7</b>	<b>£8.4</b>	<b>£4.6</b>	<b>£7.1</b>	<b>£3.6</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£59.4</b>	<b>£54.9</b>
<b>WINCHESTER DISTRICT</b>	<b>£91.1</b>	<b>£34.1</b>	<b>£23.0</b>	<b>£23.1</b>	<b>£20.8</b>	<b>£9.0</b>	<b>£23.3</b>	<b>£17.7</b>	<b>£242.2</b>	<b>£219.1</b>
Eastleigh Town Centre	£2.1	£1.8	£4.2	£46.9	£0.2	£0.4	£1.0	£0.4	£56.9	£10.1
Eastleigh Out of Centre	£2.3	£0.6	£4.9	£18.9	£0.3	£0.4	£0.0	£0.3	£27.7	£8.8
<b>Sub-Total</b>	<b>£4.4</b>	<b>£2.3</b>	<b>£9.2</b>	<b>£65.7</b>	<b>£0.5</b>	<b>£0.8</b>	<b>£1.0</b>	<b>£0.7</b>	<b>£84.6</b>	<b>£18.9</b>
Basingstoke Town Centre	£1.4	£1.8	£0.0	£0.0	£1.1	£1.0	£0.1	£0.0	£5.5	£5.5
Brighton Hill Retail Park	£0.8	£1.2	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£2.3	£2.3
Other Basingstoke Out of Centre	£0.2	£0.2	£0.0	£1.1	£0.2	£0.0	£0.0	£0.0	£1.7	£0.6
<b>Sub-Total</b>	<b>£2.4</b>	<b>£3.2</b>	<b>£0.0</b>	<b>£1.1</b>	<b>£1.4</b>	<b>£1.2</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£9.4</b>	<b>£8.3</b>
Fareham Town Centre	£0.0	£0.1	£0.2	£0.4	£0.0	£0.1	£9.6	£50.0	£60.4	£60.0
Fareham Out of Centre	£0.0	£0.0	£0.2	£0.4	£0.0	£0.0	£2.1	£18.1	£20.9	£20.5
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.4</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£11.7</b>	<b>£68.1</b>	<b>£81.3</b>	<b>£80.5</b>
Southampton City Centre	£24.9	£6.8	£7.6	£27.0	£4.7	£3.0	£7.8	£16.7	£98.5	£71.6
Hedge End Retail Park	£5.0	£3.3	£6.3	£57.8	£1.1	£2.9	£23.9	£25.0	£125.3	£67.5
Other Southampton Out of Centre	£6.4	£0.5	£1.4	£4.3	£0.6	£0.7	£0.8	£3.9	£18.5	£14.3
<b>Sub-Total</b>	<b>£36.3</b>	<b>£10.6</b>	<b>£15.3</b>	<b>£89.1</b>	<b>£6.4</b>	<b>£6.6</b>	<b>£32.5</b>	<b>£45.6</b>	<b>£242.4</b>	<b>£153.3</b>
Portsmouth City Centre	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£3.1	£6.3	£10.7	£9.4
Out of Centre Portsmouth	£0.0	£0.4	£0.0	£0.5	£0.2	£0.1	£0.7	£2.0	£3.8	£3.3
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£1.9</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£3.7</b>	<b>£8.3</b>	<b>£14.6</b>	<b>£12.7</b>
Alton	£0.0	£0.1	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.8	£0.8
Andover	£0.4	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3
Chandlers Ford	£0.6	£0.3	£1.3	£13.4	£0.4	£0.2	£0.1	£0.3	£16.6	£3.2
Romsey	£0.0	£0.0	£0.1	£0.2	£0.2	£0.0	£0.3	£0.0	£0.8	£0.6
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£13.9	£4.1	£18.3	£18.3
All Other	£2.6	£1.8	£1.2	£11.3	£0.7	£2.8	£8.7	£16.0	£45.2	£33.9
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>£46.7</b>	<b>£20.8</b>	<b>£27.6</b>	<b>£183.5</b>	<b>£10.2</b>	<b>£12.3</b>	<b>£72.2</b>	<b>£143.0</b>	<b>£516.3</b>	<b>£332.8</b>
<b>TOTAL MARKET SHARE EXCL SFT</b>	<b>£137.9</b>	<b>£54.9</b>	<b>£50.5</b>	<b>£206.5</b>	<b>£31.1</b>	<b>£21.3</b>	<b>£95.6</b>	<b>£160.7</b>	<b>£758.5</b>	<b>£552.0</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 5: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS**

	Central Winchester Zone: 1	North Winchester Zone: 2	City South Zone: 3	Eastleigh Zone: 4	New Alresford Zone: 5	Upper Meon Valley Zone: 6	Bishop's Waltham Zone: 7	Whiteley & Fareham Zone: 8	Total Study Area	Excluding Eastleigh (Zone 4)
<b>Total Available Expenditure (£m):</b>	<b>£154.9</b>	<b>£65.8</b>	<b>£54.8</b>	<b>£235.2</b>	<b>£35.6</b>	<b>£23.0</b>	<b>£105.4</b>	<b>£205.3</b>	<b>£880.0</b>	<b>£644.8</b>
Winchester Town Centre	£71.0	£21.6	£13.9	£16.5	£9.8	£3.3	£5.5	£1.0	£142.6	£126.1
Whiteley Town Centre	£0.9	£0.0	£0.0	£2.6	£0.1	£0.1	£4.1	£17.2	£25.0	£22.4
Bishop's Waltham District Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6	£12.9	£0.8	£14.9	£14.3
New Alresford District Centre	£0.6	£0.5	£0.0	£0.0	£5.1	£1.0	£0.2	£0.0	£7.5	£7.5
Wickham District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£3.3	£4.1	£4.1
Local Centres	£0.1	£2.2	£0.5	£0.6	£0.1	£0.0	£1.7	£0.0	£5.3	£4.6
Smaller centres	£3.2	£2.6	£1.5	£0.8	£0.6	£0.7	£0.2	£0.2	£9.8	£9.0
<b>Sub-Total</b>	<b>£75.8</b>	<b>£26.9</b>	<b>£15.8</b>	<b>£21.1</b>	<b>£15.8</b>	<b>£5.8</b>	<b>£25.3</b>	<b>£22.5</b>	<b>£209.0</b>	<b>£188.0</b>
<b>Out of Centre:</b>										
Andover Road Retail Park	£1.3	£0.8	£0.0	£0.9	£0.2	£0.0	£0.0	£0.0	£3.2	£2.3
Easton Lane	£12.4	£8.3	£2.2	£2.3	£5.5	£2.7	£0.2	£0.1	£33.7	£31.4
Other	£12.9	£5.0	£6.9	£2.0	£2.4	£1.2	£0.2	£0.0	£30.5	£28.5
<b>Sub-Total</b>	<b>£26.6</b>	<b>£14.0</b>	<b>£9.1</b>	<b>£5.2</b>	<b>£8.1</b>	<b>£3.9</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£67.4</b>	<b>£62.2</b>
<b>WINCHESTER DISTRICT</b>	<b>£102.4</b>	<b>£40.9</b>	<b>£24.9</b>	<b>£26.3</b>	<b>£23.9</b>	<b>£9.7</b>	<b>£25.7</b>	<b>£22.6</b>	<b>£276.4</b>	<b>£250.2</b>
Eastleigh Town Centre	£2.3	£2.1	£4.6	£53.4	£0.2	£0.4	£1.2	£0.5	£64.7	£11.3
Eastleigh Out of Centre	£2.6	£0.7	£5.3	£21.5	£0.3	£0.5	£0.0	£0.3	£31.3	£9.8
<b>Sub-Total</b>	<b>£4.9</b>	<b>£2.8</b>	<b>£9.9</b>	<b>£74.9</b>	<b>£0.5</b>	<b>£0.9</b>	<b>£1.2</b>	<b>£0.8</b>	<b>£96.0</b>	<b>£21.1</b>
Basingstoke Town Centre	£1.6	£2.2	£0.0	£0.0	£1.3	£1.0	£0.2	£0.0	£6.3	£6.3
Brighton Hill Retail Park	£0.9	£1.4	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£2.6	£2.6
Other Basingstoke Out of Centre	£0.2	£0.2	£0.0	£1.3	£0.2	£0.0	£0.0	£0.0	£1.9	£0.6
<b>Sub-Total</b>	<b>£2.7</b>	<b>£3.8</b>	<b>£0.0</b>	<b>£1.3</b>	<b>£1.6</b>	<b>£1.3</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£10.8</b>	<b>£9.6</b>
Fareham Town Centre	£0.0	£0.2	£0.2	£0.5	£0.0	£0.1	£10.6	£63.8	£75.4	£74.9
Fareham Out of Centre	£0.0	£0.0	£0.2	£0.5	£0.0	£0.0	£2.4	£23.2	£26.3	£25.8
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.4</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£12.9</b>	<b>£87.0</b>	<b>£101.6</b>	<b>£100.7</b>
Southampton City Centre	£28.0	£8.2	£8.3	£30.7	£5.4	£3.2	£8.6	£21.3	£113.7	£83.0
Hedge End Retail Park	£5.6	£3.9	£6.8	£65.9	£1.3	£3.1	£26.4	£31.9	£144.9	£79.1
Other Southampton Out of Centre	£7.2	£0.6	£1.5	£4.9	£0.7	£0.7	£0.9	£5.0	£21.4	£16.6
<b>Sub-Total</b>	<b>£40.8</b>	<b>£12.7</b>	<b>£16.6</b>	<b>£101.5</b>	<b>£7.3</b>	<b>£7.1</b>	<b>£35.9</b>	<b>£58.3</b>	<b>£280.1</b>	<b>£178.6</b>
Portsmouth City Centre	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£3.4	£8.0	£13.0	£11.4
Out of Centre Portsmouth	£0.0	£0.4	£0.0	£0.6	£0.2	£0.1	£0.7	£2.5	£4.6	£4.0
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£2.2</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£4.1</b>	<b>£10.6</b>	<b>£17.6</b>	<b>£15.5</b>
Alton	£0.0	£0.1	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£0.9	£0.9
Andover	£0.4	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£2.8
Chandlers Ford	£0.7	£0.3	£1.4	£15.2	£0.5	£0.2	£0.1	£0.3	£18.8	£3.6
Romsey	£0.0	£0.0	£0.1	£0.2	£0.2	£0.0	£0.3	£0.0	£0.9	£0.7
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£15.4	£5.2	£20.8	£20.8
All Other	£2.9	£2.2	£1.3	£12.8	£0.8	£3.1	£9.6	£20.5	£53.2	£40.3
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>£52.5</b>	<b>£25.0</b>	<b>£29.9</b>	<b>£209.0</b>	<b>£11.7</b>	<b>£13.3</b>	<b>£79.6</b>	<b>£182.7</b>	<b>£603.6</b>	<b>£394.7</b>
<b>TOTAL MARKET SHARE EXCL SFT</b>	<b>£154.9</b>	<b>£65.8</b>	<b>£54.8</b>	<b>£235.2</b>	<b>£35.6</b>	<b>£23.0</b>	<b>£105.4</b>	<b>£205.3</b>	<b>£880.0</b>	<b>£644.8</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 6: 2032 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS**

	Central Winchester Zone: 1	North Winchester Zone: 2	City South Zone: 3	Eastleigh Zone: 4	New Alresford Zone: 5	Upper Meon Valley Zone: 6	Bishop's Waltham Zone: 7	Whiteley & Fareham Zone: 8	Total Study Area	Excluding Eastleigh (Zone 4)
<b>Total Available Expenditure (£m):</b>	<b>£167.4</b>	<b>£71.8</b>	<b>£59.6</b>	<b>£256.9</b>	<b>£38.9</b>	<b>£25.2</b>	<b>£114.9</b>	<b>£222.6</b>	<b>£957.3</b>	<b>£700.5</b>
Winchester Town Centre	£76.8	£23.5	£15.1	£18.0	£10.8	£3.6	£6.0	£1.1	£154.8	£136.8
Whiteley Town Centre	£0.9	£0.0	£0.0	£2.8	£0.1	£0.1	£4.5	£18.6	£27.1	£24.3
Bishop's Waltham District Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6	£14.1	£0.9	£16.2	£15.6
New Alresford District Centre	£0.7	£0.6	£0.0	£0.0	£5.6	£1.1	£0.2	£0.0	£8.1	£8.1
Wickham District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£3.6	£4.4	£4.4
Local Centres	£0.1	£2.4	£0.5	£0.7	£0.1	£0.0	£1.9	£0.0	£5.8	£5.1
Smaller centres	£3.5	£2.8	£1.6	£0.9	£0.6	£0.8	£0.2	£0.2	£10.7	£9.8
<b>Sub-Total</b>	<b>£81.9</b>	<b>£29.3</b>	<b>£17.2</b>	<b>£23.0</b>	<b>£17.2</b>	<b>£6.4</b>	<b>£27.6</b>	<b>£24.4</b>	<b>£227.2</b>	<b>£204.2</b>
<b>Out of Centre:</b>										
Andover Road Retail Park	£1.4	£0.8	£0.0	£1.0	£0.2	£0.0	£0.0	£0.0	£3.5	£2.4
Easton Lane	£13.4	£9.0	£2.4	£2.5	£6.0	£2.9	£0.3	£0.1	£36.6	£34.1
Other	£14.0	£5.4	£7.5	£2.2	£2.6	£1.3	£0.2	£0.0	£33.2	£31.0
<b>Sub-Total</b>	<b>£28.8</b>	<b>£15.2</b>	<b>£9.9</b>	<b>£5.7</b>	<b>£8.9</b>	<b>£4.2</b>	<b>£0.5</b>	<b>£0.1</b>	<b>£73.3</b>	<b>£67.6</b>
<b>WINCHESTER DISTRICT</b>	<b>£110.7</b>	<b>£44.6</b>	<b>£27.1</b>	<b>£28.7</b>	<b>£26.1</b>	<b>£10.6</b>	<b>£28.1</b>	<b>£24.5</b>	<b>£300.4</b>	<b>£271.7</b>
Eastleigh Town Centre	£2.5	£2.3	£5.0	£58.3	£0.2	£0.5	£1.3	£0.5	£70.6	£12.3
Eastleigh Out of Centre	£2.8	£0.8	£5.8	£23.5	£0.4	£0.5	£0.0	£0.4	£34.1	£10.7
<b>Sub-Total</b>	<b>£5.3</b>	<b>£3.1</b>	<b>£10.8</b>	<b>£81.8</b>	<b>£0.6</b>	<b>£1.0</b>	<b>£1.3</b>	<b>£0.9</b>	<b>£104.7</b>	<b>£22.9</b>
Basingstoke Town Centre	£1.7	£2.4	£0.0	£0.0	£1.4	£1.1	£0.2	£0.0	£6.9	£6.9
Brighton Hill Retail Park	£0.9	£1.5	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£2.8	£2.8
Other Basingstoke Out of Centre	£0.3	£0.2	£0.0	£1.4	£0.2	£0.0	£0.0	£0.0	£2.1	£0.7
<b>Sub-Total</b>	<b>£2.9</b>	<b>£4.2</b>	<b>£0.0</b>	<b>£1.4</b>	<b>£1.7</b>	<b>£1.4</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£11.8</b>	<b>£10.4</b>
Fareham Town Centre	£0.0	£0.2	£0.2	£0.5	£0.0	£0.1	£11.6	£69.2	£81.8	£81.3
Fareham Out of Centre	£0.0	£0.0	£0.3	£0.5	£0.0	£0.0	£2.6	£25.1	£28.5	£28.0
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.5</b>	<b>£1.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£14.1</b>	<b>£94.3</b>	<b>£110.3</b>	<b>£109.2</b>
Southampton City Centre	£30.2	£8.9	£9.0	£33.5	£5.9	£3.5	£9.4	£23.1	£123.7	£90.1
Hedge End Retail Park	£6.1	£4.3	£7.4	£71.9	£1.4	£3.4	£28.8	£34.6	£157.9	£86.0
Other Southampton Out of Centre	£7.8	£0.6	£1.7	£5.3	£0.7	£0.8	£0.9	£5.4	£23.3	£18.0
<b>Sub-Total</b>	<b>£44.1</b>	<b>£13.8</b>	<b>£18.1</b>	<b>£110.8</b>	<b>£8.0</b>	<b>£7.7</b>	<b>£39.1</b>	<b>£63.2</b>	<b>£304.8</b>	<b>£194.1</b>
Portsmouth City Centre	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£3.7	£8.7	£14.1	£12.4
Out of Centre Portsmouth	£0.0	£0.5	£0.0	£0.7	£0.3	£0.1	£0.8	£2.8	£5.1	£4.4
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£2.4</b>	<b>£0.3</b>	<b>£0.1</b>	<b>£4.5</b>	<b>£11.5</b>	<b>£19.2</b>	<b>£16.8</b>
Alton	£0.0	£0.1	£0.0	£0.0	£0.7	£0.2	£0.0	£0.0	£1.0	£1.0
Andover	£0.4	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.0
Chandlers Ford	£0.7	£0.4	£1.6	£16.6	£0.5	£0.2	£0.1	£0.4	£20.5	£3.9
Romsey	£0.0	£0.0	£0.1	£0.2	£0.2	£0.0	£0.3	£0.0	£1.0	£0.7
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£16.8	£5.7	£22.7	£22.7
All Other	£3.2	£2.4	£1.4	£14.0	£0.9	£3.3	£10.4	£22.2	£57.9	£43.9
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>£56.7</b>	<b>£27.2</b>	<b>£32.5</b>	<b>£228.2</b>	<b>£12.8</b>	<b>£14.6</b>	<b>£86.8</b>	<b>£198.1</b>	<b>£656.9</b>	<b>£428.8</b>
<b>TOTAL MARKET SHARE EXCL SFT</b>	<b>£167.4</b>	<b>£71.8</b>	<b>£59.6</b>	<b>£256.9</b>	<b>£38.9</b>	<b>£25.2</b>	<b>£114.9</b>	<b>£222.6</b>	<b>£957.3</b>	<b>£700.5</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 7: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS**

	Central Winchester Zone: 1	North Winchester Zone: 2	City South Zone: 3	Eastleigh Zone: 4	New Alresford Zone: 5	Upper Meon Valley Zone: 6	Bishop's Waltham Zone: 7	Whiteley & Fareham Zone: 8	Total Study Area	Excluding Eastleigh (Zone 4)
<b>Total Available Expenditure (£m):</b>	<b>£176.1</b>	<b>£75.9</b>	<b>£63.0</b>	<b>£272.9</b>	<b>£41.3</b>	<b>£26.8</b>	<b>£122.0</b>	<b>£235.1</b>	<b>£1,013.1</b>	<b>£740.2</b>
Winchester Town Centre	£80.7	£24.9	£16.0	£19.2	£11.4	£3.8	£6.3	£1.1	£163.4	£144.3
Whiteley Town Centre	£1.0	£0.0	£0.0	£3.0	£0.1	£0.2	£4.8	£19.7	£28.7	£25.7
Bishop's Waltham District Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.7	£15.0	£0.9	£17.2	£16.6
New Alresford District Centre	£0.7	£0.6	£0.0	£0.0	£6.0	£1.2	£0.2	£0.0	£8.6	£8.6
Wickham District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£3.8	£4.7	£4.7
Local Centres	£0.1	£2.6	£0.5	£0.7	£0.1	£0.0	£2.0	£0.0	£6.1	£5.4
Smaller centres	£3.6	£3.0	£1.7	£0.9	£0.7	£0.8	£0.2	£0.3	£11.3	£10.4
<b>Sub-Total</b>	<b>£86.2</b>	<b>£31.0</b>	<b>£18.2</b>	<b>£24.4</b>	<b>£18.3</b>	<b>£6.8</b>	<b>£29.3</b>	<b>£25.8</b>	<b>£240.0</b>	<b>£215.6</b>
<b>Out of Centre:</b>										
Andover Road Retail Park	£1.5	£0.9	£0.0	£1.1	£0.2	£0.0	£0.0	£0.0	£3.7	£2.6
Easton Lane	£14.1	£9.5	£2.6	£2.7	£6.4	£3.1	£0.3	£0.1	£38.7	£36.0
Other	£14.7	£5.7	£7.9	£2.3	£2.8	£1.4	£0.2	£0.0	£35.0	£32.7
<b>Sub-Total</b>	<b>£30.3</b>	<b>£16.1</b>	<b>£10.5</b>	<b>£6.0</b>	<b>£9.4</b>	<b>£4.5</b>	<b>£0.5</b>	<b>£0.1</b>	<b>£77.4</b>	<b>£71.3</b>
<b>WINCHESTER DISTRICT</b>	<b>£116.4</b>	<b>£47.1</b>	<b>£28.7</b>	<b>£30.5</b>	<b>£27.7</b>	<b>£11.3</b>	<b>£29.8</b>	<b>£25.9</b>	<b>£317.4</b>	<b>£286.9</b>
Eastleigh Town Centre	£2.6	£2.4	£5.3	£61.9	£0.2	£0.5	£1.3	£0.6	£74.9	£13.0
Eastleigh Out of Centre	£3.0	£0.8	£6.2	£24.9	£0.4	£0.6	£0.0	£0.4	£36.2	£11.3
<b>Sub-Total</b>	<b>£5.6</b>	<b>£3.2</b>	<b>£11.4</b>	<b>£86.9</b>	<b>£0.6</b>	<b>£1.1</b>	<b>£1.3</b>	<b>£1.0</b>	<b>£111.1</b>	<b>£24.2</b>
Basingstoke Town Centre	£1.8	£2.5	£0.0	£0.0	£1.5	£1.2	£0.2	£0.0	£7.3	£7.3
Brighton Hill Retail Park	£1.0	£1.6	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£3.0	£3.0
Other Basingstoke Out of Centre	£0.3	£0.3	£0.0	£1.5	£0.2	£0.0	£0.0	£0.0	£2.2	£0.7
<b>Sub-Total</b>	<b>£3.1</b>	<b>£4.4</b>	<b>£0.0</b>	<b>£1.5</b>	<b>£1.8</b>	<b>£1.5</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£12.5</b>	<b>£11.0</b>
Fareham Town Centre	£0.0	£0.2	£0.2	£0.5	£0.0	£0.1	£12.3	£73.1	£86.5	£85.9
Fareham Out of Centre	£0.0	£0.0	£0.3	£0.5	£0.0	£0.0	£2.7	£26.6	£30.1	£29.6
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.5</b>	<b>£1.1</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£15.0</b>	<b>£99.7</b>	<b>£116.6</b>	<b>£115.5</b>
Southampton City Centre	£31.8	£9.4	£9.5	£35.6	£6.3	£3.8	£10.0	£24.5	£130.8	£95.2
Hedge End Retail Park	£6.4	£4.5	£7.8	£76.4	£1.5	£3.6	£30.6	£36.6	£167.4	£91.0
Other Southampton Out of Centre	£8.2	£0.7	£1.8	£5.7	£0.8	£0.9	£1.0	£5.7	£24.6	£19.0
<b>Sub-Total</b>	<b>£46.4</b>	<b>£14.6</b>	<b>£19.1</b>	<b>£117.7</b>	<b>£8.5</b>	<b>£8.2</b>	<b>£41.5</b>	<b>£66.7</b>	<b>£322.8</b>	<b>£205.1</b>
Portsmouth City Centre	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£3.9	£9.2	£14.9	£13.1
Out of Centre Portsmouth	£0.0	£0.5	£0.0	£0.7	£0.3	£0.1	£0.9	£2.9	£5.4	£4.6
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£2.5</b>	<b>£0.3</b>	<b>£0.2</b>	<b>£4.8</b>	<b>£12.1</b>	<b>£20.3</b>	<b>£17.8</b>
Alton	£0.0	£0.1	£0.0	£0.0	£0.7	£0.3	£0.0	£0.0	£1.1	£1.1
Andover	£0.5	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£3.2
Chandlers Ford	£0.8	£0.4	£1.6	£17.7	£0.6	£0.2	£0.2	£0.4	£21.8	£4.1
Romsey	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.4	£0.0	£1.0	£0.8
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£17.8	£6.0	£24.1	£24.1
All Other	£3.3	£2.5	£1.5	£14.9	£0.9	£3.6	£11.1	£23.4	£61.3	£46.4
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>£59.6</b>	<b>£28.8</b>	<b>£34.4</b>	<b>£242.4</b>	<b>£13.6</b>	<b>£15.5</b>	<b>£92.2</b>	<b>£209.2</b>	<b>£695.7</b>	<b>£453.3</b>
<b>TOTAL MARKET SHARE EXCL SFT</b>	<b>£176.1</b>	<b>£75.9</b>	<b>£63.0</b>	<b>£272.9</b>	<b>£41.3</b>	<b>£26.8</b>	<b>£122.0</b>	<b>£235.1</b>	<b>£1,013.1</b>	<b>£740.2</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 8: 2036 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS**

	Central Winchester Zone: 1	North Winchester Zone: 2	City South Zone: 3	Eastleigh Zone: 4	New Alresford Zone: 5	Upper Meon Valley Zone: 6	Bishop's Waltham Zone: 7	Whiteley & Fareham Zone: 8	Study Area	Excluding Eastleigh (Zone 4)
<b>Total Available Expenditure (£m):</b>	<b>£185.9</b>	<b>£80.6</b>	<b>£66.9</b>	<b>£290.8</b>	<b>£43.7</b>	<b>£28.5</b>	<b>£129.6</b>	<b>£249.3</b>	<b>£1,075.4</b>	<b>£784.6</b>
Winchester Town Centre	£85.2	£26.4	£17.0	£20.4	£12.1	£4.1	£6.7	£1.2	£173.1	£152.7
Whiteley Town Centre	£1.0	£0.0	£0.0	£3.2	£0.1	£0.2	£5.1	£20.8	£30.4	£27.2
Bishop's Waltham District Centre	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7	£15.9	£1.0	£18.3	£17.6
New Alresford District Centre	£0.7	£0.6	£0.0	£0.0	£6.3	£1.3	£0.2	£0.0	£9.2	£9.2
Wickham District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£4.0	£5.0	£5.0
Local Centres	£0.1	£2.7	£0.6	£0.8	£0.1	£0.1	£2.1	£0.0	£6.5	£5.7
Smaller centres	£3.8	£3.2	£1.8	£1.0	£0.7	£0.9	£0.2	£0.3	£11.9	£11.0
<b>Sub-Total</b>	<b>£91.0</b>	<b>£32.9</b>	<b>£19.3</b>	<b>£26.0</b>	<b>£19.4</b>	<b>£7.2</b>	<b>£31.1</b>	<b>£27.3</b>	<b>£254.4</b>	<b>£228.3</b>
<b>Out of Centre:</b>										
Andover Road Retail Park	£1.6	£0.9	£0.0	£1.2	£0.2	£0.0	£0.0	£0.0	£3.9	£2.7
Easton Lane	£14.9	£10.1	£2.7	£2.8	£6.8	£3.3	£0.3	£0.1	£41.0	£38.2
Other	£15.5	£6.1	£8.4	£2.4	£3.0	£1.5	£0.2	£0.0	£37.1	£34.7
<b>Sub-Total</b>	<b>£31.9</b>	<b>£17.1</b>	<b>£11.1</b>	<b>£6.4</b>	<b>£9.9</b>	<b>£4.8</b>	<b>£0.5</b>	<b>£0.1</b>	<b>£82.0</b>	<b>£75.5</b>
<b>WINCHESTER DISTRICT</b>	<b>£122.9</b>	<b>£50.0</b>	<b>£30.4</b>	<b>£32.5</b>	<b>£29.3</b>	<b>£12.1</b>	<b>£31.7</b>	<b>£27.5</b>	<b>£336.4</b>	<b>£303.9</b>
Eastleigh Town Centre	£2.8	£2.6	£5.6	£66.0	£0.3	£0.5	£1.4	£0.6	£79.8	£13.8
Eastleigh Out of Centre	£3.2	£0.8	£6.5	£26.6	£0.4	£0.6	£0.0	£0.4	£38.5	£11.9
<b>Sub-Total</b>	<b>£5.9</b>	<b>£3.4</b>	<b>£12.1</b>	<b>£92.6</b>	<b>£0.6</b>	<b>£1.1</b>	<b>£1.4</b>	<b>£1.0</b>	<b>£118.3</b>	<b>£25.7</b>
Basingstoke Town Centre	£1.9	£2.7	£0.0	£0.0	£1.6	£1.3	£0.2	£0.0	£7.7	£7.7
Brighton Hill Retail Park	£1.0	£1.7	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£3.2	£3.2
Other Basingstoke Out of Centre	£0.3	£0.3	£0.0	£1.6	£0.2	£0.0	£0.0	£0.0	£2.3	£0.8
<b>Sub-Total</b>	<b>£3.2</b>	<b>£4.7</b>	<b>£0.0</b>	<b>£1.6</b>	<b>£1.9</b>	<b>£1.6</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£13.2</b>	<b>£11.7</b>
Fareham Town Centre	£0.0	£0.2	£0.2	£0.6	£0.0	£0.1	£13.0	£77.5	£91.7	£91.1
Fareham Out of Centre	£0.0	£0.0	£0.3	£0.6	£0.0	£0.0	£2.9	£28.2	£31.9	£31.4
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.5</b>	<b>£1.2</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£15.9</b>	<b>£105.7</b>	<b>£123.6</b>	<b>£122.5</b>
Southampton City Centre	£33.6	£10.0	£10.1	£38.0	£6.6	£4.0	£10.6	£25.9	£138.8	£100.8
Hedge End Retail Park	£6.7	£4.8	£8.3	£81.4	£1.5	£3.9	£32.5	£38.8	£178.0	£96.5
Other Southampton Out of Centre	£8.7	£0.7	£1.9	£6.0	£0.8	£0.9	£1.0	£6.0	£26.1	£20.1
<b>Sub-Total</b>	<b>£49.0</b>	<b>£15.5</b>	<b>£20.3</b>	<b>£125.4</b>	<b>£9.0</b>	<b>£8.8</b>	<b>£44.1</b>	<b>£70.7</b>	<b>£342.8</b>	<b>£217.4</b>
Portsmouth City Centre	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£4.2	£9.7	£15.9	£13.9
Out of Centre Portsmouth	£0.0	£0.5	£0.0	£0.8	£0.3	£0.1	£0.9	£3.1	£5.7	£4.9
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£2.7</b>	<b>£0.3</b>	<b>£0.2</b>	<b>£5.1</b>	<b>£12.8</b>	<b>£21.5</b>	<b>£18.9</b>
Alton	£0.0	£0.1	£0.0	£0.0	£0.8	£0.3	£0.0	£0.0	£1.1	£1.1
Chandlers Ford	£0.8	£0.4	£1.7	£18.8	£0.6	£0.2	£0.2	£0.4	£23.2	£4.4
Andover	£0.5	£2.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£3.4
Romsey	£0.0	£0.0	£0.1	£0.2	£0.3	£0.1	£0.4	£0.0	£1.1	£0.8
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.9	£6.3	£25.6	£25.6
All Other	£3.5	£2.7	£1.6	£15.9	£1.0	£3.8	£11.8	£24.8	£65.1	£49.2
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>£63.0</b>	<b>£30.5</b>	<b>£36.5</b>	<b>£258.3</b>	<b>£14.4</b>	<b>£16.5</b>	<b>£98.0</b>	<b>£221.8</b>	<b>£739.0</b>	<b>£480.7</b>
<b>TOTAL MARKET SHARE EXCL SFT</b>	<b>£185.9</b>	<b>£80.6</b>	<b>£66.9</b>	<b>£290.8</b>	<b>£43.7</b>	<b>£28.5</b>	<b>£129.6</b>	<b>£249.3</b>	<b>£1,075.4</b>	<b>£784.6</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

**TABLE 9: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS**

Zone:	Central Winchester 1	North Winchester 2	City South 3	Eastleigh 4	New Alresford 5	Upper Meon Valley 6	Bishop's Waltham 7	Whiteley & Fareham 8	Study Area	Excluding Eastleigh (Zone 4)
Total Available Expenditure (£m):	£207.4	£90.6	£75.3	£330.1	£49.2	£32.4	£146.3	£280.3	£1,211.7	£881.5
Winchester Town Centre	£95.1	£29.7	£19.1	£23.2	£13.6	£4.6	£7.6	£1.3	£194.2	£171.0
Whiteley Town Centre	£1.2	£0.0	£0.0	£3.6	£0.2	£0.2	£5.7	£23.4	£34.3	£30.7
Bishop's Waltham District Centre	£0.0	£0.0	£0.0	£0.8	£0.0	£0.8	£18.0	£1.1	£20.7	£19.9
New Alresford District Centre	£0.8	£0.7	£0.0	£0.0	£7.1	£1.4	£0.2	£0.0	£10.3	£10.3
Wickham District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£4.5	£5.6	£5.6
Local Centres	£0.1	£3.1	£0.6	£0.9	£0.1	£0.1	£2.4	£0.0	£7.3	£6.4
Smaller centres	£4.3	£3.6	£2.0	£1.1	£0.8	£1.0	£0.3	£0.3	£13.4	£12.3
<b>Sub-Total</b>	<b>£101.5</b>	<b>£37.0</b>	<b>£21.8</b>	<b>£29.6</b>	<b>£21.8</b>	<b>£8.2</b>	<b>£35.1</b>	<b>£30.7</b>	<b>£285.8</b>	<b>£256.2</b>
Out of Centre:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Andover Road Retail Park	£1.8	£1.0	£0.0	£1.3	£0.2	£0.0	£0.0	£0.0	£4.4	£3.1
Easton Lane	£16.6	£11.4	£3.1	£3.2	£7.6	£3.7	£0.3	£0.1	£46.0	£42.8
Other	£17.3	£6.8	£9.4	£2.8	£3.3	£1.7	£0.3	£0.0	£41.6	£38.9
<b>Sub-Total</b>	<b>£35.6</b>	<b>£19.2</b>	<b>£12.5</b>	<b>£7.3</b>	<b>£11.2</b>	<b>£5.4</b>	<b>£0.6</b>	<b>£0.1</b>	<b>£92.1</b>	<b>£84.7</b>
<b>WINCHESTER DISTRICT</b>	<b>£137.1</b>	<b>£56.3</b>	<b>£34.3</b>	<b>£36.9</b>	<b>£33.0</b>	<b>£13.7</b>	<b>£35.7</b>	<b>£30.9</b>	<b>£377.8</b>	<b>£340.9</b>
Eastleigh Town Centre	£3.1	£2.9	£6.3	£74.9	£0.3	£0.6	£1.6	£0.7	£90.4	£15.5
Eastleigh Out of Centre	£3.5	£1.0	£7.4	£30.1	£0.4	£0.7	£0.0	£0.5	£43.6	£13.4
<b>Sub-Total</b>	<b>£6.6</b>	<b>£3.9</b>	<b>£13.6</b>	<b>£105.1</b>	<b>£0.7</b>	<b>£1.3</b>	<b>£1.6</b>	<b>£1.1</b>	<b>£134.0</b>	<b>£28.9</b>
Basingstoke Town Centre	£2.2	£3.0	£0.0	£0.0	£1.8	£1.5	£0.2	£0.0	£8.7	£8.7
Brighton Hill Retail Park	£1.2	£2.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£3.6	£3.6
Other Basingstoke Out of Centre	£0.3	£0.3	£0.0	£1.8	£0.3	£0.0	£0.0	£0.0	£2.6	£0.9
<b>Sub-Total</b>	<b>£3.6</b>	<b>£5.3</b>	<b>£0.0</b>	<b>£1.8</b>	<b>£2.1</b>	<b>£1.8</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£14.9</b>	<b>£13.1</b>
Fareham Town Centre	£0.0	£0.2	£0.3	£0.7	£0.0	£0.1	£14.7	£87.1	£103.2	£102.5
Fareham Out of Centre	£0.0	£0.0	£0.3	£0.6	£0.0	£0.0	£3.3	£31.7	£35.9	£35.3
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.6</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£18.0</b>	<b>£118.8</b>	<b>£139.1</b>	<b>£137.8</b>
Southampton City Centre	£37.5	£11.2	£11.4	£43.1	£7.4	£4.5	£12.0	£29.1	£156.3	£113.2
Hedge End Retail Park	£7.5	£5.4	£9.4	£92.5	£1.7	£4.4	£36.7	£43.6	£201.1	£108.7
Other Southampton Out of Centre	£9.7	£0.8	£2.1	£6.9	£0.9	£1.0	£1.2	£6.8	£29.4	£22.5
<b>Sub-Total</b>	<b>£54.6</b>	<b>£17.5</b>	<b>£22.9</b>	<b>£142.4</b>	<b>£10.1</b>	<b>£9.9</b>	<b>£49.8</b>	<b>£79.5</b>	<b>£386.7</b>	<b>£244.3</b>
Portsmouth City Centre	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£4.7	£11.0	£17.9	£15.7
Out of Centre Portsmouth	£0.0	£0.6	£0.0	£0.9	£0.3	£0.1	£1.0	£3.5	£6.4	£5.5
<b>Sub-Total</b>	<b>£0.0</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£3.0</b>	<b>£0.3</b>	<b>£0.2</b>	<b>£5.7</b>	<b>£14.4</b>	<b>£24.3</b>	<b>£21.2</b>
Alton	£0.0	£0.1	£0.0	£0.0	£0.9	£0.3	£0.0	£0.0	£1.3	£1.3
Andover	£0.5	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£3.8
Chandlers Ford	£0.9	£0.5	£2.0	£21.4	£0.7	£0.3	£0.2	£0.4	£26.3	£4.9
Romsey	£0.0	£0.0	£0.2	£0.3	£0.3	£0.1	£0.4	£0.0	£1.2	£0.9
Waterlooville	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£21.4	£7.1	£28.8	£28.8
All Other	£3.9	£3.0	£1.8	£18.0	£1.1	£4.3	£13.3	£27.9	£73.4	£55.4
<b>OUTSIDE WINCHESTER DISTRICT</b>	<b>£70.3</b>	<b>£34.3</b>	<b>£41.1</b>	<b>£293.3</b>	<b>£16.2</b>	<b>£18.7</b>	<b>£110.6</b>	<b>£249.4</b>	<b>£833.8</b>	<b>£540.6</b>
<b>TOTAL MARKET SHARE EXCL SFT</b>	<b>£207.4</b>	<b>£90.6</b>	<b>£75.3</b>	<b>£330.1</b>	<b>£49.2</b>	<b>£32.4</b>	<b>£146.3</b>	<b>£280.3</b>	<b>£1,211.7</b>	<b>£881.5</b>

Note: Figures are rounded to the nearest decimal point and may not sum.

# **APPENDIX 8: UPDATED CONVENIENCE GOODS CAPACITY ASSESSMENT**

**TABLE 1: ALL CONVENIENCE GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW**  
Including 'Inflow' from outside Study Area

	'Inflow' from outside Study Area	2021	2022	2024	2029	2032	2034	2036	2040
<b>WinchesterTown</b>									
Co op, City Road, Winchester	5%	£1.8	£1.6	£1.6	£1.7	£1.7	£1.7	£1.7	£1.7
Iceland, Middle Brook Street, Winchester	5%	£6.1	£5.7	£5.7	£5.9	£5.9	£5.9	£6.0	£6.0
Marks & Spencer Foodhall, High Street, Winchester	10%	£9.8	£9.1	£9.1	£9.4	£9.5	£9.5	£9.6	£9.7
M&S Simply Food, Winchester Rail Station, Winchester	10%	£0.7	£0.7	£0.7	£0.7	£0.7	£0.7	£0.7	£0.7
Sainsbury's Superstore, Middlebrook Street, Winchester	10%	£20.7	£19.3	£19.2	£19.9	£20.1	£20.2	£20.3	£20.4
Tesco Express, High Street, Winchester	10%	£5.6	£5.2	£5.1	£5.3	£5.3	£5.4	£5.4	£5.5
Other	10%	£2.9	£2.7	£2.7	£2.8	£2.9	£2.9	£2.9	£2.9
<b>Sub-Total</b>		<b>£47.6</b>	<b>£44.3</b>	<b>£44.0</b>	<b>£45.7</b>	<b>£46.0</b>	<b>£46.3</b>	<b>£46.6</b>	<b>£47.0</b>
<b>Whiteley Town Centre</b>									
Marks & Spencer, Whiteley Way, Whiteley, Fareham	5%	£1.1	£1.0	£1.1	£1.3	£1.3	£1.3	£1.3	£1.3
Lidl, Rookery Avenue, Solent Way, Whiteley	5%	£7.2	£6.7	£7.1	£7.9	£8.0	£8.1	£8.2	£8.3
Tesco Superstore, Whiteley Way, Whiteley	5%	£10.4	£9.7	£10.7	£12.5	£12.6	£12.7	£12.8	£13.0
<b>Sub-Total</b>		<b>£18.7</b>	<b>£17.4</b>	<b>£18.9</b>	<b>£21.6</b>	<b>£21.8</b>	<b>£22.1</b>	<b>£22.3</b>	<b>£22.6</b>
<b>New Alresford District Centre</b>									
Co-op, West Street, Alresford	5%	£6.5	£6.0	£5.9	£6.2	£6.3	£6.4	£6.4	£6.5
Tesco Express, Broad Street, Alresford	5%	£5.8	£5.4	£5.3	£5.6	£5.6	£5.7	£5.8	£5.9
Other	5%	£1.2	£1.1	£1.1	£1.2	£1.2	£1.2	£1.2	£1.2
<b>Sub-Total</b>		<b>£13.5</b>	<b>£12.6</b>	<b>£12.3</b>	<b>£12.9</b>	<b>£13.1</b>	<b>£13.3</b>	<b>£13.4</b>	<b>£13.6</b>
<b>Bishop's Waltham District Centre</b>									
Budgens, Winchester Road, Bishop's Waltham	1%	£10.9	£10.2	£10.3	£10.7	£10.8	£10.9	£11.1	£11.3
Co-op, High Street, Bishop's Waltham	1%	£11.4	£10.6	£10.7	£11.0	£11.1	£11.3	£11.4	£11.6
Other	1%	£2.9	£2.7	£2.7	£2.8	£2.8	£2.9	£2.9	£3.0
<b>Sub-Total</b>		<b>£25.3</b>	<b>£23.5</b>	<b>£23.8</b>	<b>£24.4</b>	<b>£24.8</b>	<b>£25.1</b>	<b>£25.4</b>	<b>£25.8</b>
<b>Wickham District Centre</b>									
Co-op, The Square, Wickham	5%	£7.0	£6.5	£7.1	£8.1	£8.2	£8.3	£8.4	£8.5
Other	5%	£2.0	£1.9	£2.0	£2.3	£2.3	£2.3	£2.4	£2.4
<b>Sub-Total</b>		<b>£9.0</b>	<b>£8.4</b>	<b>£9.1</b>	<b>£10.4</b>	<b>£10.5</b>	<b>£10.6</b>	<b>£10.7</b>	<b>£10.9</b>
<b>Weeke Local Centre</b>									
Aldi, Burnett Close, Winchester	5%	£35.9	£33.4	£33.4	£35.2	£35.6	£35.8	£36.0	£36.5
Waitrose, Stockbridge Road, Winchester	5%	£28.7	£26.7	£26.7	£28.0	£28.2	£28.5	£28.6	£28.9
Other	1%	£2.7	£2.5	£2.5	£2.7	£2.7	£2.7	£2.7	£2.8
<b>Sub-Total</b>		<b>£67.2</b>	<b>£62.6</b>	<b>£62.6</b>	<b>£65.9</b>	<b>£66.5</b>	<b>£67.0</b>	<b>£67.4</b>	<b>£68.2</b>
<b>Smaller Centres</b>									
Badger Farm Local Centre	1%	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Oliver's Battery Local Centre	1%	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1
Denmead Local Centre	1%	£3.1	£2.9	£2.9	£3.0	£3.0	£3.0	£3.1	£3.1
Kings Worthy Local Centre	1%	£5.3	£4.9	£5.0	£5.5	£5.6	£5.6	£5.7	£5.8
Stockbridge Road/Andover Road Local Centre	1%	£3.5	£3.2	£3.2	£3.3	£3.3	£3.3	£3.4	£3.4
Village centres/ neighbourhood stores	1%	£17.9	£16.7	£16.6	£17.2	£17.4	£17.6	£17.7	£18.0
<b>Sub-Total</b>		<b>£29.9</b>	<b>£27.8</b>	<b>£27.9</b>	<b>£29.1</b>	<b>£29.4</b>	<b>£29.7</b>	<b>£30.0</b>	<b>£30.4</b>
<b>Out of Centre</b>									
Sainsbury's Superstore, Badger Farm Road, Winchester	2%	£55.9	£52.1	£51.7	£53.1	£53.7	£54.2	£54.6	£55.4
Tesco Extra, Easton Lane, Winchester	2%	£55.6	£51.7	£51.6	£54.3	£54.9	£55.5	£55.9	£56.7
Other		£0.4	£0.4	£0.4	£0.4	£0.4	£0.4	£0.4	£0.4
<b>Sub-Total</b>		<b>£112.0</b>	<b>£104.2</b>	<b>£103.7</b>	<b>£107.9</b>	<b>£109.1</b>	<b>£110.1</b>	<b>£110.9</b>	<b>£112.6</b>
<b>TOTAL TURNOVER</b>		<b>£323.3</b>	<b>£300.9</b>	<b>£302.2</b>	<b>£318.0</b>	<b>£321.2</b>	<b>£324.3</b>	<b>£326.6</b>	<b>£331.1</b>

Notes: Assume constant market shares over forecast period.

**TABLE 2: FORECAST TURNOVER OF COMMITTED CONVENIENCE GOODS FLOORSACE**  
(i.e. with planning permission or under construction at the time of preparing the capacity assessment)

Committed scheme/site location	Planning Ref	Gross Floorspace (sqm)	Net Sales Convenience Floorspace (sqm)	Sales Density 2021 (£/sqm)	Turnover (£m)							
					2021	2022	2024	2029	2032	2034	2036	2040
Station Approach - mixed use scheme	19/00601/OUT	474	332	£12,000	£4.0	£3.7	£3.6	£3.6	£3.7	£3.7	£3.7	£3.8
Barton Farm Local Centre - foodstore	09/02412/OUT	2,000	1120	£9,000	£10.1	£9.3	£9.1	£9.2	£9.3	£9.4	£9.5	£9.6
Barton Farm Local Centre - convenience units	09/02412/OUT	250	175	£6,000	£1.1	£1.0	£0.9	£1.0	£1.0	£1.0	£1.0	£1.0
West of Waterlooville Local Centre - retail provision	10/02862/OUT	500	350	£6,000	£2.1	£1.9	£1.9	£1.9	£1.9	£2.0	£2.0	£2.0
<b>Total Committed Convenience Goods Turnover:</b>					<b>£17.2</b>	<b>£15.9</b>	<b>£15.6</b>	<b>£15.7</b>	<b>£15.9</b>	<b>£16.0</b>	<b>£16.2</b>	<b>£16.4</b>

Note: where the exact convenience floorspace has not been specified by planning permission, LSH estimated the likely figure. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

**TABLE 3: WINCHESTER DISTRICT - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
Assume Equilibrium at Base Year and Constant Market Shares

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£323.3	£300.9	£302.2	£318.0	£321.2	£324.3	£326.6	£331.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) <sup>(1)</sup> :		£300.9	£294.6	£297.6	£301.1	£303.6	£306.0	£310.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£7.6	£20.4	£20.1	£20.7	£20.6	£20.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			£15.6	£15.7	£15.9	£16.0	£16.2	£16.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		-£8.0	£4.7	£4.2	£4.7	£4.4	£3.8
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000		£9,230	£9,127	£9,237	£9,311	£9,386	£9,537
(ii) Net Floorspace Capacity (sq m):	-		-867	516	452	507	473	395
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			-1,238	737	646	724	676	565

**Notes:**

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
- STEP 2: It has been assumed for the purpose of this assessment that the District's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by Experian Retail Planner Briefing Notes 17 to 20 (February 2020 to February 2023) and other research evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and supermarket (e.g. Co-op, Budgens, etc) and limited assortment discount (LAD) operators (e.g. Aldi and Lidl).

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

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£47.6	£44.3	£44.0	£45.7	£46.0	£46.3	£46.6	£47.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£44.3	£43.4	£43.9	£44.4	£44.7	£45.1	£45.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£0.6	£1.9	£1.7	£1.6	£1.5	£1.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			£3.6	£3.6	£3.7	£3.7	£3.7	£3.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		-£3.0	-£1.8	-£2.0	-£2.1	-£2.3	-£2.6
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000		£9,230	£9,127	£9,237	£9,311	£9,386	£9,537
(ii) Net Floorspace Capacity (sq m):	-		-322	-194	-219	-227	-242	-273
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			-460	-277	-313	-324	-346	-391

**TABLE 5: WHITELEY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
Assume Equilibrium at Base Year and Constant Market Shares

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.7	£17.4	£18.9	£21.6	£21.8	£22.1	£22.3	£22.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£17.4	£17.1	£17.2	£17.4	£17.6	£17.7	£18.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£1.8	£4.4	£4.4	£4.5	£4.5	£4.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		£1.80	£4.41	£4.40	£4.50	£4.54	£4.63
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000		£9,230	£9,127	£9,237	£9,311	£9,386	£9,537
(ii) Net Floorspace Capacity (sq m):	-		195	483	476	483	484	485
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			278	690	680	690	691	693

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

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£13.5	£12.6	£12.3	£12.9	£13.1	£13.3	£13.4	£13.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£12.6	£12.3	£12.5	£12.6	£12.7	£12.8	£13.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£0.0	£0.4	£0.5	£0.6	£0.6	£0.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):			-£0.04	£0.44	£0.49	£0.57	£0.56	£0.58
<b>STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:</b>								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000		£9,230	£9,127	£9,237	£9,311	£9,386	£9,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-		-4	48	53	61	60	60
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			-6	69	75	87	86	86

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

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£25.3	£23.5	£23.8	£24.4	£24.8	£25.1	£25.4	£25.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£23.5	£23.0	£23.3	£23.6	£23.7	£23.9	£24.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£0.7	£1.2	£1.2	£1.4	£1.4	£1.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-		n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		£0.73	£1.16	£1.21	£1.38	£1.43	£1.53
<b>STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:</b>								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000		£9,230	£9,127	£9,237	£9,311	£9,386	£9,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-		79	127	131	148	153	160
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			113	181	187	211	218	229

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

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.0	£8.4	£9.1	£10.4	£10.5	£10.6	£10.7	£10.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£8.4	£8.2	£8.3	£8.4	£8.5	£8.5	£8.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£0.86	£2.13	£2.12	£2.17	£2.19	£2.22
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-		n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		£0.86	£2.13	£2.12	£2.17	£2.19	£2.22
<b>STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:</b>								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000		£9,230	£9,127	£9,237	£9,311	£9,386	£9,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-		94	233	230	233	233	233
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			134	333	328	332	333	333

**TABLE 9: WEEKE LOCAL CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£67.2	£62.6	£62.6	£65.9	£66.5	£67.0	£67.4	£68.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£62.6	£61.3	£61.9	£62.6	£63.1	£63.6	£64.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£1.3	£4.0	£3.9	£3.9	£3.8	£3.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-		£2.5	£2.5	£2.6	£2.6	£2.6	£2.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		-£1.2	£1.5	£1.3	£1.3	£1.1	£0.8
<b>STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:</b>								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000		£9,230	£9,127	£9,237	£9,311	£9,386	£9,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-		-134	163	140	138	122	88
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			-191	232	200	197	175	126

Note: Turnover for committed development assumes that 25% of the turnover of convenience from Barton Farm will be diverted from foodstores in Weeke.

**TABLE 10: OTHER SMALLER CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£29.9	£27.8	£27.9	£29.1	£29.4	£29.7	£30.0	£30.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£27.8	£27.2	£27.5	£27.8	£28.1	£28.3	£28.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£0.6	£1.6	£1.6	£1.7	£1.7	£1.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-		n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		£0.6	£1.6	£1.6	£1.7	£1.7	£1.7
<b>STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:</b>								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000		£9,230	£9,127	£9,237	£9,311	£9,386	£9,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-		<b>67</b>	<b>173</b>	<b>171</b>	<b>178</b>	<b>178</b>	<b>175</b>
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			96	247	244	255	255	250

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

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£112.0	£104.2	£103.7	£107.9	£109.1	£110.1	£110.9	£112.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£104.2	£102.0	£103.1	£104.3	£105.1	£106.0	£107.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£1.7	£4.8	£4.8	£5.0	£5.0	£4.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-		£9.4	£9.5	£9.7	£9.7	£9.8	£10.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		-£7.8	-£4.7	-£4.9	-£4.7	-£4.8	-£5.1
<b>STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:</b>								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000		£9,230	£9,127	£9,237	£9,311	£9,386	£9,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-		<b>-842</b>	<b>-516</b>	<b>-529</b>	<b>-507</b>	<b>-515</b>	<b>-534</b>
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			-1,202	-737	-756	-725	-736	-763

Note: Turnover for committed development includes turnover from West of Waterlooville Local Centre and 50% of the turnover of convenience from Barton Farm.

**TABLE 12: SUMMARY FORECAST CAPACITY FOR CONVENIENCE GOODS FLOORSPACE BY CENTRE (NET SQ M)**  
*Assume Equilibrium and Constant Market Shares at 2022*

	2024	2029	2032	2034	2036	2040
Winchester Town	-322	-194	-219	-227	-242	-273
Whiteley District Centre	195	483	476	483	484	485
New Alresford District Centre	-4	48	53	61	60	60
Bishop's Waltham District Centre	79	127	131	148	153	160
Wickham District Centre	94	233	230	233	233	233
Weeke Local Centre	-134	163	140	138	122	88
All Other Local Centres, Smaller Centres & Local Stores	67	173	171	178	178	175
Rest of District/Out of Centre	-842	-516	-529	-507	-515	-534
Winchester District	-867	516	452	507	473	395

# **APPENDIX 9: UPDATED COMPARISON GOODS CAPACITY ASSESSMENT**

**TABLE 1: ALL COMPARISON GOODS - TOTAL TURNOVER**  
Including 'Inflow' from outside Study Area

	'Inflow' from outside Study Area	2021	2022	2024	2029	2032	2034	2036	2040
Winchester Town Centre	20%	£154.0	£156.1	£157.4	£178.2	£193.5	£204.3	£216.4	£242.8
Whiteley District Centre	10%	£20.3	£21.9	£22.7	£27.7	£30.1	£31.9	£33.8	£38.1
New Alresford District Centre	5%	£6.8	£6.9	£6.9	£7.9	£8.6	£9.1	£9.6	£10.8
Bishop's Waltham District Centre	2%	£13.2	£13.7	£13.7	£15.2	£16.6	£17.6	£18.7	£21.1
Wickham District Centre	5%	£3.1	£3.3	£3.5	£4.3	£4.7	£4.9	£5.2	£5.9
All Local Centres	1%	£4.4	£4.6	£4.7	£5.3	£5.8	£6.2	£6.5	£7.4
All Other Smaller Centres & Local Stores	1%	£8.5	£8.6	£8.7	£9.9	£10.8	£11.4	£12.1	£13.6
Rest of District/ Out of Centre	5%	£61.2	£62.2	£62.6	£70.9	£77.1	£81.5	£86.3	£96.9
<b>TOTAL DISTRICT TURNOVER</b>		<b>£271.5</b>	<b>£277.4</b>	<b>£280.0</b>	<b>£319.5</b>	<b>£347.2</b>	<b>£366.7</b>	<b>£388.6</b>	<b>£436.5</b>

Notes: Assume constant market shares over forecast period.

**TABLE 2: FORECAST TURNOVER OF COMMITTED COMPARISON GOODS FLOORSPACE**

Committed scheme/site location	Planning Ref	Gross Floorspace (sqm)	Net Sales Comparison Floorspace (sqm)	Sales Density 2021 (£/sqm)	Turnover (£m)							
					2021	2022	2024	2029	2032	2034	2036	2040
Station Approach - mixed use scheme	19/00601/OUT	474	332	£6,000	£2.0	£2.1	£2.0	£2.3	£2.5	£2.6	£2.8	£3.1
Barton Farm Local Centre - foodstore (ancillary comparison floorspace)	09/02412/OUT	2,000	280	£3,500	£1.0	£1.0	£1.0	£1.1	£1.2	£1.3	£1.4	£1.5
Barton Farm Local Centre - other comparison floorspace	09/02412/OUT	250	175	£3,500	£0.6	£0.6	£0.6	£0.7	£0.8	£0.8	£0.9	£1.0
West of Waterlooville Local Centre - retail provision	10/02862/OUT	500	350	£4,000	£1.4	£1.4	£1.4	£1.6	£1.7	£1.8	£2.0	£2.2
<b>Total Committed Comparison Goods Turnover:</b>					<b>£5.0</b>	<b>£5.2</b>	<b>£5.1</b>	<b>£5.7</b>	<b>£6.2</b>	<b>£6.6</b>	<b>£7.0</b>	<b>£7.8</b>

Notes:  
Includes schemes with planning permission or under construction at the time of preparing the capacity assessment.  
Where the exact comparison goods floorspace has not been specified by planning permission, LSH estimated the likely figure.  
It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

**TABLE 3: WINCHESTER DISTRICT - COMPARISON GOODS CAPACITY ASSESSMENT**  
Assume Equilibrium at Base Year and Constant Market Shares

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£271.5	£277.4	£280.0	£319.5	£347.2	£366.7	£388.6	£436.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) <sup>(1)</sup> :		£277.4	£274.9	£305.0	£333.3	£353.6	£375.1	£422.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£5.1	£14.4	£13.8	£13.1	£13.5	£14.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			£5.1	£5.7	£6.2	£6.6	£7.0	£7.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		£0.0	£8.8	£7.7	£6.6	£6.5	£6.4
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500		£5,636	£6,253	£6,833	£7,249	£7,691	£8,656
(ii) Net Floorspace Capacity (sq m):	-		-7	1,401	1,121	906	847	741
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			-9	2,002	1,601	1,294	1,211	1,058

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).  
STEP 2: It has been assumed for the purpose of this assessment that the District's comparison retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian *Retail Planner Briefing Note 17* (February 2020) and other research evidence.  
STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.  
STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.  
STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).  
STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on an average sales density for comparison goods retail floorspace from Mintel Retail Ranking and adjusted to take account of the local market.

**TABLE 4: WINCHESTER TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£154.0	£156.1	£157.4	£178.2	£193.5	£204.3	£216.4	£242.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£156.1	£154.7	£171.7	£187.6	£199.0	£211.1	£237.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£2.6	£6.5	£6.0	£5.3	£5.2	£5.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			£2.0	£2.3	£2.5	£2.6	£2.8	£3.1
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		£0.6	£4.3	£3.5	£2.7	£2.5	£2.0
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500		£5,636	£6,253	£6,833	£7,249	£7,691	£8,656
(ii) Net Floorspace Capacity (sq m):	-		105	684	509	367	320	233
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			150	977	727	524	457	332

**TABLE 5: WHITELEY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£20.3	£21.9	£22.7	£27.7	£30.1	£31.9	£33.8	£38.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£21.9	£21.7	£24.1	£26.3	£27.9	£29.6	£33.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£1.0	£3.6	£3.8	£3.9	£4.2	£4.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		£1.0	£3.6	£3.8	£3.9	£4.2	£4.7
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500		£5,636	£6,253	£6,833	£7,249	£7,691	£8,656
(ii) Net Floorspace Capacity (sq m):	-		171	583	555	542	543	544
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			245	832	793	774	775	778

**TABLE 6: BISHOP WALTHAM TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£13.2	£13.7	£13.7	£15.2	£16.6	£17.6	£18.7	£21.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£13.7	£13.6	£15.1	£16.5	£17.5	£18.5	£20.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£0.1	£0.1	£0.1	£0.1	£0.1	£0.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		£0.1	£0.1	£0.1	£0.1	£0.1	£0.2
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500		£5,636	£6,253	£6,833	£7,249	£7,691	£8,656
(ii) Net Floorspace Capacity (sq m):	-		14	18	14	15	19	26
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			21	26	19	21	27	37

**TABLE 7: NEW ALRESFORD TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.8	£6.9	£6.9	£7.9	£8.6	£9.1	£9.6	£10.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£6.9	£6.9	£7.6	£8.3	£8.8	£9.4	£10.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-		£0.1	£0.2	£0.3	£0.3	£0.3	£0.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-		£0.1	£0.2	£0.3	£0.3	£0.3	£0.3
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500		£5,636	£6,253	£6,833	£7,249	£7,691	£8,656
(ii) Net Floorspace Capacity (sq m):	-		9	40	38	38	36	36
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			13	57	55	54	52	52

**TABLE 8: WICKHAM TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.1	£3.3	£3.5	£4.3	£4.7	£4.9	£5.2	£5.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£3.3	£3.3	£3.7	£4.0	£4.2	£4.5	£5.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):			£0.2	£0.6	£0.7	£0.7	£0.7	£0.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):			£0.2	£0.6	£0.7	£0.7	£0.7	£0.8
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500		£5,636	£6,253	£6,833	£7,249	£7,691	£8,656
(ii) Net Floorspace Capacity (sq m):	-		30	103	99	96	96	96
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			43	147	141	137	137	137

**TABLE 9: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.4	£4.6	£4.7	£5.3	£5.8	£6.2	£6.5	£7.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£4.6	£4.6	£5.1	£5.6	£5.9	£6.3	£7.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):			£0.1	£0.2	£0.3	£0.3	£0.3	£0.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):			£0.1	£0.2	£0.3	£0.3	£0.3	£0.3
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500		£5,636	£6,253	£6,833	£7,249	£7,691	£8,656
(ii) Net Floorspace Capacity (sq m):	-		12	39	37	36	37	38
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			18	56	53	51	52	54

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

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£8.5	£8.6	£8.7	£9.9	£10.8	£11.4	£12.1	£13.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£8.6	£8.6	£9.5	£10.4	£11.0	£11.7	£13.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):			£0.1	£0.4	£0.4	£0.4	£0.4	£0.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			n/a	n/a	n/a	n/a	n/a	n/a
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):			£0.1	£0.4	£0.4	£0.4	£0.4	£0.4
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500		£5,636	£6,253	£6,833	£7,249	£7,691	£8,656
(ii) Net Floorspace Capacity (sq m):	-		25	65	58	51	50	47
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			36	93	82	73	71	68

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

	2021	2022	2024	2029	2032	2034	2036	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£61.2	£62.2	£62.6	£70.9	£77.1	£81.5	£86.3	£96.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£62.2	£61.6	£68.4	£74.7	£79.2	£84.1	£94.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):			£1.0	£2.6	£2.4	£2.2	£2.2	£2.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			£3.1	£3.4	£3.7	£3.9	£4.2	£4.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):			-£2.1	-£0.8	-£1.3	-£1.7	-£1.9	-£2.4
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:								
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500		£5,636	£6,253	£6,833	£7,249	£7,691	£8,656
(ii) Net Floorspace Capacity (sq m):	-		-374	-131	-189	-238	-253	-280
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			-535	-186	-270	-341	-361	-400

**TABLE 12: SUMMARY COMPARISON GOODS CAPACITY ASSESSMENT (SQM NET)**  
*Assume Equilibrium and Constant Market Shares*

	2024	2029	2032	2034	2036	2040
Winchester Town Centre	105	684	509	367	320	233
Whiteley District Centre	171	583	555	542	543	544
Bishop's Waltham District Centre	14	18	14	15	19	26
New Alresford District Centre	9	40	38	38	36	36
Wickham District Centre	30	103	99	96	96	96
All Local Centres	12	39	37	36	37	38
All Other Smaller Centres & Local Stores	25	65	58	51	50	47
Rest of District/ Out of Centre	-374	-131	-189	-238	-253	-280
Total: Winchester District	-7	1,401	1,121	906	847	741

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# **APPENDIX 10: UPDATED COMMERCIAL LEISURE EXPENDITURE ASSESSMENT**

**TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2021 - 2040)**

		2021	2022	2024	2029	2032	2034	2036	2040
Zone 1	Central Winchester	44,998	43,556	44,963	46,565	46,744	46,704	46,716	46,767
Zone 2	North Winchester	14,943	15,307	15,980	17,656	17,873	17,963	18,052	18,221
Zone 3	City South	14,208	14,232	14,245	14,230	14,385	14,453	14,531	14,679
Zone 4	Eastleigh	65,228	67,464	68,336	71,752	72,742	73,430	74,123	75,510
Zone 5	New Alresford	8,715	8,665	8,795	9,302	9,431	9,511	9,538	9,628
Zone 6	Upper Meon Valley	5,707	5,671	5,676	5,639	5,735	5,788	5,849	5,950
Zone 7	Bishop's Waltham	26,882	27,196	27,532	27,984	28,337	28,586	28,772	29,139
Zone 8	Whiteley & Fareham	44,016	47,583	51,154	60,261	60,657	60,890	61,147	61,690
<b>Study Area</b>		<b>224,697</b>	<b>229,674</b>	<b>236,681</b>	<b>253,389</b>	<b>255,903</b>	<b>257,324</b>	<b>258,728</b>	<b>261,584</b>

Source: Hampshire County Environment Department's 2022 based Small Area Population Forecasts (to 2029) thereafter projected forward (to 2040) using growth forecasts from Experian Business Strategies - Location Analyst Geographic Information Systems (GIS) 'Retail Area Planner Population &

**TABLE 2: COMMERCIAL LEISURE EXPENDITURE PER HEAD (2021 prices)**

		Hotels, B&Bs, etc	Culture	Games of chance	Personal Grooming	Recreation and sport	Restaurants, cafes etc	Total
Zone 1	Central Winchester	£402	£387	£238	£98	£266	£1,919	£3,310
Zone 2	North Winchester	£405	£459	£286	£111	£339	£1,633	£3,233
Zone 3	City South	£436	£460	£293	£116	£352	£1,721	£3,378
Zone 4	Eastleigh	£316	£364	£224	£95	£255	£1,503	£2,757
Zone 5	New Alresford	£429	£456	£279	£106	£321	£1,664	£3,255
Zone 6	Upper Meon Valley	£502	£503	£275	£90	£334	£1,654	£3,358
Zone 7	Bishop's Waltham	£394	£448	£273	£107	£319	£1,616	£3,157
Zone 8	Whiteley & Fareham	£327	£382	£230	£94	£264	£1,513	£2,810

**TABLE 3: ANNUAL LEISURE EXPENDITURE GROWTH - 2019 to 2036**

	2020	2021	2022	2023	2024	2025-29	2030-2040
Annual Leisure expenditure growth	-37.9%	30.5%	27.7%	-5.0%	-0.2%	1.0%	0.9%

Source: Experian Business Strategies, Retail Planner Briefing Note 20 (February 2023)

**TABLE 4: TOTAL AVAILABLE EXPENDITURE FOR ALL COMMERCIAL LEISURE- 2022 to 2040**

	2021	2022	2024	2029	2032	2034	2036	2040	Growth 2022-2032		Growth 2022-2040		
Zone 1	Central Winchester	£194.4	£240.3	£235.1	£255.9	£263.9	£268.5	£273.4	£283.7	£23.7	9.9%	£43.4	18.1%
Zone 2	North Winchester	£63.0	£82.5	£81.6	£94.8	£98.6	£100.9	£103.2	£108.0	£16.1	19.5%	£25.5	30.9%
Zone 3	City South	£62.6	£80.1	£76.0	£79.8	£82.9	£84.8	£86.8	£90.9	£2.8	3.5%	£10.8	13.4%
Zone 4	Eastleigh	£234.7	£310.0	£297.7	£328.5	£342.1	£351.6	£361.3	£381.5	£32.1	10.4%	£71.5	23.1%
Zone 5	New Alresford	£37.0	£47.0	£45.2	£50.3	£52.4	£53.8	£54.9	£57.4	£5.4	11.4%	£10.4	22.2%
Zone 6	Upper Meon Valley	£25.0	£31.7	£30.1	£31.4	£32.9	£33.8	£34.7	£36.6	£1.1	3.5%	£4.9	15.4%
Zone 7	Bishop's Waltham	£110.8	£143.1	£137.3	£146.7	£152.6	£156.7	£160.6	£168.6	£9.5	6.7%	£25.5	17.8%
Zone 8	Whiteley & Fareham	£161.4	£222.8	£227.1	£281.2	£290.8	£297.1	£303.8	£317.7	£67.9	30.5%	£94.9	42.6%
<b>Study Area Total</b>		<b>£888.9</b>	<b>£1,157.4</b>	<b>£1,130.3</b>	<b>£1,268.7</b>	<b>£1,316.1</b>	<b>£1,347.1</b>	<b>£1,378.7</b>	<b>£1,444.3</b>	<b>£158.6</b>	<b>13.7%</b>	<b>£286.9</b>	<b>24.8%</b>

**TABLE 5: TOTAL AVAILABLE EXPENDITURE FOR CAFES & RESTAURANTS - 2022 to 2040**

	2021	2022	2024	2029	2032	2034	2036	2040	Growth 2022-2032		Growth 2022-2040		
Zone 1	Central Winchester	£112.7	£139.3	£136.3	£148.4	£153.0	£155.6	£158.5	£164.5	£13.7	9.9%	£25.2	18.1%
Zone 2	North Winchester	£31.8	£41.7	£41.2	£47.9	£49.8	£50.9	£52.1	£54.5	£8.1	19.5%	£12.9	30.9%
Zone 3	City South	£31.9	£40.8	£38.7	£40.7	£42.2	£43.2	£44.2	£46.3	£1.4	3.5%	£5.5	13.4%
Zone 4	Eastleigh	£127.9	£169.0	£162.3	£179.1	£186.5	£191.7	£197.0	£208.0	£17.5	10.4%	£39.0	23.1%
Zone 5	New Alresford	£18.9	£24.0	£23.1	£25.7	£26.8	£27.5	£28.1	£29.4	£2.7	11.4%	£5.3	22.2%
Zone 6	Upper Meon Valley	£12.3	£15.6	£14.8	£15.5	£16.2	£16.6	£17.1	£18.0	£0.6	3.5%	£2.4	15.4%
Zone 7	Bishop's Waltham	£56.7	£73.2	£70.3	£75.1	£78.1	£80.2	£82.2	£86.3	£4.9	6.7%	£13.1	17.8%
Zone 8	Whiteley & Fareham	£86.9	£120.0	£122.3	£151.4	£156.6	£160.0	£163.6	£171.0	£36.6	30.5%	£51.1	42.6%
<b>Study Area Average</b>		<b>£479.2</b>	<b>£623.6</b>	<b>£609.1</b>	<b>£683.7</b>	<b>£709.1</b>	<b>£725.8</b>	<b>£742.8</b>	<b>£778.0</b>	<b>£85.5</b>	<b>13.7%</b>	<b>£154.4</b>	<b>24.8%</b>