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## **APPENDIX 6**

### **CAPACITY PROJECTIONS: COMPARISON GOODS**

## Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

TABLE 1  
SURVEY AREA POPULATION FORECASTS

Catchment Zone	Postcode Sector Groupings	2008	2011	2016	2021
1	CB1 1/2/3/7/8/9, CB2 1/2/3, CB3 9	70,291	<b>77,531</b>	<b>89,083</b>	<b>88,192</b>
2	CB3 0, CB4 0/1/2/3/6/9, CB5 8	73,769	<b>79,302</b>	<b>85,011</b>	<b>87,477</b>
3	CB4 5/8, CB5 9/0	37,771	<b>41,624</b>	<b>53,278</b>	<b>58,766</b>
4	CB3 6/7/8	26,822	<b>29,826</b>	<b>29,408</b>	<b>28,556</b>
5	CB2 4/5/6	24,027	<b>24,051</b>	<b>24,267</b>	<b>23,928</b>
6	CB1 5/6	16,604	<b>16,670</b>	<b>16,070</b>	<b>21,357</b>
7	CB6 1/2/3, CB7 4/5	62,389	<b>65,134</b>	<b>66,176</b>	<b>65,779</b>
8	IP26 4, IP27 0/9, PE38 0/9	40,261	41,458	43,359	45,368
9	IP28 6/7/8, IP29 4/5	33,619	34,668	36,277	37,840
10	CO10 7/8, CO9 3/4/1/2	37,342	38,193	39,470	40,734
11	CM22 6, CM23 1, CM24 1/8, CM6 2/3, CM7 4/5	39,137	40,299	41,923	43,305
12	CB8 0/7/8/9	34,547	35,929	38,010	39,866
13	CB9 0/7/8/9	29,387	30,482	32,124	33,800
14	CO10 1/2, CB11 3/4	29,889	30,664	31,942	33,089
15	SG8 8/9/0/5/6/7	39,068	40,243	41,969	43,796
16	SG18 0/8/9, SG19 1/2/3	49,826	51,282	53,830	56,229
17	PE19 1/2/5/6/7/8, PE28 0/4/9, PE29 1/2/3/6/7	93,302	<b>97,221</b>	<b>98,290</b>	<b>100,452</b>
18	PE26 1/2, PE27 3/4/5/6, PE28 2/3/5	58,193	<b>58,135</b>	<b>56,274</b>	<b>55,374</b>
19	PE15 0/8/9, PE16 6	38,096	<b>38,286</b>	<b>39,741</b>	<b>43,755</b>
20	SG11 2, SG5 4, SG6 1/2/3/4, SG7 5/6, SG9 0/9, SG11 1	71,343	72,444	74,167	76,247
<b>TOTAL</b>		<b>905,683</b>	<b>943,442</b>	<b>990,672</b>	<b>1,023,911</b>

SOURCE: Experian Business Strategies March 2008  
Cambridgeshire County Council Mid 2006 population estimates by ward transposed into zones and growth rates used in **BOLD**

TABLE 1A  
POPULATION GROWTH RATES

2008-2011 (%)	2011-2016 (%)	2016-2021 (%)	2008-2021 (%)
<b>10.3</b>	<b>14.9</b>	<b>-1.0</b>	25.5
<b>7.5</b>	<b>7.2</b>	<b>2.9</b>	18.6
<b>10.2</b>	<b>28.0</b>	<b>10.3</b>	55.6
<b>11.2</b>	<b>-1.4</b>	<b>-2.9</b>	6.5
<b>0.1</b>	<b>0.9</b>	<b>-1.4</b>	-0.4
<b>0.4</b>	<b>-3.6</b>	<b>32.9</b>	28.6
<b>4.4</b>	<b>1.6</b>	<b>-0.6</b>	5.4
3.0	4.6	4.6	12.7
3.1	4.6	4.3	12.6
2.3	3.3	3.2	9.1
3.0	4.0	3.3	10.6
4.0	5.8	4.9	15.4
3.7	5.4	5.2	15.0
2.6	4.2	3.6	10.7
3.0	4.3	4.4	12.1
2.9	5.0	4.5	12.9
<b>4.2</b>	<b>1.1</b>	<b>2.2</b>	7.7
<b>-0.1</b>	<b>-3.2</b>	<b>-1.6</b>	-4.8
<b>0.5</b>	<b>3.8</b>	<b>10.1</b>	14.9
1.5	2.4	2.8	6.9
4.2	5.0	3.4	13.1

# Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

**TABLE 2**  
**COMPARISON GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2006 prices)**

GROWTH IN COMPARISON GOODS PER CAPITA RETAIL EXPENDITURE:										
		3.80		%pa 2008-2021						
ZONE	2006	2006 Minus SFT at 7%	2008	2008 Minus SFT at 9%	2011	2011 Minus SFT at 10.8%	2016	2016 Minus SFT at 12.5%	2021	2021 Minus SFT at 12.5%
1	2,922	2,717	3,148	2,865	3,521	3,141	4,243	3,712	5,113	4,474
2	2,697	2,508	2,906	2,644	3,250	2,899	3,916	3,427	4,719	4,129
3	3,455	3,213	3,723	3,388	4,163	3,714	5,017	4,390	6,045	5,290
4	3,716	3,456	4,004	3,643	4,478	3,994	5,396	4,721	6,502	5,689
5	3,453	3,211	3,720	3,386	4,161	3,711	5,014	4,387	6,042	5,286
6	3,432	3,192	3,698	3,365	4,136	3,689	4,983	4,360	6,005	5,254
7	3,216	2,991	3,465	3,153	3,875	3,457	4,670	4,086	5,627	4,924
8	3,009	2,798	3,242	2,950	3,626	3,234	4,369	3,823	5,265	4,607
9	3,166	2,944	3,411	3,104	3,815	3,403	4,597	4,022	5,540	4,847
10	3,295	3,064	3,550	3,231	3,970	3,542	4,784	4,186	5,765	5,045
11	3,388	3,151	3,650	3,322	4,083	3,642	4,919	4,305	5,928	5,187
12	3,197	2,973	3,445	3,135	3,852	3,436	4,642	4,062	5,594	4,895
13	3,071	2,856	3,309	3,011	3,701	3,301	4,459	3,902	5,373	4,702
14	3,218	2,993	3,467	3,155	3,878	3,459	4,673	4,089	5,630	4,927
15	3,268	3,039	3,521	3,204	3,938	3,513	4,745	4,152	5,718	5,003
16	3,233	3,007	3,483	3,170	3,896	3,475	4,694	4,108	5,657	4,950
17	3,194	2,970	3,441	3,132	3,849	3,433	4,638	4,058	5,588	4,890
18	3,320	3,088	3,577	3,255	4,001	3,569	4,821	4,218	5,809	5,083
19	2,944	2,738	3,172	2,887	3,548	3,164	4,275	3,740	5,151	4,507
20	3,199	2,975	3,447	3,137	3,855	3,438	4,645	4,064	5,597	4,898

SOURCE: Experian Business Strategies March 2008

## Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

TABLE 3

SURVEY AREA RETAIL EXPENDITURE FORECASTS (2006 prices)

ZONE	COMPARISON GOODS			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	201,380	243,505	330,717	394,529
2	195,070	229,887	291,299	361,195
3	127,951	154,575	233,873	310,844
4	97,724	119,131	138,845	162,456
5	81,345	89,265	106,464	126,493
6	55,872	61,496	70,073	112,218
7	196,725	225,152	270,396	323,872
8	118,780	134,086	165,761	208,997
9	104,359	117,975	145,923	183,413
10	120,639	135,267	165,236	205,485
11	130,007	146,754	180,458	224,621
12	108,290	123,464	154,391	195,125
13	88,485	100,618	125,340	158,915
14	94,305	106,064	130,596	163,019
15	125,181	141,359	174,258	219,121
16	157,942	178,206	221,112	278,314
17	292,188	333,768	398,865	491,206
18	189,428	207,456	237,373	281,458
19	109,965	121,153	148,649	197,213
20	223,770	249,097	301,444	373,427
<b>TOTAL</b>	<b>2,819,408</b>	<b>3,218,277</b>	<b>3,991,074</b>	<b>4,971,922</b>

SOURCE: Experian Business Strategies March 2008

## Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

TABLE 4  
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	Cambridge City Centre			
	2008 (%)	2011 (%)	2016 (%)	2021 (%)
1	63	63	63	63
2	69	69	69	69
3	63	63	63	63
4	65	65	65	65
5	70	70	70	70
6	55	55	55	55
7	32	32	32	32
8	5	5	5	5
9	14	14	14	14
10	6	6	6	6
11	7	7	7	7
12	25	25	25	25
13	35	35	35	35
14	16	16	16	16
15	46	46	46	46
16	6	6	6	6
17	11	11	11	11
18	14	14	14	14
19	3	3	3	3
20	9	9	9	9

TABLE 5  
COMPARISON GOODS SPEND (£)

Catchment Zone	Cambridge City Centre			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	126,176	152,569	207,213	247,195
2	134,899	158,976	201,445	249,780
3	80,676	97,463	147,462	195,994
4	63,483	77,389	90,195	105,533
5	56,562	62,069	74,028	87,955
6	30,986	34,105	38,862	62,235
7	63,410	72,573	87,156	104,393
8	6,318	7,132	8,817	11,117
9	14,392	16,269	20,124	25,294
10	6,913	7,752	9,469	11,776
11	9,558	10,789	13,267	16,514
12	26,759	30,509	38,151	48,217
13	30,764	34,982	43,577	55,250
14	14,991	16,860	20,760	25,914
15	57,113	64,494	79,503	99,972
16	8,857	9,994	12,400	15,608
17	31,864	36,399	43,498	53,568
18	27,440	30,052	34,385	40,771
19	3,669	4,042	4,960	6,580
20	19,651	21,875	26,472	32,794
Sub-Total	814,481	946,293	1,201,745	1,496,459
Inflow	100,666	116,958	148,530	184,956
Total	915,147	1,063,250	1,350,275	1,681,415

Source: Tables 3 & 4

## Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

TABLE 6  
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	Cambridge City Retail Warehousing				South Cambridgeshire			
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)
1	18.1	18.1	18.1	18.1	2.2	2.2	2.2	2.2
2	16.4	16.4	16.4	16.4	0.3	0.3	0.3	0.3
3	14.0	14.0	14.0	14.0	1.1	1.1	1.1	1.1
4	13.0	13.0	13.0	13.0	4.8	4.8	4.8	4.8
5	11.8	11.8	11.8	11.8	0.6	0.6	0.6	0.6
6	18.7	18.7	18.7	18.7	0.2	0.2	0.2	0.2
7	9.2	9.2	9.2	9.2	0.6	0.6	0.6	0.6
8	0.3	0.3	0.3	0.3	0.1	0.1	0.1	0.1
9	1.6	1.6	1.6	1.6	0.0	0.0	0.0	0.0
10	0.5	0.5	0.5	0.5	0.0	0.0	0.0	0.0
11	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0
12	6.0	6.0	6.0	6.0	0.4	0.4	0.4	0.4
13	5.9	5.9	5.9	5.9	0.0	0.0	0.0	0.0
14	0.7	0.7	0.7	0.7	0.4	0.4	0.4	0.4
15	8.2	8.2	8.2	8.2	1.4	1.4	1.4	1.4
16	0.4	0.4	0.4	0.4	0.0	0.0	0.0	0.0
17	1.4	1.4	1.4	1.4	0.4	0.4	0.4	0.4
18	1.4	1.4	1.4	1.4	0.0	0.0	0.0	0.0
19	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0
20	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0

TABLE 7  
COMPARISON GOODS SPEND (£)

Catchment Zone	Cambridge City Retail Warehousing				South Cambridgeshire			
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	36,404	44,019	59,785	71,321	4,433	5,360	7,280	8,685
2	31,948	37,650	47,708	59,155	580	684	867	1,075
3	17,913	21,640	32,741	43,517	1,359	1,642	2,484	3,302
4	12,685	15,464	18,023	21,088	4,708	5,740	6,690	7,827
5	9,624	10,561	12,596	14,966	493	541	645	766
6	10,463	11,516	13,122	21,015	125	137	156	250
7	18,023	20,627	24,772	29,671	1,169	1,338	1,606	1,924
8	310	350	433	546	84	95	118	148
9	1,700	1,922	2,378	2,988	0	0	0	0
10	619	694	848	1,054	0	0	0	0
11	350	395	485	604	0	0	0	0
12	6,456	7,361	9,205	11,634	391	446	558	705
13	5,178	5,887	7,334	9,299	0	0	0	0
14	663	745	918	1,145	408	458	564	705
15	10,315	11,648	14,359	18,055	1,745	1,971	2,429	3,055
16	631	712	883	1,112	0	0	0	0
17	4,234	4,836	5,779	7,117	1,167	1,333	1,593	1,962
18	2,723	2,982	3,412	4,046	0	0	0	0
19	623	686	842	1,116	0	0	0	0
20	622	692	838	1,038	0	0	0	0
TOTAL	171,483	200,389	256,461	320,487	16,663	19,745	24,991	30,404

Source: Tables 3 & 6

## Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

**TABLE 8**  
CITY CENTRE COMPARISON GOODS FLOORSPACE

	Net Floorspace Sqm
Cambridge City Centre	92,479

Source: GVA Grimley

**TABLE 9**  
RETAIL WAREHOUSING FLOORSPACE

	Net Floorspace Sqm	Sales Density £ per sqm	Turnover 2006 £000's
<b>Beehive Retail Park</b>			
Rosebys	558	1,700	948
TK Maxx	1,590	2,732	4,345
Toys R Us	1,412	1,531	2,162
Carpetright	741	1,315	974
JJB Sports	995	2,188	2,178
Allied Carpets	796	1,404	1,117
Vacant	792		
Homestore & More	1,483	2,500	3,707
Harveys	544	2,500	1,359
Conway Pine	923	2,000	1,846
Pets at Home	461	2,452	1,131
Maplin Electronics	307	3,864	1,186
Vacant	1,084		
<b>Cambridge Retail Park, CB5 8WR</b>			
Currys	1,862	5,755	10,715
Homebase	4,459	1,596	7,117
ScS	595	1,821	1,083
PC World	1,487	7,285	10,834
Boots	790	8,196	6,472
Argos	792	4,000	3,169
Sports World	743	3,500	2,601
Burton/Dorothy Perkins/Evans	743	4,500	3,344
Halfords	745	2,409	1,794
Furniture Village	768	3,145	2,415
Habitat	1,130	2,011	2,271
MFI	1,486	2,445	3,634
Multyork	800	2,500	2,000
<b>Stand-alone Units (Cambridge City)</b>			
B&Q, Newmarket Road	3,714	2,318	8,609
Comet, Newmarket Road, CB5 8JL	1,886	7,032	13,260
Focus, Tenison Road, CB1 2RY	1,000	1,277	1,277
<b>Sub Total Cambridge City</b>	<b>34,685</b>	<b>2,928</b>	<b>101,549</b>
<b>Stand-alone Units (South Cambridgeshire)</b>			
Tesco Extra, Bar Hill (comparison floorspace)	4,696	5,000	23,480
<b>Sub Total South Cambridgeshire</b>	<b>4,696</b>	<b>5,000</b>	<b>23,480</b>
<b>TOTAL</b>	<b>39,381</b>	<b>3,175</b>	<b>125,029</b>

Source: GVA Grimley / Trevor Wood Database / Mintel Retail Rankings 2007

## Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

**TABLE 10**  
**RETAIL COMMITMENTS - COMPARISON GOODS**

	Net Flsp (sqm)	Co Average Sales (£ per sqm net)	Total Turnover 2008 (£000s)	Total Turnover 2011 (£000s)	Total Turnover 2016 (£000s)	Total Turnover 2021 (£000s)
<b>South Cambridgeshire</b>						
Land at Shardelowes Farm, Fulbourn	304	1,500	456	484	534	590
175 St Neots Road, Hardwick	72	1,500	108	115	127	140
Building at North Road Farm, Royston	202	1,500	303	322	355	392
<b>Cambridge City</b>						
62-74 Burleigh Street, Cambridge	3,994	3,000	11982	12,715	14,039	15,500
Unit 5, Coldhams Lane, Beehive Centre	362	2,000	724	768	848	937
<b>TOTAL</b>	<b>4,934</b>		<b>13,573</b>	<b>14,404</b>	<b>15,903</b>	<b>17,558</b>

Source: Cambridge City Council, South Cambridgeshire District Council and Cambridgeshire County Council

**TABLE 11**  
**RETAIL PIPELINE - COMPARISON GOODS**

	Net Flsp (sqm)	Co Average Sales (£ per sqm net)	Total Turnover 2008 (£000s)	Total Turnover 2011 (£000s)	Total Turnover 2016 (£000s)	Total Turnover 2021 (£000s)
<b>South Cambridgeshire</b>						
Cambourne	2,968	3,000	8,904	9,449	10,432	11,518
Northstowe	21,750	4,000	87,000	92,325	101,934	112,544
<b>Cambridge City</b>						
East Cambridge	7,000	3,000	21,000	22,285	24,605	27,166
Station Area	697	3,000	2,091	2,219	2,450	2,705
<b>TOTAL</b>	<b>29,447</b>		<b>118,995</b>	<b>126,278</b>	<b>139,421</b>	<b>153,932</b>

Source: Cambridge City Council, South Cambridgeshire District Council and Cambridgeshire County Council



## Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

### CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 12

#### FUTURE SHOP GLOBAL FLOORSPACE CAPACITY CAMBRIDGE CITY WITH COMMITMENTS

GROWTH IN SALES PER SQ M	2	%pa '08-'21		
	COMPARISON GOODS			
	2008	2011	2016	2021
Total Available Expenditure (£000)	2,819,408	3,218,277	3,991,074	4,971,922
Market Share from Survey Area	35.0	35.6	36.5	36.5
Survey Area Residents Spending	985,964	1,146,681	1,458,206	1,816,947
Inflow to Cambridge (11%) from beyond survey area (£000)	100,666	116,958	148,530	184,956
Total Town Centre Comparison Turnover (£000)	1,086,630	1,263,639	1,606,736	2,001,902
Existing Shop Floorspace (sqm net)	127,164	127,164	127,164	127,164
Sales per sqm net (£)	8,545	9,068	10,012	11,054
Sales from Existing Floorspace (£000)	1,086,630	1,153,141	1,273,160	1,405,672
Sales from Committed Floorspace (£000)	0	13,484	14,887	16,437
Residual Spending to Support new shops (£000)	0	97,015	318,689	579,794
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000
Capacity for new floorspace (sqm net)	0	13,859	45,527	82,828

## Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

### CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 13

#### FUTURE SHOP FLOORSPACE SOUTH CAMBRIDGESHIRE WITH COMMITMENTS

GROWTH IN SALES PER SQ M	2	%pa '08-'21		
	COMPARISON GOODS			
	2008	2011	2016	2021
Total Available Expenditure (£000)	2,819,408	3,218,277	3,991,074	4,971,922
Market Share from Survey Area	0.6	0.6	0.6	0.6
Survey Area Residents Spending	16,663	19,745	24,991	30,404
Inflow from beyond survey area (£000)	0	0	0	0
Total Comparison Turnover (£000)	16,663	19,745	24,991	30,404
Existing Shop Floorspace (sqm net)	4,696	4,696	4,696	4,696
Sales per sqm net (£)	3,548	3,765	4,157	4,590
Sales from Existing Floorspace (£000)	16,663	17,683	19,523	21,555
Sales from Committed Floorspace (£000)	0	920	1,016	1,122
Residual Spending to Support new shops (£000)	0	1,143	4,452	7,728
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000
Capacity for new floorspace (sqm net)	0	163	636	1,104

## Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

### CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 14

#### FUTURE SHOP GLOBAL FLOORSPACE CAPACITY CAMBRIDGE SUB REGION WITH COMMITMENTS

GROWTH IN SALES PER SQ M	2	%pa '08-'21		
	COMPARISON GOODS			
	2008	2011	2016	2021
Total Available Expenditure (£000)	2,819,408	3,218,277	3,991,074	4,971,922
Market Share from Survey Area	36	36	37	37
Survey Area Residents Spending	1,002,627	1,166,427	1,483,197	1,847,351
Inflow to Cambridge (11%) from beyond survey area (£000)	100,666	116,958	148,530	184,956
Total Town Centre Comparison Turnover (£000)	1,103,293	1,283,384	1,631,728	2,032,307
Existing Shop Floorspace (sqm net)	131,860	131,860	131,860	131,860
Sales per sqm net (£)	8,367	8,879	9,803	10,824
Sales from Existing Floorspace (£000)	1,103,293	1,170,823	1,292,683	1,427,227
Sales from Committed Floorspace (£000)	0	14,404	15,903	17,558
Residual Spending to Support new shops (£000)	0	98,157	323,141	587,522
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000
Capacity for new floorspace (sqm net)	0	14,022	46,163	83,932

# Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

## CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 15

### CHANGE TO COMPETING CENTRES MARKET SHARE

### FUTURE SHOP GLOBAL FLOORSPACE CAPACITY CAMBRIDGE SUB REGION WITH COMMITMENTS

GROWTH IN SALES PER SQ M	2	%pa '08-'21		
	COMPARISON GOODS			
	2008	2011	2016	2021
Total Available Expenditure (£000)	2,819,408	3,218,277	3,991,074	4,971,922
Market Share from Survey Area	36	36	35	35
Survey Area Residents Spending	1,002,627	1,142,736	1,402,185	1,748,100
Inflow to Cambridge (11%) from beyond survey area (£000)	100,666	114,029	138,518	172,689
Total Town Centre Comparison Turnover (£000)	1,103,293	1,256,765	1,540,703	1,920,789
Existing Shop Floorspace (sqm net)	131,860	131,860	131,860	131,860
Sales per sqm net (£)	8,367	8,879	9,803	10,824
Sales from Existing Floorspace (£000)	1,103,293	1,170,823	1,292,683	1,427,227
Sales from Committed Floorspace (£000)	0	14,404	15,903	17,558
Residual Spending to Support new shops (£000)	0	71,538	232,117	476,004
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000
Capacity for new floorspace (sqm net)	0	10,220	33,160	68,001

# Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

## CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 16

### FUTURE SHOP GLOBAL FLOORSPACE CAPACITY CAMBRIDGE SUB REGION WITH PIPELINE

GROWTH IN SALES PER SQ M	2		%pa '08-'21	
	2008	2011	2016	2021
Total Available Expenditure (£000)	2,819,408	3,218,277	3,991,074	4,971,922
Market Share from Survey Area	35.6	36.2	37.2	37.2
Survey Area Residents Spending	1,002,627	1,166,427	1,483,197	1,847,351
Inflow to Cambridge (11%) from beyond survey area (£000)	100,666	116,958	148,530	184,956
Total Town Centre Comparison Turnover (£000)	1,103,293	1,283,384	1,631,728	2,032,307
Existing Shop Floorspace (sqm net)	131,860	131,860	131,860	131,860
Sales per sqm net (£)	8,367	8,879	9,803	10,824
Sales from Existing Floorspace (£000)	1,103,293	1,170,823	1,292,683	1,427,227
Sales from Committed/Pipeline Floorspace (£000)	0	23,852	28,785	171,490
Residual Spending to Support new shops (£000)	0	88,709	310,259	433,589
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000
Capacity for new floorspace (sqm net)	0	12,673	44,323	61,941

# Cambridge City Council and South Cambridgeshire District Council Cambridge Sub Region Retail Study 2008

## CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 17

### CHANGE TO COMPETING CENTRES MARKET SHARE

### FUTURE SHOP GLOBAL FLOORSPACE CAPACITY CAMBRIDGE SUB REGION WITH PIPELINE

GROWTH IN SALES PER SQ M	2	%pa '08-'21			
	COMPARISON GOODS				
	2008	2011	2016	2021	
Total Available Expenditure (£000)	2,819,408	3,218,277	3,991,074	4,971,922	
Market Share from Survey Area	36	36	35	35	
Survey Area Residents Spending	1,002,627	1,142,736	1,402,185	1,748,100	
Inflow to Cambridge (11%) from beyond survey area (£000)	100,666	114,029	138,518	172,689	
Total Town Centre Comparison Turnover (£000)	1,103,293	1,256,765	1,540,703	1,920,789	
Existing Shop Floorspace (sqm net)	131,860	131,860	131,860	131,860	
Sales per sqm net (£)	8,367	8,879	9,803	10,824	
Sales from Existing Floorspace (£000)	1,103,293	1,170,823	1,292,683	1,427,227	
Sales from Committed Floorspace (£000)	0	23,852	28,785	171,490	
Residual Spending to Support new shops (£000)	0	62,089	219,235	322,072	
Sales per sqm net in new shops (£)	7,000	7,000	7,000	7,000	
Capacity for new floorspace (sqm net)	0	8,870	31,319	46,010	