

# COMMERCIAL NEEDS ASSESSMENT

---

## Volume B - Appendices

Prepared for:

Reading Borough Council

November 2024

**[lsh.co.uk](http://lsh.co.uk)**

---

This document has been prepared and checked in accordance with the Lambert Smith Hampton Quality Assurance procedures and authorised for release. If not signed off by a Director in the Planning, Regeneration + Infrastructure (PR+I) division at LSH then this document should be treated as a draft, and as being Private and Confidential. It should not be for wider distribution without the sign-off and permission of Lambert Smith Hampton.

This report meets the PDF/UA (Universal Accessibility) standard, which is equivalent to the WCAG 'AA' digital standard.

Prepared by:

Duffy Blathnaid

Signed:

For and on behalf of Lambert Smith Hampton

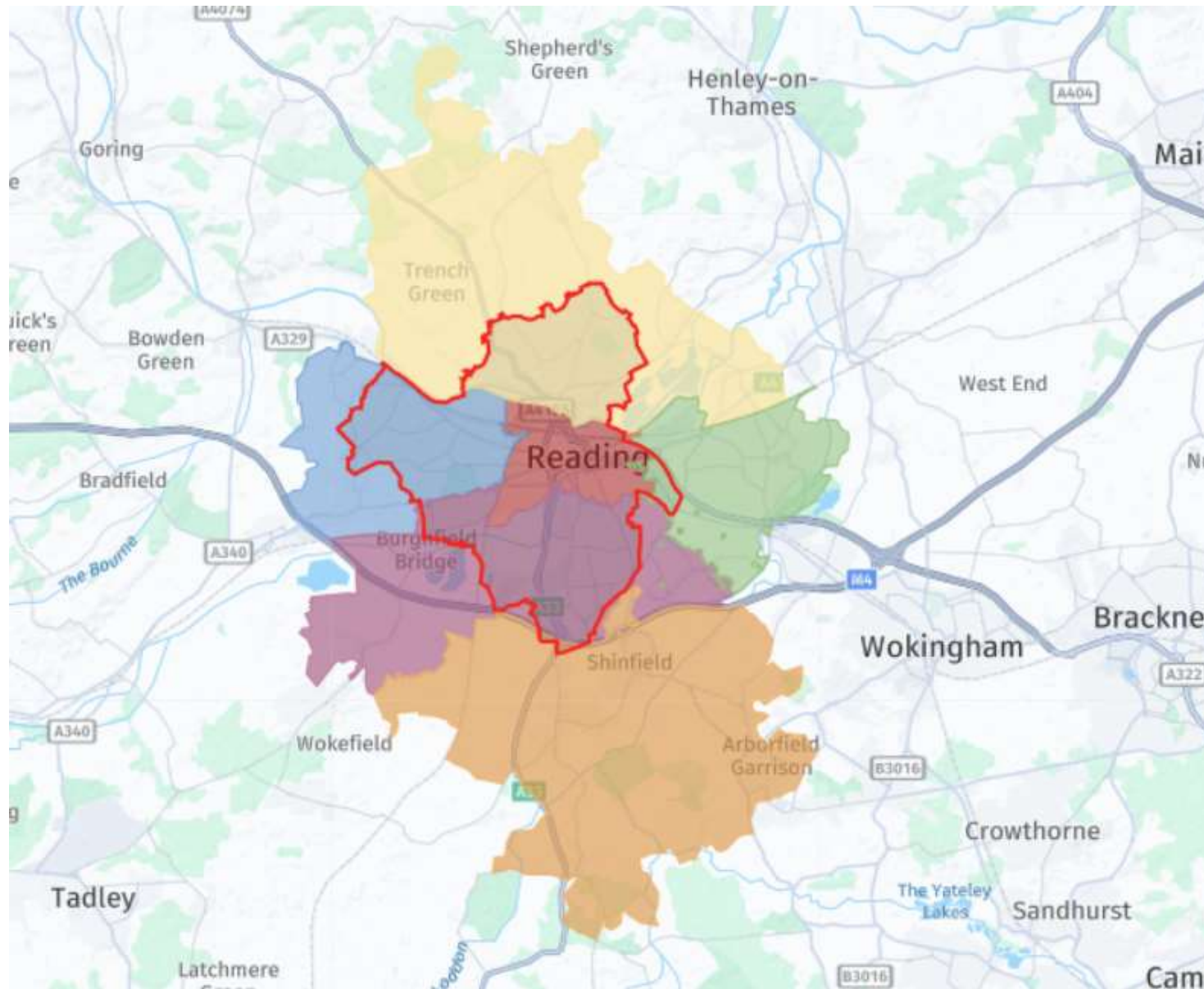
Issued: November 2024

## Volume B Contents

- B.1 STUDY AREA
- B.2 POPULATION AND EXPENDITURE TABLES
- B.3 CONVENIENCE GOODS MARKET SHARES INCLUDING SFT
- B.4 COMPARISON GOODS MARKET SHARES INCLUDING SFT
- B.5 CONVENIENCE GOODS TURNOVER (EXCLUDING SFT)
- B.6 COMPARISON GOODS TURNOVER (EXCLUDING SFT)
- B.7 CONVENIENCE GOODS CAPACITY ASSESSMENT
- B.8 COMPARISON GOODS CAPACITY ASSESSMENT
- B.9 LEISURE EXPENDITURE ASSESSMENT

## B.1 STUDY AREA

## Reading Commercial Needs Assessment



Study Area & Zones:



1



2



3



4



5



6



Reading Borough

**Lambert  
Smith  
Hampton**

## B.2 POPULATION AND EXPENDITURE TABLES

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2024 - 2041) - ONS/ EXPERIAN LONG TERM PROJECTIONS

	2024	2029	2034	2039	2041	Growth 2024 to 2034:		Growth 2024 to 2041:	
						%	No.	%	No.
Zone 1 Central Reading	50,898	51,332	51,431	51,380	51,413	1.0%	533	1.0%	515
Zone 2 West Reading	66,940	66,862	67,061	67,444	67,643	0.2%	121	1.1%	703
Zone 3 North Reading	40,734	40,528	40,481	40,381	40,373	-0.6%	-253	-0.9%	-361
Zone 4 South Reading	60,619	61,268	62,012	62,793	63,102	2.2%	1,393	4.1%	2,483
Zone 5 East Reading	50,839	52,193	53,056	53,893	54,294	4.2%	2,217	6.8%	3,455
Zone 6 South / Wokingham	25,326	26,392	27,077	27,657	27,905	6.5%	1,751	10.2%	2,579
Total Study Area:	295,356	298,575	301,118	303,548	304,730	1.9%	5,762	3.2%	9,374
Reading Borough:	173,814	174,349	175,205	175,840	176,170	0.8%	1,391	1.4%	2,356

Source: Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

Notes: Population projections derived from ONS 2018-based subnational population projections (released March 2020)

TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	Including SFT	Excluding Special Forms of Trading (SFT)				
	2024	2024	2029	2034	2039	2041
Experian-based SFT Market Shares (%):	22.6%	5.2%	6.3%	7.0%	7.4%	7.4%
Survey-based SFT Market Shares (%):	10.0%	3.0%	3.6%	4.0%	4.2%	4.3%
Zone 1 Central Reading	£2,331	£2,261	£2,242	£2,241	£2,247	£2,352
Zone 2 West Reading	£2,501	£2,426	£2,405	£2,405	£2,411	£2,524
Zone 3 North Reading	£2,753	£2,670	£2,647	£2,647	£2,654	£2,778
Zone 4 South Reading	£2,388	£2,317	£2,297	£2,296	£2,302	£2,410
Zone 5 East Reading	£2,565	£2,488	£2,466	£2,466	£2,472	£2,588
Zone 6 South / Wokingham	£2,528	£2,452	£2,431	£2,431	£2,437	£2,551
Study Area Average:	£2,511	£2,436	£2,415	£2,414	£2,421	£2,534
Reading Borough Average:	£2,408	£2,335	£2,304	£2,301	£2,307	£2,415

Source: Average spend per capita estimates (2021 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 21 published by Experian Business Strategies (February 2023).

Notes: At the Base Year (2024) 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) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 21 (February 2023).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million) (2024 to 2041)

	Including SFT	Excluding Special Forms of Trading (SFT)					Growth 2024 to 2034:		Growth 2024 to 2041:	
	2024	2024	2029	2034	2039	2041	%	No.	%	No.
Zone 1 Central Reading	£118.6	£115.1	£115.1	£115.3	£115.5	£120.9	0.2%	£0.2	5.1%	£5.9
Zone 2 West Reading	£167.4	£162.4	£160.8	£161.3	£162.6	£170.7	-0.7%	-£1.1	5.1%	£8.3
Zone 3 North Reading	£112.1	£108.8	£107.3	£107.1	£107.2	£112.1	-1.5%	-£1.6	3.1%	£3.4
Zone 4 South Reading	£144.8	£140.4	£140.7	£142.4	£144.6	£152.1	1.4%	£2.0	8.3%	£11.6
Zone 5 East Reading	£130.4	£126.5	£128.7	£130.8	£133.2	£140.5	3.4%	£4.4	11.1%	£14.0
Zone 6 South / Wokingham	£64.0	£62.1	£64.2	£65.8	£67.4	£71.2	6.0%	£3.7	14.6%	£9.1
Total Study Area:	£737.4	£715.2	£716.8	£722.7	£730.4	£767.6	1.0%	£7.5	7.3%	£52.3
Reading Borough:	£418.5	£405.9	£401.7	£403.1	£405.6	£425.4	-0.7%	-£2.8	4.8%	£19.5

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

	Including SFT	Excluding Special Forms of Trading (SFT)				
	2024	2024	2029	2034	2039	2041
Experian-based SFT Market Shares (%):	32.5%	24.3%	27.4%	28.8%	29.7%	29.7%
Survey-based SFT Market Shares (%):	23.4%	23.4%	26.3%	27.7%	28.6%	28.6%
Zone 1 Central Reading	£3,539	£2,712	£3,007	£3,399	£3,856	£4,075
Zone 2 West Reading	£3,924	£3,007	£3,334	£3,768	£4,275	£4,517
Zone 3 North Reading	£4,475	£3,429	£3,802	£4,298	£4,875	£5,152
Zone 4 South Reading	£3,615	£2,770	£3,071	£3,472	£3,938	£4,162
Zone 5 East Reading	£4,179	£3,202	£3,551	£4,013	£4,553	£4,811
Zone 6 South / Wokingham	£4,624	£3,544	£3,929	£4,441	£5,038	£5,324
Study Area Average:	£4,059	£3,111	£3,449	£3,899	£4,422	£4,673
Reading Borough Average:	£3,543	£2,715	£2,998	£3,399	£3,856	£4,075

Source: Average spend per capita estimates (2024 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 21 published by Experian Business Strategies (February 2023).

Notes: At the Base Year (2024) 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) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 21 (February 2024).

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

	Including SFT	Excluding Special Forms of Trading (SFT)					Growth 2024 to 2034:		Growth 2024 to 2041:	
	2024	2024	2029	2034	2039	2041	%	No.	%	No.
Zone 1 Central Reading	£180.1	£138.0	£154.4	£174.8	£198.1	£209.5	26.6%	£36.8	51.8%	£71.4
Zone 2 West Reading	£262.7	£201.3	£222.9	£252.7	£288.3	£305.6	25.6%	£51.4	51.8%	£104.3
Zone 3 North Reading	£182.3	£139.7	£154.1	£174.0	£196.9	£208.0	24.5%	£34.3	48.9%	£68.3
Zone 4 South Reading	£219.1	£167.9	£188.2	£215.3	£247.3	£262.6	28.2%	£47.4	56.4%	£94.7
Zone 5 East Reading	£212.5	£162.8	£185.3	£212.9	£245.4	£261.2	30.8%	£50.4	60.4%	£98.4
Zone 6 South / Wokingham	£117.1	£89.7	£103.7	£120.3	£139.3	£148.6	34.0%	£30.5	65.5%	£58.8
Total Study Area:	£1,173.8	£899.5	£1,008.6	£1,150.0	£1,315.2	£1,395.5	27.9%	£250.5	55.1%	£496.0
Reading Borough Council:	£615.8	£471.9	£522.8	£595.5	£678.0	£717.8	26.2%	£123.7	52.1%	£246.0

## B.3 CONVENIENCE GOODS MARKET SHARES INCLUDING SFT



**TABLE 1: ALL CONVENIENCE GOODS - 2024 MARKET SHARE ANALYSIS (%)**  
*Including Internet Shopping and other Special Forms of Trading*

	1	2	3	4	5	6	Total Study Area
<b>Reading Town Centre</b>							
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	2.3%	0.7%	0.4%	1.4%	2.4%	0.5%	1.3%
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Broad St, Reading RG1 2BH	7.8%	0.1%	0.0%	0.7%	0.2%	0.3%	1.5%
Sainsbury's, Friar St, Reading RG1 1DW	5.0%	1.4%	1.2%	2.3%	0.8%	0.1%	1.9%
Tesco Express, Crown St, Reading RG1 2SE	4.3%	0.0%	0.0%	0.3%	0.0%	0.4%	0.8%
Tesco Express, Market Place, Reading RG1 2EG	1.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%
Iceland, Broad Street Mall, Reading, RG1 7QE	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Reading Town Centre	0.4%	0.2%	0.2%	0.1%	0.0%	0.0%	0.2%
<b>Subtotal Reading Town Centre:</b>	<b>21.5%</b>	<b>2.4%</b>	<b>1.8%</b>	<b>4.9%</b>	<b>3.4%</b>	<b>1.3%</b>	<b>6.0%</b>
<b>Caversham District Centre</b>							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	1.3%	2.3%	2.7%	0.3%	0.0%	0.0%	1.2%
Waitrose, Church St, Reading RG4 8AY	1.4%	0.0%	24.0%	0.0%	0.0%	0.8%	3.9%
Iceland, St Martins Centre, Caversham, RG4 8BA	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.3%
Local shops, Caversham District Centre	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%
<b>Subtotal: Caversham District Centre:</b>	<b>2.7%</b>	<b>2.3%</b>	<b>28.9%</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>5.5%</b>
<b>Cemetery Junction District Centre</b>							
Tesco Express, London Rd, Reading RG1 5BA	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Co-Op, London Road, Reading RG1 3NU	1.4%	0.0%	2.6%	0.1%	0.0%	0.0%	0.6%
Local shops, Cemetery Junction District Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Subtotal Cemetery Junction District Centre:</b>	<b>4.0%</b>	<b>0.0%</b>	<b>2.6%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>
<b>Emmer Green District Centre</b>							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8XN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Emmer Green District Centre	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.3%
<b>Subtotal Emmer Green District Centre:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.3%</b>
<b>Meadway District Centre:</b>							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.5%	6.5%	1.2%	2.9%	0.0%	0.0%	2.3%
Local shops, The Meadway District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Subtotal Meadway District Centre:</b>	<b>0.5%</b>	<b>6.5%</b>	<b>1.2%</b>	<b>2.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.3%</b>
<b>Oxford Road West District Centre</b>							
Tesco Express, Oxford Rd, Reading RG1 7PX	0.7%	2.7%	0.9%	0.9%	0.0%	0.0%	1.0%
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	1.8%	11.9%	0.7%	0.4%	0.0%	0.0%	3.2%
Local shops, Oxford Road West District Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Subtotal Oxford Road West District Centre:</b>	<b>2.7%</b>	<b>14.6%</b>	<b>1.6%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.2%</b>
<b>Shinfield District Centre</b>							
Tesco Express, Shinfield Rd, Reading RG2 8HA	0.0%	0.0%	0.0%	2.1%	0.0%	0.5%	0.5%
Local shops, Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
<b>Subtotal Shinfield District Centre:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.5%</b>
<b>Tilehurst Triangle District Centre</b>							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	0.0%	0.8%	0.0%	0.4%	0.0%	0.0%	0.3%
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.4%
Local shops, Tilehurst Triangle District Centre	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%
<b>Subtotal Tilehurst Triangle District Centre:</b>	<b>0.2%</b>	<b>2.8%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>
<b>Whiteley District Centre</b>							
Aldi, Basingstoke Rd, Reading RG2 0NT	3.9%	0.4%	0.1%	5.9%	0.2%	4.6%	2.3%
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	4.6%	0.1%	0.1%	7.6%	1.3%	5.4%	3.0%
Local Shops, Whiteley	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%
<b>Subtotal Whiteley District Centre:</b>	<b>8.4%</b>	<b>0.5%</b>	<b>0.3%</b>	<b>13.7%</b>	<b>1.6%</b>	<b>9.9%</b>	<b>5.3%</b>
<b>Local Centres</b>							
Premier, Christchurch Road, Reading RG2 7AZ	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QN	0.2%	0.2%	0.0%	0.9%	0.0%	0.8%	0.3%
Co-Op, Erleigh Road, Reading, RG1 5NL	1.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.2%
Local shops, Erleigh Road	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Local shops, Tadley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Whiteley St, Reading RG2 0EG	0.4%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Local shops, Whiteley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, Whiteley Wood Road, Reading, RG2 8LQ	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%
Local shops, Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	0.2%
<b>Subtotal Local Centres:</b>	<b>1.6%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>1.8%</b>	<b>1.0%</b>	<b>1.5%</b>	<b>1.0%</b>
<b>Local Shops</b>							
Tesco Express, Tilehurst Rd, Reading RG1 7TN	1.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.3%
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.4%
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%
Other local shops, Reading Borough	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
<b>Subtotal Local Shops:</b>	<b>1.9%</b>	<b>0.2%</b>	<b>3.0%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.8%</b>
<b>Out of Centre Retail Parks and Standalone Foodstores</b>							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton	0.0%	0.5%	0.1%	3.2%	0.1%	2.3%	1.0%
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	0.0%	0.0%	0.0%	0.6%	0.3%	0.8%	0.2%
Aldi, Reading Gate Retail Park, Reading RG2 0GG	2.1%	0.6%	1.5%	1.9%	2.6%	1.3%	1.7%
B&M, Reading Retail Park, Reading, RG30 1PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane, R	0.3%	0.0%	0.1%	0.4%	0.0%	0.0%	0.1%
Aldi, Vastern Rd, Reading RG1 8AL	3.3%	0.2%	8.0%	0.0%	0.0%	0.0%	1.8%
Asda Express, Berkeley Avenue Reading RG1 6JT	0.3%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
Costco, South Oak Way, Green Park, Reading, RG2 6UE	0.1%	0.3%	1.2%	2.0%	1.2%	0.9%	1.0%
Lidl, Basingstoke Rd, Reading RG2 0SJ	0.8%	0.0%	0.1%	5.4%	1.4%	6.0%	2.0%
Lidl, Oxford Rd, Reading RG30 1AS	1.7%	2.3%	0.0%	0.1%	0.3%	0.0%	0.9%
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Readi	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express, Flagstaff Rd, Reading RG2 6BW	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 8R	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%
Tesco Extra, Napier Rd, Reading RG1 8DF	7.3%	1.3%	16.2%	3.1%	1.4%	2.7%	5.0%
Waitrose, Oxford Rd, Reading RG30 6WR	0.8%	10.4%	0.0%	1.6%	0.0%	0.4%	2.8%
<b>Subtotal Out of Centre Foodstores:</b>	<b>17.6%</b>	<b>16.1%</b>	<b>28.3%</b>	<b>18.3%</b>	<b>7.5%</b>	<b>14.7%</b>	<b>17.0%</b>
<b>READING BOROUGH MARKET SHARE</b>	<b>61.1%</b>	<b>45.6%</b>	<b>70.0%</b>	<b>45.8%</b>	<b>13.4%</b>	<b>28.9%</b>	<b>44.7%</b>
<b>Wokingham District</b>							
Earley, Wokingham	0.2%	0.0%	0.4%	1.7%	2.5%	0.0%	0.9%
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Other stores, Shinfield	0.0%	0.0%	0.0%	0.2%	0.0%	3.5%	0.3%
Sainsbury's, King St Ln, Winkersley, Wokingham RG41 5AR	1.1%	0.2%	1.1%	4.7%	12.2%	13.5%	4.6%
Lidl, Headley Rd, Woodley, Reading RG5 4JA	1.1%	0.0%	0.9%	0.4%	9.4%	0.1%	2.0%
Waitrose, Crookhamwell Rd, Woodley, Reading RG5 3IW	0.0%	0.6%	0.1%	2.5%	15.1%	0.0%	3.3%
Other stores, Woodley	0.5%	0.6%	0.6%	0.0%	5.4%	0.0%	1.3%
Waitrose, Rectory Rd, Wokingham RG40 1BB	0.2%	0.0%	0.0%	0.0%	0.4%	0.8%	0.2%
Morrisons, Wooseshill Shopping Centre, Wokingham, RG41 3SW	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%
Local shops, Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Aldi, London Rd, Earley, Reading RG6 1LA	3.3%	1.0%	3.5%	0.0%	11.0%	1.1%	3.3%
Aldi, Wellington Rd, Wokingham RG40 2EX	0.3%	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	2.6%	0.2%	1.4%	18.5%	11.1%	15.9%	7.7%
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.0%	0.0%	1.2%	0.0%	0.1%	3.9%	0.5%
Other, Wokingham District	2.9%	0.0%	0.4%	2.3%	12.4%	12.4%	4.2%
<b>Subtotal Wokingham District:</b>	<b>12.4%</b>	<b>2.5%</b>	<b>9.6%</b>	<b>30.3%</b>	<b>79.8%</b>	<b>52.3%</b>	<b>28.6%</b>
<b>West Berkshire</b>							
Aldi, Bath Rd, Calcot, Reading RG30 2HB	1.2%	11.8%	1.4%	4.3%	0.1%	0.0%	3.9%
Lidl, Bath Rd, Calcot, Reading RG30 2HB	0.6%	7.3%	2.1%	3.9%	0.0%	0.0%	2.8%
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	2.5%	15.4%	3.8%	5.9%	0.6%	2.7%	6.0%
Other West Berkshire District	3.7%	4.9%	1.9%	0.4%	0.0%	0.5%	2.1%
<b>Subtotal West Berkshire District:</b>	<b>7.9%</b>	<b>39.4%</b>	<b>9.2%</b>	<b>14.5%</b>	<b>0.7%</b>	<b>3.2%</b>	<b>14.9%</b>
All other	1.6%	0.1%	4.1%	1.3%	0.0%	6.9%	1.8%
<b>LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH</b>	<b>22.0%</b>	<b>42.0%</b>	<b>22.9%</b>	<b>46.1%</b>	<b>80.6%</b>	<b>62.4%</b>	<b>45.3%</b>
<b>ONLINE (Including Click &amp; Collect)</b>	<b>16.9%</b>	<b>12.4%</b>	<b>7.2%</b>	<b>8.1%</b>	<b>6.1%</b>	<b>8.6%</b>	<b>10.0%</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>

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

**TABLE 2: MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)**  
*Including Internet Shopping and other Special Forms of Trading*

	1	2	3	4	5	6	Total Study Area
<b>Reading Town Centre</b>							
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	1.1%	0.2%	0.5%	0.3%	3.4%	0.0%	0.0%
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Broad St, Reading RG1 2BH	6.6%	0.0%	0.0%	0.3%	0.0%	0.4%	0.4%
Sainsbury's, Friar St, Reading RG1 1DX	6.1%	1.0%	1.8%	3.1%	0.0%	0.0%	0.0%
Tesco Express, Crown St, Reading RG1 2SE	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Market Place, Reading RG1 2EG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Broad Street Mall, Reading, RG1 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Reading Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Reading Town Centre:	19.5%	1.2%	2.3%	3.7%	3.4%	0.4%	0.4%
<b>Caversham District Centre</b>							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	1.1%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Church St, Reading RG4 8AY	1.1%	0.0%	26.3%	0.0%	0.0%	1.3%	1.3%
Iceland, St Martins Centre, Caversham, RG4 8BA	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Local shops, Caversham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal: Caversham District Centre:	2.2%	3.2%	27.7%	0.0%	0.0%	1.3%	1.3%
<b>Cemetery Junction District Centre</b>							
Tesco Express, London Rd, Reading RG1 5BA	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, London Road, Reading RG1 3NU	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%
Local shops, Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Cemetery Junction District Centre:	1.2%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%
<b>Emmer Green District Centre</b>							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8XJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Emmer Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Emmer Green District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Meadway District Centre:</b>							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.8%	3.1%	2.0%	2.9%	0.0%	0.0%	0.0%
Local shops, The Meadway District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Meadway District Centre:	0.8%	3.1%	2.0%	2.9%	0.0%	0.0%	0.0%
<b>Oxford Road West District Centre</b>							
Tesco Express, Oxford Rd, Reading RG1 7PX	1.1%	2.8%	0.5%	1.4%	0.0%	0.0%	0.0%
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	1.6%	15.7%	0.5%	0.0%	0.0%	0.0%	0.0%
Local shops, Oxford Road West District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Oxford Road West District Centre:	2.8%	18.4%	0.9%	1.4%	0.0%	0.0%	0.0%
<b>Shinfield District Centre</b>							
Tesco Express, Shinfield Rd, Reading RG2 8HA	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
Local shops, Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Shinfield District Centre:	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
<b>Tilehurst Triangle District Centre</b>							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Tilehurst Triangle District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Tilehurst Triangle District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Whiteley District Centre</b>							
Aldi, Basingstoke Rd, Reading RG2 0NT	0.0%	0.2%	0.0%	0.0%	0.4%	3.3%	3.3%
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	5.7%	0.0%	0.0%	7.2%	2.2%	4.7%	4.7%
Local Shops, Whiteley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Whiteley District Centre:	10.3%	0.2%	0.0%	12.2%	2.6%	8.0%	8.0%
<b>Local Centres</b>							
Premier, Christchurch Road, Reading RG2 7AZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QN	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Co-Op, Erleigh Road, Reading, RG1 5NL	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Erleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Tadley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Whiteley St, Reading RG2 0EG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Whiteley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, Whiteley Wood Road, Reading, RG2 8LQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Local Centres:	0.8%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
<b>Local Shops</b>							
Tesco Express, Tilehurst Rd, Reading RG1 7TN	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other local shops, Reading Borough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Local Shops:	2.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre Retail Parks and Standalone Foodstores</b>							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Reading Gate Retail Park, Reading RG2 0GG	2.2%	1.0%	0.5%	0.9%	4.1%	2.0%	2.0%
B&M, Reading Retail Park, Reading, RG30 1PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane, R	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Vastern Rd, Reading RG1 8AL	4.5%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%
Asda Express, Berkeley Avenue Reading RG1 6JT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Green Park, Reading, RG2 6UE	0.0%	0.0%	2.0%	3.0%	1.8%	0.0%	0.0%
Lidl, Basingstoke Rd, Reading RG2 0SJ	1.1%	0.0%	0.0%	5.5%	1.8%	8.6%	8.6%
Lidl, Oxford Rd, Reading RG30 1AS	2.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Read	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Flagstaff Rd, Reading RG2 6BW	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 8R	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Napier Rd, Reading RG1 8DF	7.5%	1.1%	19.3%	4.5%	2.1%	4.5%	4.5%
Waitrose, Oxford Rd, Reading RG30 6WR	1.3%	10.2%	0.0%	0.9%	0.0%	0.4%	0.4%
Subtotal Out of Centre Foodstores:	20.1%	14.3%	30.5%	16.8%	9.8%	15.4%	15.4%
<b>READING BOROUGH MARKET SHARE</b>	<b>59.8%</b>	<b>40.6%</b>	<b>66.0%</b>	<b>39.7%</b>	<b>15.8%</b>	<b>25.2%</b>	<b>25.2%</b>
<b>Wokingham District</b>							
Earley, Wokingham	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Shinfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, King St Ln, Winkersley, Wokingham RG41 5AR	1.0%	0.0%	1.9%	5.1%	14.3%	16.3%	16.3%
Lidl, Headley Rd, Woodley, Reading RG5 4JA	1.1%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%
Waitrose, Crookhamwell Rd, Woodley, Reading RG5 3JW	0.0%	1.0%	0.0%	2.3%	15.5%	0.0%	0.0%
Other stores, Woodley	0.0%	1.0%	0.5%	0.0%	1.6%	0.0%	0.0%
Waitrose, Rectory Rd, Wokingham RG40 1BB	0.3%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Local shops, Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
Aldi, London Rd, Earley, Reading RG6 1JA	4.5%	1.0%	4.6%	0.0%	14.3%	1.8%	1.8%
Aldi, Wellington Rd, Wokingham RG40 2EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	2.3%	0.0%	2.1%	23.0%	14.2%	22.4%	22.4%
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.0%	0.0%	2.0%	0.0%	0.0%	2.9%	2.9%
Other, Wokingham District	3.7%	0.0%	0.0%	0.6%	5.5%	7.9%	7.9%
Subtotal Wokingham District:	13.0%	3.1%	11.1%	31.1%	76.6%	53.1%	53.1%
<b>West Berkshire</b>							
Aldi, Bath Rd, Calcot, Reading RG30 2HB	1.1%	13.3%	2.1%	5.8%	0.0%	0.0%	0.0%
Lidl, Bath Rd, Calcot, Reading RG30 2HB	0.3%	7.7%	2.4%	2.9%	0.0%	0.0%	0.0%
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	2.2%	18.6%	4.6%	8.7%	0.0%	3.3%	3.3%
Other West Berkshire District	3.6%	0.7%	0.5%	0.0%	0.0%	0.0%	0.0%
Subtotal West Berkshire District:	7.2%	40.3%	9.5%	17.4%	0.0%	3.3%	3.3%
All other	1.1%	0.0%	4.2%	2.2%	0.0%	7.8%	7.8%
<b>LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH</b>	<b>21.2%</b>	<b>43.4%</b>	<b>24.7%</b>	<b>50.7%</b>	<b>76.6%</b>	<b>64.2%</b>	<b>64.2%</b>
<b>ONLINE (including Click &amp; Collect)</b>	<b>19.0%</b>	<b>16.1%</b>	<b>9.3%</b>	<b>9.6%</b>	<b>7.6%</b>	<b>10.6%</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>

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

**TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)**  
*Including Internet Shopping and other Special Forms of Trading*

	1	2	3	4	5	6	Total Study Area
<b>Reading Town Centre</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	5.5%	0.4%	0.0%	4.4%	0.0%	0.0%	0.0%
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Broad St, Reading RG1 2BH	14.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Friar St, Reading RG1 1DX	0.0%	1.7%	0.0%	2.2%	2.4%	0.0%	0.0%
Tesco Express, Crown St, Reading RG1 2SE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Market Place, Reading RG1 2EG	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Broad Street Mall, Reading, RG1 7QE	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Reading Town Centre	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Reading Town Centre:	26.0%	2.1%	0.0%	6.5%	2.4%	0.0%	0.0%
<b>Caversham District Centre</b>							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	1.5%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Waitrose, Church St, Reading RG4 8AY	1.3%	0.0%	23.2%	0.0%	0.0%	0.0%	0.0%
Iceland, St Martins Centre, Caversham, RG4 8BA	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%
Local shops, Caversham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal: Caversham District Centre:	2.8%	0.0%	26.1%	0.0%	0.0%	0.0%	0.0%
<b>Cemetery Junction District Centre</b>							
Tesco Express, London Rd, Reading RG1 5BA	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, London Road, Reading RG1 3NU	1.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Local shops, Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Cemetery Junction District Centre:	5.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
<b>Emmer Green District Centre</b>							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8XJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Emmer Green District Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Subtotal Emmer Green District Centre:	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
<b>Meadway District Centre:</b>							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.0%	17.8%	0.0%	4.5%	0.0%	0.0%	0.0%
Local shops, The Meadway District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Meadway District Centre:	0.0%	17.8%	0.0%	4.5%	0.0%	0.0%	0.0%
<b>Oxford Road West District Centre</b>							
Tesco Express, Oxford Rd, Reading RG1 7PX	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	1.8%	10.0%	1.5%	1.9%	0.0%	0.0%	0.0%
Local shops, Oxford Road West District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Oxford Road West District Centre:	1.8%	11.7%	1.5%	1.9%	0.0%	0.0%	0.0%
<b>Shinfield District Centre</b>							
Tesco Express, Shinfield Rd, Reading RG2 8HA	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%
Local shops, Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Shinfield District Centre:	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%
<b>Tilehurst Triangle District Centre</b>							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	0.0%	1.5%	0.0%	1.8%	0.0%	0.0%	0.0%
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Tilehurst Triangle District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Tilehurst Triangle District Centre:	0.0%	3.2%	0.0%	1.8%	0.0%	0.0%	0.0%
<b>Whiteley District Centre</b>							
Aldi, Basingstoke Rd, Reading RG2 0NT	4.3%	1.1%	0.7%	9.2%	0.0%	10.0%	10.0%
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	5.7%	0.4%	0.7%	8.5%	0.0%	8.4%	8.4%
Local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Whiteley District Centre:	10.0%	1.5%	1.5%	17.7%	0.0%	18.4%	18.4%
<b>Local Centres</b>							
Premier, Christchurch Road, Reading RG2 7AZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QN	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	3.9%
Co-Op, Erleigh Road, Reading, RG1 5NL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Erleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Tadley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Whitley St, Reading RG2 0EG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Whitley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, Whitley Wood Road, Reading, RG2 8LQ	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Local shops, Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	2.7%	3.5%	3.5%
Subtotal Local Centres:	0.0%	0.0%	0.0%	0.4%	2.7%	7.5%	7.5%
<b>Local Shops</b>							
Tesco Express, Tilehurst Rd, Reading RG1 7TN	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other local shops, Reading Borough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Local Shops:	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre Retail Parks and Standalone Foodstores</b>							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton	0.0%	1.5%	0.7%	5.8%	0.0%	8.2%	8.2%
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	0.0%	0.0%	0.0%	3.0%	0.0%	3.6%	3.6%
Aldi, Reading Gate Retail Park, Reading RG2 0GG	1.5%	0.0%	6.0%	1.9%	0.6%	0.9%	0.9%
B&M, Reading Retail Park, Reading, RG30 1PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane, R	1.5%	0.0%	0.7%	1.9%	0.0%	0.0%	0.0%
Aldi, Vastern Rd, Reading RG1 8AL	1.5%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0%
Asda Express, Berkeley Avenue Reading RG1 6JT	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Green Park, Reading, RG2 6UE	0.0%	1.7%	0.0%	0.4%	0.0%	4.4%	4.4%
Lidl, Basingstoke Rd, Reading RG2 0SJ	0.3%	0.0%	0.0%	3.4%	0.0%	3.5%	3.5%
Lidl, Oxford Rd, Reading RG30 1AS	0.3%	1.7%	0.0%	0.0%	1.7%	0.0%	0.0%
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Readi	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Flagstaff Rd, Reading RG2 6BW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 8R	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Napier Rd, Reading RG1 8DF	10.7%	3.3%	20.8%	1.7%	0.6%	0.0%	0.0%
Waitrose, Oxford Rd, Reading RG30 6WR	0.0%	14.0%	0.0%	4.2%	0.0%	0.9%	0.9%
Subtotal Out of Centre Foodstores:	17.5%	23.3%	39.0%	22.3%	2.9%	21.7%	21.7%
<b>READING BOROUGH MARKET SHARE</b>	<b>65.1%</b>	<b>59.6%</b>	<b>68.8%</b>	<b>57.7%</b>	<b>8.0%</b>	<b>47.6%</b>	<b>47.6%</b>
<b>Wokingham District</b>							
Earley, Wokingham	0.0%	0.0%	0.0%	1.9%	2.7%	0.0%	0.0%
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Shinfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%
Sainsbury's, King St Ln, Winkesham, Wokingham RG41 5AR	1.5%	0.0%	0.0%	4.9%	13.1%	15.1%	15.1%
Lidl, Headley Rd, Woodley, Reading RG5 4JA	1.0%	0.0%	4.0%	1.8%	10.1%	0.0%	0.0%
Waitrose, Crookhamwell Rd, Woodley, Reading RG5 3JW	0.0%	0.0%	0.7%	0.9%	13.7%	0.0%	0.0%
Other stores, Woodley	1.8%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%
Waitrose, Rectory Rd, Wokingham RG40 1BB	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Morrisons, Woollahill Shopping Centre, Wokingham, RG41 3SW	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, London Rd, Earley, Reading RG6 1LA	0.0%	1.7%	3.3%	0.0%	9.5%	0.0%	0.0%
Aldi, Wellington Rd, Wokingham RG40 2EX	1.5%	0.0%	0.0%	0.0%	0.0%	4.4%	4.4%
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	4.4%	0.0%	0.7%	10.5%	9.6%	5.3%	5.3%
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.0%	0.0%	0.0%	0.0%	0.6%	10.2%	10.2%
Other, Wokingham District	1.5%	0.0%	1.5%	6.0%	17.6%	0.0%	0.0%
Subtotal Wokingham District:	12.1%	1.7%	10.2%	25.9%	84.9%	35.9%	35.9%
<b>West Berkshire</b>							
Aldi, Bath Rd, Calcot, Reading RG30 2HB	1.5%	10.3%	0.7%	1.3%	0.6%	0.0%	0.0%
Lidl, Bath Rd, Calcot, Reading RG30 2HB	1.5%	6.3%	3.2%	7.2%	0.0%	0.0%	0.0%
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	4.4%	12.8%	5.4%	1.7%	2.7%	3.4%	3.4%
Other West Berkshire District	3.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal West Berkshire District:	10.8%	30.2%	9.3%	10.2%	3.2%	3.4%	3.4%
All other	3.0%	0.4%	5.4%	0.0%	0.0%	3.5%	3.5%
<b>LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH</b>	<b>26.0%</b>	<b>32.3%</b>	<b>24.9%</b>	<b>36.1%</b>	<b>88.2%</b>	<b>42.8%</b>	<b>42.8%</b>
<b>ONLINE (Including Click &amp; Collect)</b>	<b>9.0%</b>	<b>8.1%</b>	<b>6.3%</b>	<b>6.2%</b>	<b>3.8%</b>	<b>9.6%</b>	<b>9.6%</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>

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

TABLE 4: TOP UP FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	Total Study Area
<b>Reading Town Centre</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	3.2%	1.6%	0.5%	2.1%	2.2%	3.4%	3.4%
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Broad St, Reading RG1 2BH	1.6%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Sainsbury's, Friar St, Reading RG1 1DX	8.1%	2.3%	0.5%	0.4%	2.2%	0.6%	0.6%
Tesco Express, Crown St, Reading RG1 2SE	4.6%	0.0%	0.0%	1.8%	0.0%	2.8%	2.8%
Tesco Express, Market Place, Reading RG1 2EG	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Broad Street Mall, Reading, RG1 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Reading Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Reading Town Centre:	22.4%	3.9%	1.1%	5.9%	4.5%	6.8%	6.8%
<b>Caversham District Centre</b>							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	1.0%	2.8%	11.3%	1.8%	0.0%	0.0%	0.0%
Waitrose, Church St, Reading RG4 8AY	1.9%	0.0%	22.6%	0.0%	0.0%	0.0%	0.0%
Iceland, St Martins Centre, Caversham, RG4 8BA	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Local shops, Caversham District Centre	0.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%
Subtotal: Caversham District Centre:	3.3%	2.8%	37.2%	1.8%	0.0%	0.0%	0.0%
<b>Cemetery Junction District Centre</b>							
Tesco Express, London Rd, Reading RG1 5BA	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, London Road, Reading RG1 3NU	7.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%
Local shops, Cemetery Junction District Centre	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Cemetery Junction District Centre:	13.1%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%
<b>Emmer Green District Centre</b>							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8XJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Emmer Green District Centre	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%
Subtotal Emmer Green District Centre:	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%
<b>Meadway District Centre:</b>							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.0%	6.6%	0.0%	1.6%	0.0%	0.0%	0.0%
Local shops, The Meadway District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Meadway District Centre:	0.0%	6.6%	0.0%	1.6%	0.0%	0.0%	0.0%
<b>Oxford Road West District Centre</b>							
Tesco Express, Oxford Rd, Reading RG1 7PX	0.0%	3.6%	4.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	3.1%	1.2%	0.5%	0.4%	0.0%	0.0%	0.0%
Local shops, Oxford Road West District Centre	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Oxford Road West District Centre:	4.6%	4.8%	4.6%	0.4%	0.0%	0.0%	0.0%
<b>Shinfield District Centre</b>							
Tesco Express, Shinfield Rd, Reading RG2 8HA	0.0%	0.0%	0.0%	5.0%	0.0%	2.5%	2.5%
Local shops, Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Shinfield District Centre:	0.0%	0.0%	0.0%	5.0%	0.0%	2.5%	2.5%
<b>Tilehurst Triangle District Centre</b>							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Tilehurst Triangle District Centre	1.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Tilehurst Triangle District Centre:	1.0%	13.6%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Whiteley District Centre</b>							
Aldi, Basingstoke Rd, Reading RG2 0NT	1.5%	0.0%	0.0%	5.4%	0.0%	0.6%	0.6%
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.0%	0.0%	0.0%	7.6%	0.0%	5.3%	5.3%
Local shops, Whiteley	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%
Subtotal Whiteley District Centre:	1.5%	0.0%	0.0%	14.8%	0.0%	5.9%	5.9%
<b>Local Centres</b>							
Premier, Christchurch Road, Reading RG2 7AZ	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QN	1.6%	1.4%	0.0%	0.4%	0.0%	0.0%	0.0%
Co-Op, Erleigh Road, Reading, RG1 5NL	3.6%	0.0%	0.0%	0.4%	2.3%	0.0%	0.0%
Local shops, Erleigh Road	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Local shops, Tadley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Whiteley St, Reading RG2 0EG	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Whiteley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, Whiteley Wood Road, Reading, RG2 8LQ	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%
Local shops, Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Local Centres:	6.6%	1.4%	0.0%	5.2%	2.8%	0.0%	0.0%
<b>Local Shops</b>							
Tesco Express, Tilehurst Rd, Reading RG1 7TN	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	0.0%	0.0%	14.6%	0.0%	0.0%	0.0%	0.0%
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Other local shops, Reading Borough	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Subtotal Local Shops:	0.7%	1.2%	15.7%	0.4%	0.0%	0.0%	0.0%
<b>Out of Centre Retail Parks and Standalone Foodstores</b>							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton	0.0%	1.3%	0.0%	3.2%	0.0%	4.2%	4.2%
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
Aldi, Reading Gate Retail Park, Reading RG2 0GG	3.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%
B&M, Reading Retail Park, Reading, RG30 1PR	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane, R	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Vastern Rd, Reading RG1 8AL	1.9%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%
Asda Express, Berkeley Avenue Reading RG1 6JT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Green Park, Reading, RG2 6UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Basingstoke Rd, Reading RG2 0SJ	0.0%	0.0%	0.0%	4.0%	2.3%	0.6%	0.6%
Lidl, Oxford Rd, Reading RG30 1AS	1.9%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Readi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Flagstaff Rd, Reading RG2 6BW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 8R	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Napier Rd, Reading RG1 80F	3.4%	0.0%	1.1%	0.0%	0.5%	0.0%	0.0%
Waitrose, Oxford Rd, Reading RG30 6WR	0.0%	8.3%	0.0%	0.4%	0.0%	0.0%	0.0%
Subtotal Out of Centre Foodstores:	10.1%	14.0%	8.6%	12.6%	5.1%	5.4%	5.4%
<b>READING BOROUGH MARKET SHARE</b>	<b>63.3%</b>	<b>48.3%</b>	<b>84.2%</b>	<b>47.6%</b>	<b>12.5%</b>	<b>20.6%</b>	<b>20.6%</b>
<b>Wokingham District</b>							
Earley, Wokingham	1.6%	0.0%	2.4%	7.8%	9.4%	0.0%	0.0%
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Shinfield	0.0%	0.0%	0.0%	0.4%	0.0%	17.3%	17.3%
Sainsbury's, King St Ln, Winkersham, Wokingham RG41 5AR	1.4%	0.0%	0.0%	2.1%	4.3%	1.2%	1.2%
Lidl, Headley Rd, Woodley, Reading RG5 4JA	1.5%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	0.0%	0.0%	0.0%	5.3%	17.8%	0.0%	0.0%
Other stores, Woodley	0.0%	0.0%	2.2%	0.0%	13.5%	0.0%	0.0%
Waitrose, Rectory Rd, Wokingham RG40 1BB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Wooseshill Shopping Centre, Wokingham, RG41 3SW	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, London Rd, Earley, Reading RG6 1JA	3.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Aldi, Wellington Rd, Wokingham RG40 2EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	2.0%	1.3%	0.0%	16.3%	0.5%	6.9%	6.9%
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%
Other, Wokingham District	1.9%	0.0%	0.0%	2.9%	31.8%	40.3%	40.3%
Subtotal Wokingham District:	11.9%	1.3%	5.2%	34.8%	83.0%	66.3%	66.3%
<b>West Berkshire</b>							
Aldi, Bath Rd, Calcot, Reading RG30 2HB	1.6%	10.3%	0.0%	2.7%	0.0%	0.0%	0.0%
Lidl, Bath Rd, Calcot, Reading RG30 2HB	0.0%	5.2%	0.0%	3.7%	0.0%	0.0%	0.0%
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	1.8%	6.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Other West Berkshire District	4.6%	24.9%	7.2%	1.7%	0.0%	3.3%	3.3%
Subtotal West Berkshire District:	8.0%	46.3%	7.2%	10.2%	0.0%	3.3%	3.3%
All other	1.5%	0.0%	2.9%	0.0%	0.0%	8.5%	8.5%
<b>LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH</b>	<b>21.3%</b>	<b>47.7%</b>	<b>15.3%</b>	<b>45.0%</b>	<b>83.0%</b>	<b>78.2%</b>	<b>78.2%</b>
<b>ONLINE (including Click &amp; Collect)</b>	<b>15.3%</b>	<b>4.1%</b>	<b>0.5%</b>	<b>7.4%</b>	<b>4.6%</b>	<b>1.2%</b>	<b>1.2%</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>

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

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	Total Study Area
<b>Reading Town Centre</b>							
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	0.6%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Broad St, Reading RG1 2BH	14.4%	2.2%	0.0%	4.7%	3.5%	1.1%	1.1%
Sainsbury's, Friar St, Reading RG1 1DX	3.6%	2.2%	1.2%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Crown St, Reading RG1 2SE	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Market Place, Reading RG1 2EG	2.9%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%
Iceland, Broad Street Mall, Reading, RG1 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Reading Town Centre	1.3%	3.2%	4.8%	1.9%	0.0%	0.0%	0.0%
Subtotal Reading Town Centre:	25.7%	12.7%	6.0%	9.3%	3.5%	1.1%	1.1%
<b>Caversham District Centre</b>							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	2.9%	0.0%	17.9%	0.0%	0.0%	0.0%	0.0%
Waitrose, Church St, Reading RG4 8AY	3.9%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%
Iceland, St Martins Centre, Caversham, RG4 8BA	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%
Local shops, Caversham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal: Caversham District Centre:	6.8%	0.0%	29.6%	0.0%	0.0%	0.0%	0.0%
<b>Cemetery Junction District Centre</b>							
Tesco Express, London Rd, Reading RG1 5BA	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, London Road, Reading RG1 3NU	2.6%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%
Local shops, Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Cemetery Junction District Centre:	6.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%
<b>Emmer Green District Centre</b>							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8XN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Emmer Green District Centre	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Emmer Green District Centre:	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%
<b>Meadway District Centre</b>							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.0%	1.5%	0.0%	0.6%	0.0%	0.0%	0.0%
Local shops, The Meadway District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Meadway District Centre:	0.0%	1.5%	0.0%	0.6%	0.0%	0.0%	0.0%
<b>Oxford Road West District Centre</b>							
Tesco Express, Oxford Rd, Reading RG1 7PX	0.0%	3.3%	1.2%	0.0%	0.0%	0.0%	0.0%
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Oxford Road West District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Oxford Road West District Centre:	0.0%	9.8%	1.2%	0.0%	0.0%	0.0%	0.0%
<b>Shinfield District Centre</b>							
Tesco Express, Shinfield Rd, Reading RG2 8HA	0.0%	0.0%	0.0%	1.3%	0.0%	3.3%	3.3%
Local shops, Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	2.2%
Subtotal Shinfield District Centre:	0.0%	0.0%	0.0%	1.3%	0.0%	5.5%	5.5%
<b>Tilehurst Triangle District Centre</b>							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Tilehurst Triangle District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Tilehurst Triangle District Centre:	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Whiteley District Centre</b>							
Aldi, Basingstoke Rd, Reading RG2 0NT	0.0%	0.0%	0.0%	4.7%	0.0%	9.9%	9.9%
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.0%	0.7%	0.0%	8.4%	0.0%	1.1%	1.1%
Local shops, Whiteley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Whiteley District Centre:	0.0%	0.7%	0.0%	13.1%	0.0%	11.0%	11.0%
<b>Local Centres</b>							
Premier, Christchurch Road, Reading RG2 7AZ	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QN	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Co-Op, Erleigh Road, Reading, RG1 5NL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Erleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Tadley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Whiteley St, Reading RG2 0EG	2.9%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%
Local shops, Whiteley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, Whiteley Wood Road, Reading, RG2 8LQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Local Centres:	3.6%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%
<b>Local Shops</b>							
Tesco Express, Tilehurst Rd, Reading RG1 7TN	2.8%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%
Other local shops, Reading Borough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Local Shops:	2.8%	0.0%	8.1%	0.6%	0.0%	0.0%	0.0%
<b>Out of Centre Retail Parks and Standalone Foodstores</b>							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton	0.0%	0.0%	0.0%	8.8%	1.2%	0.0%	0.0%
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Reading Gate Retail Park, Reading RG2 0GG	0.6%	0.0%	0.0%	3.7%	1.2%	0.0%	0.0%
B&M, Reading Retail Park, Reading, RG30 1PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane, R	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Vastern Rd, Reading RG1 8AL	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda Express, Berkeley Avenue Reading RG1 6IT	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	5.0%
Costco, South Oak Way, Green Park, Reading, RG2 6UE	1.9%	0.0%	0.0%	2.5%	2.4%	0.0%	0.0%
Lidl, Basingstoke Rd, Reading RG2 0SJ	1.9%	0.0%	1.2%	15.2%	0.0%	1.1%	1.1%
Lidl, Oxford Rd, Reading RG30 1AS	0.0%	3.3%	0.0%	1.3%	0.0%	0.0%	0.0%
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Readi	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Flagstaff Rd, Reading RG2 6BW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 8R	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Napier Rd, Reading RG1 8DF	2.9%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%
Waitrose, Oxford Rd, Reading RG30 6WR	0.0%	4.3%	0.0%	3.5%	0.0%	0.0%	0.0%
Subtotal Out of Centre Foodstores:	10.0%	14.7%	19.1%	36.2%	4.8%	6.1%	6.1%
<b>READING BOROUGH MARKET SHARE</b>	<b>55.0%</b>	<b>42.3%</b>	<b>80.2%</b>	<b>65.1%</b>	<b>8.3%</b>	<b>23.7%</b>	<b>23.7%</b>
<b>Wokingham District</b>							
Earley, Wokingham	0.0%	0.0%	0.0%	2.5%	1.2%	0.0%	0.0%
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.1%
Other stores, Shinfield	0.0%	0.0%	0.0%	2.7%	0.0%	14.9%	14.9%
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	0.0%	3.0%	0.0%	6.7%	7.1%	9.8%	9.8%
Lidl, Headley Rd, Woodley, Reading RG5 4JA	0.0%	0.0%	1.2%	0.0%	10.1%	1.1%	1.1%
Waitrose, Crookhamwell Rd, Woodley, Reading RG5 3JW	0.6%	0.0%	0.0%	2.5%	7.1%	0.0%	0.0%
Other stores, Woodley	2.8%	0.0%	0.0%	0.0%	18.6%	0.0%	0.0%
Waitrose, Rectory Rd, Wokingham RG40 1BB	0.0%	0.0%	0.0%	0.6%	5.4%	0.0%	0.0%
Morrisons, Wooseshill Shopping Centre, Wokingham, RG41 3SW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, London Rd, Earley, Reading RG6 1LA	1.9%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%
Aldi, Wellington Rd, Wokingham RG40 2EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	0.0%	0.0%	0.0%	4.1%	11.6%	7.9%	7.9%
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Wokingham District	2.8%	0.0%	1.2%	5.4%	17.1%	32.0%	32.0%
Subtotal Wokingham District:	8.2%	3.0%	2.4%	24.6%	89.3%	66.8%	66.8%
<b>West Berkshire</b>							
Aldi, Bath Rd, Calcot, Reading RG30 2HB	0.0%	3.9%	0.0%	3.5%	0.0%	0.0%	0.0%
Lidl, Bath Rd, Calcot, Reading RG30 2HB	2.9%	12.6%	0.0%	3.5%	0.0%	0.0%	0.0%
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	0.0%	15.9%	0.0%	0.0%	1.2%	0.0%	0.0%
Other West Berkshire District	2.9%	12.6%	9.9%	3.4%	0.0%	1.1%	1.1%
Subtotal West Berkshire District:	5.8%	45.0%	9.9%	10.3%	1.2%	1.1%	1.1%
All other	2.9%	0.0%	2.4%	0.0%	0.0%	5.0%	5.0%
<b>LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH</b>	<b>16.9%</b>	<b>48.0%</b>	<b>14.6%</b>	<b>34.9%</b>	<b>90.5%</b>	<b>73.0%</b>	<b>73.0%</b>
<b>ONLINE (Including Click &amp; Collect)</b>	<b>28.1%</b>	<b>9.6%</b>	<b>5.1%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>3.3%</b>	<b>3.3%</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>

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

## B.4 COMPARISON GOODS MARKET SHARES INCLUDING SFT

**TABLE 1: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	27.0%	32.0%	38.3%	27.6%	32.1%	21.7%	#####
Caversham District Centre	0.0%	0.1%	4.7%	0.0%	0.0%	0.4%	#####
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Emmer Green District Centre	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	#####
Meadway District Centre	0.3%	0.8%	0.0%	0.4%	0.0%	0.1%	#####
Oxford Road West District Centre	1.9%	3.0%	0.1%	0.9%	0.0%	0.0%	#####
Shinfield Road District Centre	0.0%	0.0%	0.3%	0.4%	0.5%	0.7%	#####
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tilehurst Triangle District Centre	0.0%	1.6%	0.0%	0.4%	0.0%	0.3%	#####
Whitley District Centre	0.9%	0.2%	0.4%	1.4%	0.0%	1.5%	#####
Whitley Street Local Centre	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	#####
Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%	#####
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	#####
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Brunel Retail Park	0.5%	0.1%	0.2%	1.3%	0.1%	2.5%	#####
Forbury Retail Park	2.3%	1.7%	3.3%	1.8%	2.0%	1.4%	#####
Reading Gate Retail Park	6.7%	9.5%	10.7%	13.6%	10.0%	12.6%	#####
Reading Link Retail Park	0.1%	0.0%	0.4%	0.1%	0.0%	0.6%	#####
Reading Retail Park	1.8%	4.2%	0.9%	3.0%	1.0%	1.5%	#####
Out of Centre Foodstores	2.2%	1.6%	3.9%	1.5%	0.8%	0.5%	#####
Other, Out of Centre	0.3%	0.5%	0.5%	0.1%	0.1%	0.2%	#####
Subtotal Out of Centre	13.8%	17.6%	19.9%	21.5%	14.0%	19.4%	#####
<b>READING BOROUGH MARKET SHARE</b>	<b>44.0%</b>	<b>55.3%</b>	<b>63.9%</b>	<b>53.3%</b>	<b>46.7%</b>	<b>44.2%</b>	<b>#####</b>
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Earley	0.0%	0.0%	0.0%	0.1%	0.4%	0.0%	#####
Winnerish	0.0%	0.0%	0.4%	0.3%	3.7%	2.2%	#####
Woodley	0.6%	0.3%	0.2%	1.2%	8.8%	0.2%	#####
Wokingham Town Centre	0.1%	0.0%	0.0%	0.2%	0.7%	3.6%	#####
Out of Centre Wokingham	2.0%	0.4%	1.0%	8.2%	5.4%	7.2%	#####
Other Wokingham	0.6%	0.0%	0.0%	0.7%	0.6%	0.4%	#####
West Berkshire District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Pincent Lane, West Berkshire	3.8%	7.6%	2.2%	3.1%	1.9%	2.4%	#####
Other West Berkshire Out of Centre	0.0%	0.8%	0.0%	0.1%	0.0%	0.0%	#####
Other West Berkshire	1.0%	0.5%	0.0%	0.0%	0.0%	0.1%	#####
Basingstoke Town Centre	0.8%	0.7%	0.0%	0.2%	0.0%	0.3%	#####
Basingstoke Out of Centre	0.3%	0.2%	0.0%	0.6%	0.1%	0.5%	#####
Bracknell Town Centre	1.6%	0.5%	0.6%	0.5%	3.5%	0.8%	#####
Camberley Town Centre	0.4%	0.0%	0.3%	0.2%	0.2%	0.3%	#####
Camberley Out of Centre	0.1%	0.3%	0.0%	0.0%	0.3%	0.8%	#####
Woking	1.6%	0.6%	0.0%	1.1%	0.0%	0.0%	#####
All other	1.1%	1.2%	3.9%	1.1%	2.4%	3.1%	#####
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>13.9%</b>	<b>13.1%</b>	<b>8.7%</b>	<b>17.5%</b>	<b>28.1%</b>	<b>22.1%</b>	<b>#####</b>
<b>ONLINE</b>	<b>42.0%</b>	<b>31.6%</b>	<b>27.4%</b>	<b>29.2%</b>	<b>25.3%</b>	<b>33.7%</b>	<b>#####</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>#####</b>

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

**TABLE 2: CLOTHING & FOOTWEAR - 2024 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	35.7%	57.2%	49.4%	43.7%	44.4%	33.2%	#####
Caversham District Centre	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	#####
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Emmer Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Meadway District Centre	0.0%	2.0%	0.0%	0.0%	0.0%	0.5%	#####
Oxford Road West District Centre	6.2%	3.1%	0.0%	1.5%	0.0%	0.0%	#####
Shinfield Road District Centre	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	#####
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tilehurst Triangle District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Whitley District Centre	1.3%	0.0%	0.0%	0.0%	0.0%	2.1%	#####
Whitley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Brunel Retail Park	0.0%	0.3%	0.0%	1.0%	0.0%	0.0%	#####
Forbury Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Reading Gate Retail Park	2.8%	3.5%	2.1%	2.9%	0.4%	1.9%	#####
Reading Link Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	#####
Reading Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	#####
Out of Centre Foodstores	0.3%	0.0%	0.9%	0.0%	1.8%	0.0%	#####
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Subtotal Out of Centre	3.1%	3.7%	3.1%	3.9%	2.3%	6.2%	#####
<b>READING BOROUGH MARKET SHARE</b>	<b>46.3%</b>	<b>65.9%</b>	<b>52.9%</b>	<b>50.8%</b>	<b>46.7%</b>	<b>42.0%</b>	<b>#####</b>
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Earley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Winnerish	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	#####
Woodley	1.2%	0.0%	0.5%	0.7%	3.6%	0.0%	#####
Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	1.2%	2.9%	#####
Out of Centre Wokingham	0.8%	0.0%	0.0%	4.3%	4.0%	4.4%	#####
Other Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
West Berkshire District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Pincent Lane, West Berkshire	0.0%	2.0%	0.0%	1.0%	0.0%	2.0%	#####
Other West Berkshire Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other West Berkshire	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Town Centre	2.5%	0.0%	0.0%	1.0%	0.0%	0.9%	#####
Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	#####
Bracknell Town Centre	2.5%	1.4%	2.1%	2.1%	11.9%	2.4%	#####
Camberley Town Centre	1.2%	0.0%	0.0%	0.0%	0.0%	1.4%	#####
Camberley Out of Centre	0.3%	0.3%	0.0%	0.0%	1.2%	2.3%	#####
Woking	5.1%	2.3%	0.0%	4.2%	0.0%	0.0%	#####
All other	1.5%	0.0%	4.4%	1.3%	0.0%	0.5%	#####
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>15.4%</b>	<b>7.0%</b>	<b>6.9%</b>	<b>14.6%</b>	<b>24.9%</b>	<b>17.3%</b>	<b>#####</b>
<b>ONLINE</b>	<b>38.3%</b>	<b>27.0%</b>	<b>40.1%</b>	<b>34.6%</b>	<b>28.4%</b>	<b>40.7%</b>	<b>#####</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>#####</b>

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

**TABLE 3: RECORDED MEDIA, ETC - 2024 MARKET SHARE ANALYSIS (%)**  
*Including Internet Shopping and other Special Forms of Trading*

	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	26.3%	29.7%	21.5%	27.1%	31.0%	5.8%	#####
Caversham District Centre	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	#####
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Emmer Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Meadway District Centre	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Oxford Road West District Centre	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Shinfield Road District Centre	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	#####
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tilehurst Triangle District Centre	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	#####
Whitley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Whitley Street Local Centre	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	#####
Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Brunel Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Forbury Retail Park	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Reading Gate Retail Park	2.2%	2.8%	4.0%	4.1%	7.9%	0.0%	#####
Reading Link Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Reading Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Out of Centre Foodstores	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	#####
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Subtotal Out of Centre	4.6%	2.8%	4.0%	8.2%	7.9%	0.0%	#####
<b>READING BOROUGH MARKET SHARE</b>	<b>34.7%</b>	<b>35.4%</b>	<b>26.5%</b>	<b>39.9%</b>	<b>38.9%</b>	<b>5.8%</b>	<b>#####</b>
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Earley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Winnesh	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	#####
Woodley	0.5%	0.0%	0.0%	0.0%	0.9%	0.0%	#####
Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Out of Centre Wokingham	0.0%	0.0%	0.0%	0.0%	4.1%	4.3%	#####
Other Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
West Berkshire District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Pincent Lane, West Berkshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other West Berkshire Out of Centre	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	#####
Other West Berkshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	#####
Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Bracknell Town Centre	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	#####
Camberley Town Centre	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Camberley Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Woking	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	#####
All other	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	#####
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>2.8%</b>	<b>2.9%</b>	<b>4.2%</b>	<b>4.1%</b>	<b>7.7%</b>	<b>7.2%</b>	<b>#####</b>
<b>ONLINE</b>	<b>62.5%</b>	<b>61.8%</b>	<b>69.4%</b>	<b>56.0%</b>	<b>53.3%</b>	<b>87.0%</b>	<b>#####</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>#####</b>

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

**TABLE 4: AUDIO VISUAL, COMPUTERS, DOMESTIC APPLIANCES, ETC - 2024 MARKET SHARE ANALYSIS (%)**  
*Including Internet Shopping and other Special Forms of Trading*

	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	19.8%	23.8%	32.4%	19.5%	31.2%	17.1%	#####
Caversham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Emmer Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Meadway District Centre	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	#####
Oxford Road West District Centre	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	#####
Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	#####
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tilehurst Triangle District Centre	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	#####
Whitley District Centre	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	#####
Whitley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Brunel Retail Park	0.0%	0.0%	0.0%	0.8%	0.0%	2.2%	#####
Forbury Retail Park	1.4%	0.0%	0.5%	0.0%	0.0%	0.0%	#####
Reading Gate Retail Park	19.2%	19.2%	26.2%	30.1%	25.9%	42.4%	#####
Reading Link Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Reading Retail Park	0.3%	3.4%	0.0%	0.0%	2.2%	0.0%	#####
Out of Centre Foodstores	1.7%	3.9%	3.4%	1.9%	0.0%	0.0%	#####
Other, Out of Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Subtotal Out of Centre	23.5%	26.5%	30.1%	32.9%	28.0%	44.6%	#####
<b>READING BOROUGH MARKET SHARE</b>	<b>43.3%</b>	<b>52.4%</b>	<b>62.5%</b>	<b>52.8%</b>	<b>60.6%</b>	<b>61.6%</b>	<b>#####</b>
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Earley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Winnesh	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	#####
Woodley	0.0%	0.0%	0.0%	0.8%	1.0%	0.0%	#####
Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.5%	2.4%	#####
Out of Centre Wokingham	1.4%	0.0%	0.0%	2.9%	1.0%	0.0%	#####
Other Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
West Berkshire District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Pincent Lane, West Berkshire	2.0%	2.6%	0.0%	0.4%	0.0%	0.0%	#####
Other West Berkshire Out of Centre	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	#####
Other West Berkshire	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Out of Centre	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	#####
Bracknell Town Centre	1.7%	0.0%	0.0%	0.0%	0.5%	0.0%	#####
Camberley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Camberley Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
All other	0.0%	1.2%	0.0%	0.0%	6.3%	0.5%	#####
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>6.5%</b>	<b>4.1%</b>	<b>0.0%</b>	<b>4.5%</b>	<b>11.8%</b>	<b>2.9%</b>	<b>#####</b>
<b>ONLINE</b>	<b>50.1%</b>	<b>43.5%</b>	<b>37.5%</b>	<b>42.8%</b>	<b>27.5%</b>	<b>35.5%</b>	<b>#####</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>#####</b>

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



**TABLE 5: BOOKS & STATIONARY - 2024 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	36.7%	34.6%	39.6%	39.2%	38.3%	20.3%	#####
Caversham District Centre	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	#####
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Emmer Green District Centre	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	#####
Meadway District Centre	0.0%	0.9%	0.0%	2.3%	0.0%	0.0%	#####
Oxford Road West District Centre	1.5%	6.1%	0.0%	0.0%	0.0%	0.0%	#####
Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tilehurst Triangle District Centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	#####
Whitley District Centre	0.0%	0.0%	0.0%	1.7%	0.0%	3.3%	#####
Whitley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Brunel Retail Park	0.0%	0.0%	0.0%	2.1%	1.3%	2.3%	#####
Forbury Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Reading Gate Retail Park	3.0%	2.5%	0.0%	3.1%	0.0%	0.0%	#####
Reading Link Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Reading Retail Park	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	#####
Out of Centre Foodstores	4.9%	1.6%	6.6%	1.9%	0.0%	0.0%	#####
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Subtotal Out of Centre	7.9%	4.1%	6.6%	8.9%	1.3%	2.3%	#####
<b>READING BOROUGH MARKET SHARE</b>	<b>46.1%</b>	<b>46.6%</b>	<b>54.0%</b>	<b>52.0%</b>	<b>39.6%</b>	<b>26.0%</b>	<b>#####</b>
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Earley	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	#####
Winnerish	0.0%	1.2%	0.0%	0.0%	2.7%	0.0%	#####
Woodley	0.0%	0.9%	0.0%	2.1%	9.1%	2.5%	#####
Wokingham Town Centre	0.3%	0.0%	0.0%	0.4%	1.3%	6.4%	#####
Out of Centre Wokingham	1.0%	1.3%	2.2%	9.5%	7.8%	9.5%	#####
Other Wokingham	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	#####
West Berkshire District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Pincent Lane, West Berkshire	1.6%	5.1%	0.0%	0.4%	0.0%	0.0%	#####
Other West Berkshire Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other West Berkshire	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Bracknell Town Centre	1.5%	0.0%	0.5%	0.0%	0.5%	0.0%	#####
Camberley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Camberley Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
All other	1.6%	2.4%	1.1%	1.6%	2.1%	5.8%	#####
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>7.6%</b>	<b>10.9%</b>	<b>3.8%</b>	<b>16.6%</b>	<b>23.4%</b>	<b>24.2%</b>	<b>#####</b>
<b>ONLINE</b>	<b>46.3%</b>	<b>42.5%</b>	<b>42.2%</b>	<b>31.4%</b>	<b>36.9%</b>	<b>49.8%</b>	<b>#####</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>#####</b>

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

**TABLE 6: TOYS, GAMES, SPORTS, BIKES, PETS & PET PRODUCTS, CAMPING EQUIPMENT ETC- 2024 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	16.8%	18.9%	43.0%	17.7%	33.9%	15.3%	#####
Caversham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Emmer Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Meadway District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Oxford Road West District Centre	1.5%	1.7%	0.0%	2.2%	0.0%	0.0%	#####
Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tilehurst Triangle District Centre	0.0%	2.4%	0.0%	2.1%	0.0%	0.0%	#####
Whitley District Centre	0.3%	0.0%	2.7%	1.0%	0.0%	0.0%	#####
Whitley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Brunel Retail Park	2.3%	0.0%	0.7%	2.4%	0.0%	10.5%	#####
Forbury Retail Park	3.8%	2.9%	8.6%	6.5%	4.4%	1.8%	#####
Reading Gate Retail Park	3.4%	10.2%	6.0%	16.7%	5.7%	0.6%	#####
Reading Link Retail Park	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	#####
Reading Retail Park	4.1%	10.0%	2.6%	13.0%	1.5%	2.7%	#####
Out of Centre Foodstores	1.8%	0.3%	3.2%	2.1%	0.5%	0.0%	#####
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Subtotal Out of Centre	15.5%	23.4%	24.0%	40.7%	12.1%	15.6%	#####
<b>READING BOROUGH MARKET SHARE</b>	<b>34.0%</b>	<b>46.3%</b>	<b>69.7%</b>	<b>63.7%</b>	<b>46.0%</b>	<b>31.0%</b>	<b>#####</b>
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Earley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Winnerish	0.0%	0.0%	0.0%	0.0%	2.5%	8.2%	#####
Woodley	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	#####
Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	#####
Out of Centre Wokingham	4.3%	0.0%	2.9%	12.2%	7.1%	10.6%	#####
Other Wokingham	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	#####
West Berkshire District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Pincent Lane, West Berkshire	0.0%	3.9%	0.0%	1.0%	0.0%	0.6%	#####
Other West Berkshire Out of Centre	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	#####
Other West Berkshire	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Town Centre	1.5%	3.1%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Bracknell Town Centre	1.8%	1.5%	0.0%	0.0%	0.0%	0.0%	#####
Camberley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Camberley Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
All other	0.0%	0.0%	2.9%	0.0%	0.0%	3.0%	#####
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>10.5%</b>	<b>10.1%</b>	<b>5.9%</b>	<b>13.6%</b>	<b>15.2%</b>	<b>28.4%</b>	<b>#####</b>
<b>ONLINE</b>	<b>55.5%</b>	<b>43.6%</b>	<b>24.4%</b>	<b>22.7%</b>	<b>38.8%</b>	<b>40.6%</b>	<b>#####</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>#####</b>

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

**TABLE 7: FURNITURE, FLOORING AND CARPETS, HOUSEHOLD TEXTILES AND FURNISHINGS - 2024 MARKET SHARE ANALYSIS (%)**  
*Including Internet Shopping and other Special Forms of Trading*

	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	19.7%	13.3%	35.8%	20.8%	26.2%	25.1%	#####
Caversham District Centre	0.0%	0.0%	2.5%	0.0%	0.0%	1.6%	#####
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Emmer Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Meadway District Centre	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Oxford Road West District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	1.6%	0.5%	#####
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tilehurst Triangle District Centre	0.3%	2.4%	0.0%	0.4%	0.0%	2.2%	#####
Whitley District Centre	0.3%	0.0%	0.0%	2.2%	0.0%	0.0%	#####
Whitley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Wokingham Road Local Centre	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	#####
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	#####
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Brunel Retail Park	1.4%	0.0%	0.6%	0.4%	0.0%	2.4%	#####
Forbury Retail Park	8.6%	9.2%	13.7%	7.5%	8.4%	7.8%	#####
Reading Gate Retail Park	5.7%	9.6%	12.7%	19.2%	14.3%	16.2%	#####
Reading Link Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Reading Retail Park	1.9%	9.0%	0.0%	2.0%	3.5%	4.7%	#####
Out of Centre Foodstores	1.6%	1.5%	1.1%	0.0%	0.0%	0.0%	#####
Other, Out of Centre	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Subtotal Out of Centre	20.7%	29.3%	28.0%	29.1%	26.2%	31.1%	#####
<b>READING BOROUGH MARKET SHARE</b>	<b>42.6%</b>	<b>45.0%</b>	<b>66.3%</b>	<b>54.5%</b>	<b>53.9%</b>	<b>61.1%</b>	<b>#####</b>
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Earley	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	#####
Winnerish	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	#####
Woodley	0.0%	0.0%	0.0%	1.8%	4.2%	0.5%	#####
Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	#####
Out of Centre Wokingham	0.0%	0.0%	0.6%	1.8%	0.0%	0.0%	#####
Other Wokingham	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	#####
West Berkshire District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Pincent Lane, West Berkshire	18.6%	22.7%	14.4%	8.4%	12.8%	10.1%	#####
Other West Berkshire Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other West Berkshire	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Out of Centre	1.0%	0.0%	0.0%	2.0%	0.0%	2.2%	#####
Bracknell Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Camberley Town Centre	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	#####
Camberley Out of Centre	0.0%	1.4%	0.0%	0.0%	0.0%	2.2%	#####
Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
All other	0.0%	4.9%	0.6%	1.3%	2.4%	1.6%	#####
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>19.6%</b>	<b>29.3%</b>	<b>15.5%</b>	<b>16.7%</b>	<b>26.4%</b>	<b>16.7%</b>	<b>#####</b>
<b>ONLINE</b>	<b>37.8%</b>	<b>25.7%</b>	<b>18.1%</b>	<b>28.8%</b>	<b>19.7%</b>	<b>22.3%</b>	<b>#####</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>#####</b>

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

**TABLE 8: DIY & GARDENING PRODUCTS - 2024 MARKET SHARE ANALYSIS (%)**  
*Including Internet Shopping and other Special Forms of Trading*

	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	1.8%	0.0%	0.0%	3.8%	0.9%	0.0%	#####
Caversham District Centre	0.0%	1.5%	6.4%	0.0%	0.4%	0.0%	#####
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Emmer Green District Centre	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	#####
Meadway District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Oxford Road West District Centre	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	#####
Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	#####
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tilehurst Triangle District Centre	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	#####
Whitley District Centre	1.5%	0.0%	0.0%	3.8%	0.0%	0.5%	#####
Whitley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	#####
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Brunel Retail Park	1.0%	0.0%	0.5%	0.0%	0.0%	0.0%	#####
Forbury Retail Park	3.9%	1.3%	0.0%	0.0%	3.8%	0.0%	#####
Reading Gate Retail Park	34.4%	46.1%	49.7%	52.8%	44.8%	59.6%	#####
Reading Link Retail Park	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Reading Retail Park	4.2%	13.1%	7.6%	4.5%	0.4%	0.0%	#####
Out of Centre Foodstores	0.3%	0.0%	0.0%	1.6%	0.0%	0.0%	#####
Other, Out of Centre	0.0%	7.5%	6.7%	1.2%	1.9%	2.6%	#####
Subtotal Out of Centre	45.2%	68.1%	64.6%	60.1%	51.0%	62.2%	#####
<b>READING BOROUGH MARKET SHARE</b>	<b>48.5%</b>	<b>72.0%</b>	<b>71.6%</b>	<b>67.7%</b>	<b>53.6%</b>	<b>64.6%</b>	<b>#####</b>
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Earley	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	#####
Winnerish	0.0%	0.0%	2.2%	0.4%	2.4%	0.0%	#####
Woodley	0.0%	0.0%	0.0%	1.6%	1.3%	0.0%	#####
Wokingham Town Centre	1.0%	0.0%	0.0%	0.0%	0.0%	2.0%	#####
Out of Centre Wokingham	2.8%	1.7%	2.2%	8.5%	28.8%	23.7%	#####
Other Wokingham	1.5%	0.0%	0.0%	0.4%	0.0%	0.0%	#####
West Berkshire District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Pincent Lane, West Berkshire	2.9%	1.3%	0.0%	1.6%	0.0%	0.0%	#####
Other West Berkshire Out of Centre	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	#####
Other West Berkshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Out of Centre	3.3%	2.4%	0.5%	4.4%	0.9%	2.2%	#####
Bracknell Town Centre	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	#####
Camberley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Camberley Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
All other	2.9%	3.3%	17.8%	0.4%	6.1%	0.0%	#####
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>14.3%</b>	<b>11.9%</b>	<b>22.7%</b>	<b>17.8%</b>	<b>39.9%</b>	<b>27.8%</b>	<b>#####</b>
<b>ONLINE</b>	<b>37.3%</b>	<b>16.1%</b>	<b>5.7%</b>	<b>14.5%</b>	<b>6.4%</b>	<b>7.6%</b>	<b>#####</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>#####</b>

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

**TABLE 9: PERSONAL GOODS AND APPLIANCES, MEDICAL GOODS, THERAPUTIC APPLIANCES, COSMETICS ETC - 2024 MARKET SHARE ANALYSIS (%)**  
*Including Internet Shopping and other Special Forms of Trading*

	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	36.2%	36.4%	36.1%	27.6%	23.8%	13.6%	#####
Caversham District Centre	0.0%	0.0%	22.1%	0.0%	0.0%	0.0%	#####
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Emmer Green District Centre	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	#####
Meadway District Centre	0.9%	1.9%	0.0%	2.3%	0.0%	0.0%	#####
Oxford Road West District Centre	0.0%	11.1%	0.5%	1.5%	0.0%	0.0%	#####
Shinfield Road District Centre	0.0%	0.0%	2.2%	0.0%	0.0%	4.7%	#####
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tilehurst Triangle District Centre	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	#####
Whitley District Centre	0.9%	0.0%	0.0%	5.0%	0.0%	4.1%	#####
Whitley Street Local Centre	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	#####
Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Brunel Retail Park	0.0%	0.0%	0.0%	1.3%	0.0%	2.1%	#####
Forbury Retail Park	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Reading Gate Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Reading Link Retail Park	0.0%	0.0%	0.0%	0.3%	0.0%	0.5%	#####
Reading Retail Park	4.0%	1.8%	0.0%	2.9%	0.0%	0.0%	#####
Out of Centre Foodstores	6.6%	3.9%	13.2%	5.0%	2.3%	3.8%	#####
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Subtotal Out of Centre	12.8%	5.7%	13.2%	9.6%	2.3%	6.3%	#####
<b>READING BOROUGH MARKET SHARE</b>	<b>50.7%</b>	<b>57.4%</b>	<b>75.4%</b>	<b>47.7%</b>	<b>26.1%</b>	<b>28.8%</b>	<b>#####</b>
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Earley	0.3%	0.0%	0.0%	0.3%	0.8%	0.0%	#####
Winnerish	0.0%	0.0%	2.0%	1.8%	10.6%	7.0%	#####
Woodley	1.3%	1.1%	1.0%	2.8%	37.5%	0.5%	#####
Wokingham Town Centre	0.0%	0.0%	0.0%	1.0%	0.8%	7.7%	#####
Out of Centre Wokingham	3.2%	0.0%	2.2%	20.6%	3.9%	12.9%	#####
Other Wokingham	1.2%	0.0%	0.0%	2.3%	3.9%	3.0%	#####
West Berkshire District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Pincent Lane, West Berkshire	6.5%	15.5%	0.0%	9.1%	0.0%	0.9%	#####
Other West Berkshire Out of Centre	0.3%	2.3%	0.0%	0.0%	0.0%	0.0%	#####
Other West Berkshire	1.6%	1.4%	0.0%	0.0%	0.0%	0.5%	#####
Basingstoke Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Bracknell Town Centre	1.6%	0.0%	0.0%	0.0%	2.3%	0.0%	#####
Camberley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Camberley Out of Centre	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	#####
Woking	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
All other	1.2%	0.0%	6.6%	1.8%	0.0%	11.8%	#####
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>18.5%</b>	<b>20.5%</b>	<b>11.7%</b>	<b>39.6%</b>	<b>59.9%</b>	<b>44.4%</b>	<b>#####</b>
<b>ONLINE</b>	<b>30.7%</b>	<b>22.1%</b>	<b>12.9%</b>	<b>12.7%</b>	<b>14.0%</b>	<b>26.8%</b>	<b>#####</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>#####</b>

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

**TABLE 10: OTHER GOODS INCLUDING JEWELLERY & WATCHES, GLASSWARE, CHINA, TABLEWARE & KITCHEN UTENSIL GOODS, ETC - 2024 MARKET SHARE ANALYSIS (%)**  
*Including Internet Shopping and other Special Forms of Trading*

	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	27.7%	41.6%	56.4%	34.5%	43.9%	40.9%	#####
Caversham District Centre	0.0%	0.0%	5.9%	0.0%	0.0%	2.2%	#####
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Emmer Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Meadway District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Oxford Road West District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Tilehurst Triangle District Centre	0.0%	5.5%	0.0%	0.6%	0.0%	0.0%	#####
Whitley District Centre	3.1%	0.0%	0.0%	0.0%	0.0%	3.2%	#####
Whitley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Brunel Retail Park	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	#####
Forbury Retail Park	1.6%	0.4%	3.0%	0.0%	0.0%	2.2%	#####
Reading Gate Retail Park	3.4%	1.7%	0.0%	2.3%	0.0%	0.0%	#####
Reading Link Retail Park	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	#####
Reading Retail Park	1.6%	1.1%	0.0%	2.5%	0.0%	0.0%	#####
Out of Centre Foodstores	1.6%	1.7%	6.3%	0.0%	0.0%	0.0%	#####
Other, Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Subtotal Out of Centre	8.3%	4.9%	9.3%	9.3%	0.0%	2.2%	#####
<b>READING BOROUGH MARKET SHARE</b>	<b>39.2%</b>	<b>52.0%</b>	<b>71.6%</b>	<b>44.4%</b>	<b>43.9%</b>	<b>48.4%</b>	<b>#####</b>
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Earley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Winnerish	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	#####
Woodley	0.0%	1.1%	0.0%	0.6%	11.1%	0.0%	#####
Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	#####
Out of Centre Wokingham	3.2%	3.4%	0.0%	12.5%	5.4%	8.1%	#####
Other Wokingham	3.0%	0.0%	0.0%	0.0%	1.2%	0.0%	#####
West Berkshire District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Pincent Lane, West Berkshire	3.3%	8.3%	2.7%	1.7%	0.6%	5.2%	#####
Other West Berkshire Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Other West Berkshire	1.6%	0.0%	0.0%	0.6%	0.0%	0.7%	#####
Basingstoke Town Centre	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	#####
Basingstoke Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Bracknell Town Centre	1.6%	0.0%	0.0%	0.0%	4.3%	3.2%	#####
Camberley Town Centre	0.0%	0.0%	3.1%	2.5%	0.0%	0.0%	#####
Camberley Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
Woking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	#####
All other	2.5%	1.1%	3.0%	3.9%	7.9%	4.5%	#####
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>15.2%</b>	<b>17.2%</b>	<b>8.9%</b>	<b>21.7%</b>	<b>33.1%</b>	<b>24.7%</b>	<b>#####</b>
<b>ONLINE</b>	<b>45.7%</b>	<b>30.9%</b>	<b>19.5%</b>	<b>33.9%</b>	<b>23.0%</b>	<b>26.8%</b>	<b>#####</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>#####</b>

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

**B.5      CONVENIENCE GOODS TURNOVER  
(EXCLUDING SFT)**

**TABLE 1: ALL CONVENIENCE GOODS - 2024 MARKET SHARE ANALYSIS (%)**  
*Excluding Internet Shopping and other Special Forms of Trading*

Zones:	1	2	3	4	5	6	TOTAL STUDY AREA
<b>Reading Town Centre</b>							
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	2.8%	0.8%	0.4%	1.5%	2.6%	0.6%	1.5%
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Broad St, Reading RG1 2BH	9.4%	0.1%	0.0%	0.7%	0.2%	0.4%	1.6%
Sainsbury's, Friar St, Reading RG1 1DX	6.0%	1.6%	1.3%	2.5%	0.9%	0.1%	2.1%
Tesco Express, Crown St, Reading RG1 2SE	5.1%	0.0%	0.0%	0.3%	0.0%	0.5%	0.9%
Tesco Express, Market Place, Reading, RG1 2EG	1.5%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%
Iceland, Broad Street Mall, Reading, RG1 7QE	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops, Reading Town Centre	0.5%	0.2%	0.3%	0.1%	0.0%	0.0%	0.2%
Subtotal Reading Town Centre:	25.9%	2.7%	2.0%	5.3%	3.6%	1.5%	6.6%
<b>Caversham District Centre</b>							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	1.5%	2.6%	2.9%	0.3%	0.0%	0.0%	1.3%
Waitrose, Church St, Reading RG4 8AY	1.7%	0.0%	25.8%	0.0%	0.0%	0.9%	4.4%
Iceland, St Martins Centre, Caversham, RG4 8BA	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.3%
Local shops, Caversham District Centre	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%
Subtotal: Caversham District Centre:	3.3%	2.6%	31.1%	0.3%	0.0%	0.9%	6.1%
<b>Cemetery Junction District Centre</b>							
Tesco Express, London Rd, Reading RG1 5BA	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Co-Op, London Road, Reading RG1 5NU	1.7%	0.0%	2.8%	0.1%	0.0%	0.0%	0.7%
Local shops, Cemetery Junction District Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Cemetery Junction District Centre:	4.9%	0.0%	2.8%	0.1%	0.0%	0.0%	1.2%
<b>Emmer Green District Centre</b>							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Emmer Green District Centre	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.4%
Subtotal Emmer Green District Centre:	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.4%
<b>Meadway District Centre:</b>							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.5%	7.4%	1.3%	3.2%	0.0%	0.0%	2.6%
Local shops, The Meadowway District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Meadowway District Centre:	0.5%	7.4%	1.3%	3.2%	0.0%	0.0%	2.6%
<b>Oxford Road West District Centre</b>							
Tesco Express, Oxford Rd, Reading RG1 7PX	0.8%	3.1%	1.0%	0.9%	0.0%	0.0%	1.1%
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	2.2%	13.6%	0.7%	0.5%	0.0%	0.0%	3.5%
Local shops, Oxford Road West District Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Oxford Road West District Centre:	3.3%	16.7%	1.7%	1.4%	0.0%	0.0%	4.7%
<b>Shinfield District Centre</b>							
Tesco Express, Shinfield Rd, Reading RG2 8HA	0.0%	0.0%	0.0%	2.3%	0.0%	0.6%	0.5%
Local shops, Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Subtotal Shinfield District Centre:	0.0%	0.0%	0.0%	2.3%	0.0%	0.7%	0.5%
<b>Tilehurst Triangle District Centre</b>							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	0.0%	0.9%	0.0%	0.4%	0.0%	0.0%	0.3%
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.4%
Local shops, Tilehurst Triangle District Centre	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Tilehurst Triangle District Centre:	0.2%	3.2%	0.0%	0.4%	0.0%	0.0%	0.8%
<b>Whiteley District Centre</b>							
Aldi, Basingstoke Rd, Reading RG2 0NT	4.6%	0.4%	0.2%	6.4%	0.3%	5.0%	2.6%
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	5.5%	0.1%	0.2%	8.3%	1.4%	5.9%	3.3%
Local Shops, Whiteley	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%
Subtotal Whiteley District Centre:	10.1%	0.5%	0.3%	14.9%	1.7%	10.9%	5.9%
<b>Local Centres</b>							
Premier, Christchurch Road, Reading RG2 7AZ	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QJ	0.3%	0.2%	0.0%	1.0%	0.0%	0.9%	0.4%
Co-Op, Erleigh Road, Reading, RG1 5NL	1.2%	0.0%	0.0%	0.1%	0.4%	0.0%	0.3%
Local shops, Erleigh Road	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Local shops, Tadley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Whitley St, Reading RG2 0EG	0.4%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Local shops, Whitley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op, Whitley Wood Road, Reading, RG2 8LQ	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%
Local shops, Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	0.2%
Subtotal Local Centres:	2.0%	0.2%	0.0%	2.0%	1.0%	1.6%	1.1%
<b>Local Shops</b>							
Tesco Express, Tilehurst Rd, Reading RG1 7TN	2.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.5%
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%
Other local shops, Reading Borough	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Subtotal Local Shops:	2.3%	0.2%	3.3%	0.1%	0.0%	0.0%	0.9%
<b>Out of Centre Retail Parks and Standalone Foodstores</b>							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Croft	0.0%	0.6%	0.2%	3.5%	0.1%	2.5%	1.1%
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HU	0.0%	0.0%	0.0%	0.7%	0.4%	0.9%	0.3%
Aldi, Reading Gate Retail Park, Reading RG2 0GG	2.5%	0.7%	1.0%	2.0%	2.8%	1.5%	1.8%
B&M, Reading Retail Park, Reading, RG30 1PH	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane,	0.4%	0.0%	0.2%	0.4%	0.0%	0.0%	0.2%
Aldi, Vastern Rd, Reading RG1 8AL	3.9%	0.2%	8.6%	0.0%	0.0%	0.0%	2.0%
Asda Express, Berkeley Avenue Reading RG1 6JT	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
Costco, South Oak Way, Green Park, Reading, RG2 6UE	0.1%	0.4%	1.3%	2.2%	1.3%	1.0%	1.1%
Lidl, Basingstoke Rd, Reading RG2 0SJ	1.0%	0.0%	0.1%	5.8%	1.5%	6.5%	2.2%
Lidl, Oxford Rd, Reading RG30 1AS	2.1%	2.7%	0.0%	0.1%	0.4%	0.0%	1.0%
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Rea	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express, Flagstaff Rd, Reading RG2 6BW	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 1	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%
Tesco Extra, Napier Rd, Reading RG1 8DF	8.8%	1.5%	17.5%	3.3%	1.5%	2.9%	5.6%
Waitrose, Oxford Rd, Reading RG30 6WR	0.9%	11.8%	0.0%	1.8%	0.0%	0.5%	3.2%
Subtotal Out of Centre Foodstores:	21.1%	18.4%	30.5%	19.9%	7.9%	16.1%	18.9%
<b>READING BOROUGH MARKET SHARE</b>	<b>73.5%</b>	<b>52.0%</b>	<b>75.4%</b>	<b>49.8%</b>	<b>14.2%</b>	<b>31.7%</b>	<b>49.7%</b>
<b>Wokingham District</b>							
Wokingham District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earley, Wokingham	0.3%	0.0%	0.4%	1.8%	2.7%	0.0%	1.0%
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Other stores, Shinfield	0.0%	0.0%	0.0%	0.2%	0.0%	3.9%	0.4%
Sainsbury's, King St Ln, Winkensh, Wokingham RG41 5AR	1.4%	0.2%	1.2%	5.1%	13.0%	14.7%	5.2%
Lidl, Headley Rd, Woodley, Reading RG5 4JA	1.3%	0.0%	0.9%	0.4%	10.0%	0.1%	2.3%
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3IW	0.0%	0.7%	0.2%	2.7%	16.1%	0.0%	3.7%
Other stores, Woodley	0.6%	0.7%	0.7%	0.0%	5.8%	0.0%	1.4%
Waitrose, Rectory Rd, Wokingham RG40 1BB	0.2%	0.0%	0.0%	0.0%	0.4%	0.9%	0.2%
Morrisons, Wooseshill Shopping Centre, Wokingham, RG41 3SW	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%
Local shops, Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Aldi, London Rd, Earley, Reading RG6 1LA	4.0%	1.1%	3.8%	0.0%	11.7%	1.2%	3.7%
Aldi, Wellington Rd, Wokingham RG40 2EX	0.4%	0.0%	0.0%	0.0%	0.0%	1.0%	0.1%
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	3.1%	0.2%	1.3%	20.1%	11.8%	17.4%	8.5%
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.0%	0.0%	1.3%	0.0%	0.1%	4.3%	0.6%
Other, Wokingham District	3.5%	0.0%	0.4%	2.5%	13.2%	13.5%	4.7%
Subtotal Wokingham District:	14.9%	2.9%	10.3%	33.0%	85.0%	57.3%	31.8%
<b>West Berkshire</b>							
Aldi, Bath Rd, Calcot, Reading RG30 2HB	1.5%	13.4%	1.5%	4.7%	0.1%	0.0%	4.4%
Lidl, Bath Rd, Calcot, Reading RG30 2HB	0.7%	8.3%	2.2%	4.3%	0.0%	0.0%	3.1%
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	3.0%	17.6%	4.1%	6.4%	0.6%	2.9%	6.6%
Other West Berkshire District	4.4%	5.6%	2.0%	0.5%	0.0%	0.6%	2.4%
Subtotal West Berkshire District:	9.6%	45.0%	9.9%	15.8%	0.8%	3.5%	16.5%
<b>All other</b>	<b>2.0%</b>	<b>0.1%</b>	<b>4.4%</b>	<b>1.4%</b>	<b>0.0%</b>	<b>7.6%</b>	<b>2.0%</b>
<b>LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH</b>	<b>26.5%</b>	<b>48.0%</b>	<b>24.6%</b>	<b>50.2%</b>	<b>85.8%</b>	<b>68.3%</b>	<b>50.3%</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>

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

**TABLE 2: 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:						TOTAL STUDY AREA	
	Total Available Spend (excluding SFT):	1 £115.1	2 £162.4	3 £108.8	4 £140.4	5 £126.5		6 £62.1
Reading Town Centre								
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	£3.17	£1.3	£0.4	£2.1	£3.2	£0.3	£0.6	
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	
Sainsbury's, Broad St, Reading RG1 2BH	£10.8	£0.2	£0.0	£1.0	£0.2	£0.2	£12.5	
Sainsbury's, Friar St, Reading RG1 1DX	£7.0	£2.6	£1.5	£3.6	£1.1	£0.1	£15.7	
Tesco Express, Crown St, Reading RG1 2SE	£5.9	£0.0	£0.0	£0.4	£0.0	£0.3	£6.6	
Tesco Express, Market Place, Reading RG1 2EG	£1.7	£0.0	£0.0	£0.2	£0.0	£0.0	£1.9	
Iceland, Broad Street Mall, Reading, RG1 7QE	£0.39	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	
Other shops, Reading Town Centre	£0.6	£0.3	£0.3	£0.1	£0.0	£0.0	£1.3	
Subtotal Reading Town Centre:	£29.8	£4.4	£2.2	£7.4	£4.6	£0.9	£49.3	
Caversham District Centre								
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	£1.8	£4.3	£3.2	£0.4	£0.0	£0.0	£9.7	
Waitrose, Church St, Reading RG4 8AY	£2.0	£0.0	£0.0	£0.0	£0.0	£0.5	£30.6	
Iceland, St Martins Centre, Caversham, RG4 8BA	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£2.1	
Local shops, Caversham District Centre	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.6	
Subtotal: Caversham District Centre:	£3.8	£4.3	£3.8	£0.4	£0.0	£0.5	£12.9	
Cemetery Junction District Centre								
Tesco Express, London Rd, Reading RG1 5BA	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	
Co-Op, London Road, Reading RG1 3NU	£1.9	£0.0	£3.0	£0.1	£0.0	£0.0	£5.0	
Local shops, Cemetery Junction District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	
Subtotal Cemetery Junction District Centre:	£5.6	£0.0	£3.0	£0.1	£0.0	£0.0	£8.7	
Emmer Green District Centre								
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8E	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Local shops, Emmer Green District Centre	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6	
Subtotal Emmer Green District Centre:	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6	
Meadway District Centre:								
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	£0.6	£12.0	£1.4	£4.5	£0.0	£0.0	£18.6	
Local shops, The Meadway District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Subtotal Meadway District Centre:	£0.6	£12.0	£1.4	£4.5	£0.0	£0.0	£18.6	
Oxford Road West District Centre								
Tesco Express, Oxford Rd, Reading RG1 7PX	£0.9	£5.0	£1.1	£1.3	£0.0	£0.0	£8.3	
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	£2.5	£22.1	£0.8	£0.7	£0.0	£0.0	£26.0	
Local shops, Oxford Road West District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	
Subtotal Oxford Road West District Centre:	£3.7	£27.1	£1.9	£2.0	£0.0	£0.0	£34.7	
Shinfield District Centre								
Tesco Express, Shinfield Rd, Reading RG2 8HA	£0.0	£0.0	£0.0	£3.2	£0.0	£0.4	£3.5	
Local shops, Shinfield Road District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	
Subtotal Shinfield District Centre:	£0.0	£0.0	£0.0	£3.2	£0.0	£0.4	£3.6	
Tilehurst Triangle District Centre								
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	£0.0	£1.5	£0.0	£0.5	£0.0	£0.0	£2.1	
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£3.0	
Local shops, Tilehurst Triangle District Centre	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.9	
Subtotal Tilehurst Triangle District Centre:	£0.2	£5.3	£0.0	£0.5	£0.0	£0.0	£6.0	
Whiteley District Centre								
Aldi, Basingstoke Rd, Reading RG2 0NT	£5.3	£0.7	£0.2	£9.0	£0.3	£3.1	£18.6	
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	£6.3	£0.2	£0.2	£11.6	£1.8	£3.6	£23.7	
Local Shops, Whiteley	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	
Subtotal Whiteley District Centre:	£11.7	£0.9	£0.3	£21.0	£2.1	£6.7	£42.7	
Local Centres								
Premier, Christchurch Road, Reading RG2 7AZ	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QJ	£0.3	£0.4	£0.0	£1.4	£0.0	£0.5	£2.6	
Co-Op, Erleigh Road, Reading, RG1 5NL	£1.4	£0.0	£0.0	£0.1	£0.5	£0.0	£1.9	
Local shops, Erleigh Road	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	
Local shops, Tadley Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Tesco Express, Whiteley St, Reading RG2 0EG	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.7	
Local shops, Whiteley Street Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-Op, Whiteley Wood Road, Reading, RG2 8LQ	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£1.0	
Local shops, Wokingham Road Local Centre	£0.0	£0.0	£0.0	£0.0	£0.7	£0.5	£1.2	
Subtotal Local Centres:	£2.3	£0.4	£0.0	£2.8	£1.3	£1.0	£7.7	
Local Shops								
Tesco Express, Tilehurst Rd, Reading RG1 7TN	£2.6	£0.3	£0.0	£0.0	£0.0	£0.0	£2.9	
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	£0.0	£0.0	£3.2	£0.0	£0.0	£0.0	£3.2	
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4	
Other local shops, Reading Borough	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	
Subtotal Local Shops:	£2.6	£0.3	£3.6	£0.1	£0.0	£0.0	£6.7	
Out of Centre Retail Parks and Standalone Foodstores								
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofts	£0.0	£0.9	£0.2	£4.9	£0.1	£1.5	£7.7	
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	£0.0	£0.0	£0.0	£0.9	£0.5	£0.9	£1.9	
Aldi, Reading Gate Retail Park, Reading RG2 0GG	£2.9	£1.2	£1.7	£2.9	£3.5	£0.5	£13.1	
B&M, Reading Retail Park, Reading, RG30 1PR	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2	
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane, Aldi, Vastern Rd, Reading RG1 8AL	£4.5	£0.3	£9.4	£0.0	£0.0	£0.0	£14.2	
Asda Express, Berkeley Avenue Reading RG1 6TF	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6	
Costco, South Oak Way, Green Park, Reading, RG2 6UE	£0.1	£0.6	£1.4	£3.1	£1.6	£0.6	£7.5	
Lidl, Basingstoke Rd, Reading RG2 0SJ	£1.2	£0.0	£0.1	£8.2	£2.0	£4.1	£15.4	
Lidl, Oxford Rd, Reading RG30 1AS	£2.4	£4.3	£0.0	£0.1	£0.5	£0.0	£7.3	
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Rea	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.6	
Tesco Express, Flagstaff Rd, Reading RG2 6BW	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4	
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 1	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.2	
Tesco Extra, Napier Rd, Reading RG1 8DF	£10.1	£2.4	£19.0	£4.7	£1.9	£1.8	£40.0	
Waitrose, Oxford Rd, Reading RG30 6WR	£1.1	£19.2	£0.0	£2.5	£0.0	£0.3	£23.1	
Subtotal Out of Centre Foodstores:	£24.3	£29.8	£33.2	£27.9	£10.0	£10.0	£135.3	
READING BOROUGH MARKET SHARE								
	£84.6	£84.52	£82.0	£69.9	£18.0	£19.7	£358.7	
Wokingham District								
Earley, Wokingham	£0.3	£0.0	£0.4	£2.6	£3.4	£0.0	£6.7	
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Other stores, Shinfield	£0.0	£0.0	£0.0	£0.3	£0.0	£2.4	£2.7	
Sainsbury's, King St Ln, Winkless, Wokingham RG41 5AR	£1.6	£0.3	£1.3	£7.2	£16.4	£9.2	£35.9	
Lidl, Headley Rd, Woodley, Reading RG5 4JA	£1.5	£0.0	£1.0	£0.5	£12.6	£0.0	£15.7	
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	£0.0	£1.1	£0.2	£3.8	£20.3	£0.0	£25.4	
Other stores, Woodley	£0.7	£1.2	£0.7	£0.0	£7.3	£0.0	£9.9	
Waitrose, Rectory Rd, Wokingham RG40 1BB	£0.2	£0.0	£0.0	£0.0	£0.5	£0.5	£1.3	
Morrisons, Woodshill Shopping Centre, Wokingham, RG41 3SW	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.5	
Local shops, Wokingham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	
Aldi, London Rd, Earley, Reading RG6 1LA	£4.6	£1.8	£4.1	£0.0	£14.9	£0.7	£26.0	
Aldi, Wellington Rd, Wokingham RG40 2EX	£0.4	£0.0	£0.0	£0.0	£0.0	£0.6	£1.0	
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	£3.6	£0.4	£1.6	£28.3	£15.0	£10.8	£59.7	
Tesco, Finchampstead Road, Wokingham, RG40 2NS	£0.0	£0.0	£1.4	£0.0	£0.2	£2.6	£4.2	
Other, Wokingham District	£4.1	£0.0	£0.4	£3.5	£16.7	£8.4	£33.1	
Subtotal Wokingham District:	£17.2	£4.7	£11.2	£46.3	£107.5	£35.6	£222.5	
West Berkshire								
Aldi, Bath Rd, Calcot, Reading RG30 2HB	£1.7	£21.8	£1.6	£6.6	£0.2	£0.0	£31.8	
Lidl, Bath Rd, Calcot, Reading RG30 2HB	£0.8	£13.5	£2.4	£6.0	£0.0	£0.0	£22.7	
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	£3.4	£28.6	£4.5	£9.0	£0.8	£1.8	£48.1	
Other West Berkshire District	£5.1	£9.1	£2.2	£0.6	£0.0	£0.4	£17.4	
Subtotal West Berkshire District:	£11.0	£73.0	£10.7	£22.2	£1.0	£2.2	£120.1	
All other	£2.3	£0.1	£4.8	£2.0	£0.0	£4.7	£14.0	
LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH								
	£30.4	£77.9	£26.8	£70.5	£108.5	£42.4	£396.5	
TOTAL MARKET SHARE								
	£115.1	£162.4	£108.8	£140.4	£126.5	£62.1	£715.2	

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

**TABLE 3: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)**  
**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:						TOTAL STUDY AREA
	1	2	3	4	5	6	
Total Available Spend (excluding SFT):	£115.1	£160.8	£107.3	£140.7	£128.7	£64.2	£716.8
<b>Reading Town Centre</b>							
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	£3.16	£1.3	£0.4	£2.1	£3.3	£0.4	£10.6
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sainsbury's, Broad St, Reading RG1 2BH	£10.8	£0.2	£0.0	£1.0	£0.2	£0.2	£13.5
Sainsbury's, Friar St, Reading RG1 1DX	£7.0	£2.5	£1.4	£3.6	£1.1	£0.1	£15.7
Tesco Express, Crown St, Reading RG1 2SE	£5.9	£0.0	£0.0	£0.4	£0.0	£0.3	£6.6
Tesco Express, Market Place, Reading RG1 2EG	£1.7	£0.0	£0.0	£0.2	£0.0	£0.0	£1.9
Iceland, Broad Street Mall, Reading, RG1 7QE	£0.39	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Other shops, Reading Town Centre	£0.6	£0.3	£0.3	£0.1	£0.0	£0.0	£1.3
Subtotal Reading Town Centre:	£29.8	£4.3	£2.1	£7.5	£4.6	£0.9	£49.3
<b>Caversham District Centre</b>							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	£1.8	£4.2	£3.2	£0.4	£0.0	£0.0	£9.6
Waitrose, Church St, Reading RG4 8AY	£2.0	£0.0	£27.7	£0.0	£0.0	£0.6	£30.2
Iceland, St Martins Centre, Caversham, RG4 8BA	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£2.0
Local shops, Caversham District Centre	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.5
Subtotal: Caversham District Centre:	£3.8	£4.2	£33.4	£0.4	£0.0	£0.6	£42.4
<b>Cemetery Junction District Centre</b>							
Tesco Express, London Rd, Reading RG1 5BA	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4
Co-Op, London Road, Reading RG1 3NU	£1.9	£0.0	£3.0	£0.1	£0.0	£0.0	£5.0
Local shops, Cemetery Junction District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Cemetery Junction District Centre:	£5.6	£0.0	£3.0	£0.1	£0.0	£0.0	£8.7
<b>Emmer Green District Centre</b>							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Emmer Green District Centre	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6
Subtotal Emmer Green District Centre:	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6
<b>Meadway District Centre:</b>							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	£0.6	£11.9	£1.4	£4.5	£0.0	£0.0	£18.4
Local shops, The Meadway District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal Meadway District Centre:	£0.6	£11.9	£1.4	£4.5	£0.0	£0.0	£18.4
<b>Oxford Road West District Centre</b>							
Tesco Express, Oxford Rd, Reading RG1 7PX	£0.9	£5.0	£1.1	£1.3	£0.0	£0.0	£8.3
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	£2.5	£21.9	£0.8	£0.7	£0.0	£0.0	£25.8
Local shops, Oxford Road West District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Oxford Road West District Centre:	£3.7	£26.8	£1.8	£2.0	£0.0	£0.0	£33.4
<b>Shinfield District Centre</b>							
Tesco Express, Shinfield Rd, Reading RG2 8HA	£0.0	£0.0	£0.0	£3.2	£0.0	£0.4	£3.5
Local shops, Shinfield Road District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal Shinfield District Centre:	£0.0	£0.0	£0.0	£3.2	£0.0	£0.5	£3.6
<b>Tilehurst Triangle District Centre</b>							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	£0.0	£1.5	£0.0	£0.5	£0.0	£0.0	£2.1
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£3.0
Local shops, Tilehurst Triangle District Centre	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal Tilehurst Triangle District Centre:	£0.2	£5.2	£0.0	£0.5	£0.0	£0.0	£6.0
<b>Whitley District Centre</b>							
Aldi, Basingstoke Rd, Reading RG2 0NT	£5.3	£0.7	£0.2	£9.0	£0.3	£3.2	£18.7
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	£6.3	£0.2	£0.2	£11.6	£1.8	£3.8	£23.9
Local Shops, Whitley	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
Subtotal Whitley District Centre:	£11.7	£0.9	£0.3	£21.0	£2.1	£7.0	£43.0
<b>Local Centres</b>							
Premier, Christchurch Road, Reading RG2 7AZ	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QJ	£0.3	£0.4	£0.0	£1.4	£0.0	£0.5	£2.6
Co-Op, Erleigh Road, Reading, RG1 5NL	£1.4	£0.0	£0.0	£0.1	£0.5	£0.0	£1.9
Local shops, Erleigh Road	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
Local shops, Tadley Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Whitley St, Reading RG2 0EG	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.7
Local shops, Whitley Street Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op, Whitley Wood Road, Reading, RG2 8LQ	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£1.1
Local shops, Wokingham Road Local Centre	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7
Subtotal Local Centres:	£2.3	£0.4	£0.0	£2.8	£1.3	£1.0	£7.8
<b>Local Shops</b>							
Tesco Express, Tilehurst Rd, Reading RG1 7TN	£2.6	£0.3	£0.0	£0.0	£0.0	£0.0	£2.9
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£1.1
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4
Other local shops, Reading Borough	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
Subtotal Local Shops:	£2.6	£0.3	£3.5	£0.1	£0.0	£0.0	£6.6
<b>Out of Centre Retail Parks and Standalone Foodstores</b>							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Croft	£0.0	£0.9	£0.2	£5.0	£0.1	£1.6	£7.7
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	£0.0	£0.0	£0.0	£0.9	£0.5	£0.5	£1.9
Aldi, Reading Gate Retail Park, Reading RG2 0GG	£2.9	£1.2	£1.7	£2.9	£3.6	£0.9	£13.2
B&M, Reading Retail Park, Reading, RG30 1PR	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane,	£0.4	£0.0	£0.2	£0.6	£0.0	£0.0	£1.1
Aldi, Vastern Rd, Reading RG1 8AL	£4.5	£0.3	£9.3	£0.0	£0.0	£0.0	£14.1
Asda Express, Berkeley Avenue Reading RG1 6JT	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.6
Costco, South Oak Way, Green Park, Reading, RG2 6UE	£0.1	£0.6	£1.4	£3.1	£1.6	£0.6	£7.5
Lidl, Basingstoke Rd, Reading RG2 0SJ	£1.2	£0.0	£0.1	£8.2	£2.0	£4.2	£15.6
Lidl, Oxford Rd, Reading RG30 1AS	£2.4	£4.3	£0.0	£0.1	£0.5	£0.0	£7.3
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Rea	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.6
Tesco Express, Flagstaff Rd, Reading RG2 6BW	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 1	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.2
Tesco Extra, Napier Rd, Reading RG1 8DF	£10.1	£2.4	£18.8	£4.7	£2.0	£1.9	£39.8
Waitrose, Oxford Rd, Reading RG30 6WR	£1.1	£19.0	£0.0	£2.5	£0.0	£0.3	£22.9
Subtotal Out of Centre Foodstores:	£24.3	£29.6	£22.8	£28.0	£10.2	£10.3	£135.2
<b>READING BOROUGH MARKET SHARE</b>							
	<b>£84.6</b>	<b>£83.70</b>	<b>£80.9</b>	<b>£76.1</b>	<b>£18.3</b>	<b>£20.3</b>	<b>£357.9</b>
<b>Wokingham District</b>							
Earley, Wokingham	£0.3	£0.0	£0.4	£2.6	£3.4	£0.0	£6.7
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other stores, Shinfield	£0.0	£0.0	£0.0	£0.3	£0.0	£2.5	£2.8
Sainsbury's, King St Ln, Winkersham, Wokingham RG41 5AR	£1.6	£0.3	£1.3	£7.2	£16.7	£9.5	£36.5
Lidl, Headley Rd, Woodley, Reading RG5 4JA	£1.5	£0.0	£1.0	£0.5	£12.8	£0.0	£15.9
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	£0.0	£1.1	£0.2	£3.8	£20.7	£0.0	£25.8
Other stores, Woodley	£0.7	£1.2	£0.7	£0.0	£7.4	£0.0	£10.0
Waitrose, Rectory Rd, Wokingham RG40 1BB	£0.2	£0.0	£0.0	£0.0	£0.5	£0.6	£1.4
Morrisons, Wooshill Shopping Centre, Wokingham, RG41 3SW	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.5
Local shops, Wokingham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Aldi, London Rd, Earley, Reading RG6 1LA	£4.6	£1.8	£4.0	£0.0	£15.1	£0.8	£26.3
Aldi, Wellington Rd, Wokingham RG40 2EX	£0.4	£0.0	£0.0	£0.0	£0.0	£0.6	£1.0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	£3.6	£0.4	£1.6	£28.4	£15.2	£11.2	£60.3
Tesco, Finchampstead Road, Wokingham, RG40 2NS	£0.0	£0.0	£1.4	£0.0	£0.2	£2.7	£4.3
Other, Wokingham District	£4.1	£0.0	£0.4	£3.5	£17.0	£8.7	£33.7
Subtotal Wokingham District:	£17.2	£4.7	£11.1	£46.4	£109.4	£36.7	£225.5
<b>West Berkshire</b>							
Aldi, Bath Rd, Calcot, Reading RG30 2HB	£1.7	£21.6	£1.6	£6.6	£0.2	£0.0	£31.6
Lidl, Bath Rd, Calcot, Reading RG30 2HB	£0.8	£13.4	£2.4	£6.0	£0.0	£0.0	£22.6
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	£3.4	£28.3	£4.4	£9.0	£0.8	£1.9	£47.8
Other West Berkshire District	£5.1	£9.1	£2.1	£0.6	£0.0	£0.4	£17.3
Subtotal West Berkshire District:	£11.0	£72.3	£10.6	£22.2	£1.0	£2.3	£119.4
All other	£2.3	£0.1	£4.8	£2.0	£0.0	£4.8	£14.1
<b>LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH</b>							
	<b>£80.4</b>	<b>£77.1</b>	<b>£26.4</b>	<b>£70.6</b>	<b>£110.4</b>	<b>£43.9</b>	<b>£358.9</b>
<b>TOTAL MARKET SHARE</b>	<b>£115.1</b>	<b>£160.8</b>	<b>£107.3</b>	<b>£140.7</b>	<b>£128.7</b>	<b>£64.2</b>	<b>£716.8</b>

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

**TABLE 4: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)**  
**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:						TOTAL STUDY AREA
	1	2	3	4	5	6	
Total Available Spend (excluding SFT):	£115.3	£161.3	£107.1	£142.4	£130.8	£65.8	£722.7
<b>Reading Town Centre</b>							
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	£3.17	£1.3	£0.4	£2.1	£3.3	£0.4	£10.7
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sainsbury's, Broad St, Reading RG1 2BH	£10.8	£0.2	£0.0	£1.1	£0.2	£0.2	£12.6
Sainsbury's, Friar St, Reading RG1 1DX	£7.0	£2.5	£1.4	£3.6	£1.1	£0.1	£15.8
Tesco Express, Crown St, Reading RG1 2SE	£5.9	£0.0	£0.0	£0.4	£0.0	£0.3	£6.6
Tesco Express, Market Place, Reading RG1 2EG	£1.7	£0.0	£0.0	£0.2	£0.0	£0.0	£1.9
Iceland, Broad Street Mall, Reading, RG1 7QE	£0.39	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Other shops, Reading Town Centre	£0.6	£0.3	£0.3	£0.1	£0.0	£0.0	£1.3
Subtotal Reading Town Centre:	£29.9	£4.4	£2.1	£7.6	£4.7	£1.0	£49.6
<b>Caversham District Centre</b>							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	£1.8	£4.3	£3.2	£0.4	£0.0	£0.0	£9.6
Waitrose, Church St, Reading RG4 8AY	£2.0	£0.0	£27.7	£0.0	£0.0	£0.6	£30.2
Iceland, St Martins Centre, Caversham, RG4 8BA	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£2.0
Local shops, Caversham District Centre	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.5
Subtotal: Caversham District Centre:	£3.8	£4.3	£33.3	£0.4	£0.0	£0.6	£42.4
<b>Cemetery Junction District Centre</b>							
Tesco Express, London Rd, Reading RG1 5BA	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4
Co-Op, London Road, Reading RG1 3NU	£1.9	£0.0	£3.0	£0.1	£0.0	£0.0	£5.0
Local shops, Cemetery Junction District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Cemetery Junction District Centre:	£5.6	£0.0	£3.0	£0.1	£0.0	£0.0	£8.7
<b>Emmer Green District Centre</b>							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Emmer Green District Centre	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6
Subtotal Emmer Green District Centre:	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6
<b>Meadway District Centre:</b>							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	£0.6	£12.0	£1.4	£4.5	£0.0	£0.0	£18.5
Local shops, The Meadowway District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal Meadowway District Centre:	£0.6	£12.0	£1.4	£4.5	£0.0	£0.0	£18.5
<b>Oxford Road West District Centre</b>							
Tesco Express, Oxford Rd, Reading RG1 7PX	£0.9	£5.0	£1.1	£1.3	£0.0	£0.0	£8.3
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	£2.5	£21.9	£0.8	£0.7	£0.0	£0.0	£25.9
Local shops, Oxford Road West District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Oxford Road West District Centre:	£3.8	£26.9	£1.8	£2.0	£0.0	£0.0	£34.5
<b>Shinfield District Centre</b>							
Tesco Express, Shinfield Rd, Reading RG2 8HA	£0.0	£0.0	£0.0	£3.2	£0.0	£0.4	£3.6
Local shops, Shinfield Road District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal Shinfield District Centre:	£0.0	£0.0	£0.0	£3.2	£0.0	£0.5	£3.7
<b>Tilehurst Triangle District Centre</b>							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	£0.0	£1.5	£0.0	£0.5	£0.0	£0.0	£2.1
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£3.0
Local shops, Tilehurst Triangle District Centre	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal Tilehurst Triangle District Centre:	£0.2	£5.2	£0.0	£0.5	£0.0	£0.0	£6.0
<b>Whiteley District Centre</b>							
Aldi, Basingstoke Rd, Reading RG2 0NT	£5.3	£0.7	£0.2	£9.1	£0.3	£3.3	£18.9
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	£6.3	£0.2	£0.2	£11.8	£1.8	£3.9	£24.2
Local Shops, Whiteley	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
Subtotal Whiteley District Centre:	£11.7	£0.9	£0.3	£21.2	£2.2	£7.2	£43.4
<b>Local Centres</b>							
Premier, Christchurch Road, Reading RG2 7AZ	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QJ	£0.3	£0.4	£0.0	£1.4	£0.0	£0.6	£2.7
Co-Op, Erleigh Road, Reading, RG1 5NL	£1.4	£0.0	£0.0	£0.1	£0.5	£0.0	£1.9
Local shops, Erleigh Road	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
Local shops, Tadley Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Whitley St, Reading RG2 0EG	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.7
Local shops, Whitley Street Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op, Whitley Wood Road, Reading, RG2 8LQ	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£1.1
Local shops, Wokingham Road Local Centre	£0.0	£0.0	£0.0	£0.0	£0.7	£0.5	£1.3
Subtotal Local Centres:	£2.3	£0.4	£0.0	£2.8	£1.3	£1.1	£7.9
<b>Local Shops</b>							
Tesco Express, Tilehurst Rd, Reading RG1 7TN	£2.6	£0.3	£0.0	£0.0	£0.0	£0.0	£2.9
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£3.1
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4
Other local shops, Reading Borough	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
Subtotal Local Shops:	£2.6	£0.3	£3.5	£0.1	£0.0	£0.0	£6.6
<b>Out of Centre Retail Parks and Standalone Foodstores</b>							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Croft	£0.0	£0.9	£0.2	£5.0	£0.1	£1.6	£7.8
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	£0.0	£0.0	£0.0	£0.9	£0.5	£0.6	£2.0
Aldi, Reading Gate Retail Park, Reading RG2 0GG	£2.9	£1.2	£1.7	£2.9	£3.7	£1.0	£13.3
B&M, Reading Retail Park, Reading, RG30 1PR	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane,	£0.4	£0.0	£0.2	£0.6	£0.0	£0.0	£1.2
Aldi, Vastern Rd, Reading RG1 1AL	£0.3	£0.3	£0.3	£0.3	£0.0	£0.0	£1.4
Asda Express, Berkeley Avenue Reading RG1 6JT	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6
Costco, South Oak Way, Green Park, Reading, RG2 6UE	£0.1	£0.6	£1.4	£3.1	£1.6	£0.6	£7.6
Lidl, Basingstoke Rd, Reading RG2 0SJ	£1.2	£0.0	£0.1	£8.3	£2.0	£4.3	£15.8
Lidl, Oxford Rd, Reading RG30 1AS	£2.4	£4.3	£0.0	£0.1	£0.5	£0.0	£7.3
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Rea	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.6
Tesco Express, Flagstaff Rd, Reading RG2 6BW	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 1	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.2
Tesco Extra, Napier Rd, Reading RG1 8DF	£10.1	£2.4	£18.7	£4.7	£2.0	£1.9	£39.9
Waitrose, Oxford Rd, Reading RG30 6WR	£1.1	£19.1	£0.0	£2.5	£0.0	£0.3	£23.0
Subtotal Out of Centre Foodstores:	£24.3	£29.6	£32.7	£28.3	£10.4	£10.6	£136.0
<b>READING BOROUGH MARKET SHARE</b>	<b>£84.8</b>	<b>£83.93</b>	<b>£80.8</b>	<b>£70.9</b>	<b>£18.6</b>	<b>£20.8</b>	<b>£359.8</b>
<b>Wokingham District</b>							
Earley, Wokingham	£0.3	£0.0	£0.4	£2.6	£3.5	£0.0	£6.8
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other stores, Shinfield	£0.0	£0.0	£0.0	£0.3	£0.0	£2.5	£2.8
Sainsbury's, King St Ln, Winkersham, Wokingham RG41 5AR	£1.6	£0.3	£1.3	£7.3	£17.0	£9.7	£37.1
Lidl, Headley Rd, Woodley, Reading RG5 4JA	£1.5	£0.0	£1.0	£0.5	£13.0	£0.0	£16.2
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3W	£0.0	£1.1	£0.2	£3.9	£21.0	£0.0	£26.2
Other store, Woodley	£0.7	£1.2	£0.7	£0.0	£7.6	£0.0	£10.1
Waitrose, Rectory Rd, Wokingham RG40 1BB	£0.2	£0.0	£0.0	£0.0	£0.5	£0.6	£1.4
Morrisons, Wooseshill Shopping Centre, Wokingham, RG41 3SW	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.5
Local shops, Wokingham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Aldi, London Rd, Earley, Reading RG6 1LA	£4.6	£1.8	£4.0	£0.0	£15.4	£0.8	£26.5
Aldi, Wellington Rd, Wokingham RG40 2EX	£0.4	£0.0	£0.0	£0.0	£0.0	£0.6	£1.1
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	£3.6	£0.4	£1.6	£28.7	£15.5	£11.5	£61.2
Tesco, Finchampstead Road, Wokingham, RG40 2NS	£0.0	£0.0	£1.4	£0.0	£0.2	£2.8	£4.4
Other, Wokingham District	£4.1	£0.0	£0.4	£3.6	£17.3	£8.9	£34.2
Subtotal Wokingham District:	£17.2	£4.7	£11.1	£46.9	£111.2	£37.7	£228.8
<b>West Berkshire</b>							
Aldi, Bath Rd, Calcot, Reading RG30 2HB	£1.7	£21.7	£1.6	£6.7	£0.2	£0.0	£31.8
Lidl, Bath Rd, Calcot, Reading RG30 2HB	£0.8	£13.4	£2.4	£6.1	£0.0	£0.0	£22.7
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	£3.4	£28.4	£4.4	£9.1	£0.8	£1.9	£48.1
Other West Berkshire District	£5.1	£9.1	£2.1	£0.7	£0.0	£0.4	£17.4
Subtotal West Berkshire District:	£11.0	£72.5	£10.6	£22.5	£1.0	£2.3	£119.9
All other	£2.3	£0.1	£4.8	£2.1	£0.0	£5.0	£14.2
<b>LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH</b>	<b>£30.5</b>	<b>£77.3</b>	<b>£26.4</b>	<b>£71.5</b>	<b>£112.2</b>	<b>£45.0</b>	<b>£362.9</b>
<b>TOTAL MARKET SHARE</b>	<b>£115.3</b>	<b>£161.3</b>	<b>£107.1</b>	<b>£142.4</b>	<b>£130.8</b>	<b>£65.8</b>	<b>£722.7</b>

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



**TABLE 5: 20439 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)**  
**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:						TOTAL STUDY AREA
	1	2	3	4	5	6	
Total Available Spend (excluding SFT):	£115.5	£162.6	£107.2	£144.6	£133.2	£67.4	£730.4
<b>Reading Town Centre</b>							
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	£3.18	£1.3	£0.4	£2.2	£3.4	£0.4	£10.9
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sainsbury's, Broad St, Reading RG1 2BH	£10.8	£0.2	£0.0	£1.1	£0.3	£0.2	£12.6
Sainsbury's, Friar St, Reading RG1 1DX	£7.0	£2.6	£1.4	£3.7	£1.2	£0.1	£15.9
Tesco Express, Crown St, Reading RG1 2SE	£5.9	£0.0	£0.0	£0.4	£0.0	£0.3	£6.7
Tesco Express, Market Place, Reading RG1 2EG	£1.7	£0.0	£0.0	£0.2	£0.0	£0.0	£1.9
Iceland, Broad Street Mall, Reading, RG1 7QE	£0.39	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Other shops, Reading Town Centre	£0.6	£0.3	£0.3	£0.1	£0.0	£0.0	£1.3
Subtotal Reading Town Centre:	£29.9	£4.4	£2.1	£7.7	£4.8	£1.0	£49.9
<b>Caversham District Centre</b>							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	£1.8	£4.3	£3.2	£0.4	£0.0	£0.0	£9.6
Waitrose, Church St, Reading RG4 8AY	£2.0	£0.0	£27.7	£0.0	£0.0	£0.0	£30.2
Iceland, St Martins Centre, Caversham, RG4 8BA	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£2.0
Local shops, Caversham District Centre	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.5
Subtotal: Caversham District Centre:	£3.8	£4.3	£33.3	£0.4	£0.0	£0.6	£42.4
<b>Cemetery Junction District Centre</b>							
Tesco Express, London Rd, Reading RG1 5BA	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4
Co-Op, London Road, Reading RG1 3NU	£1.9	£0.0	£3.0	£0.1	£0.0	£0.0	£5.0
Local shops, Cemetery Junction District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Cemetery Junction District Centre:	£5.6	£0.0	£3.0	£0.1	£0.0	£0.0	£8.7
<b>Emmer Green District Centre</b>							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Emmer Green District Centre	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6
Subtotal Emmer Green District Centre:	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6
<b>Meadway District Centre:</b>							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	£0.6	£12.1	£1.4	£4.6	£0.0	£0.0	£18.7
Local shops, The Meadway District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal Meadway District Centre:	£0.6	£12.1	£1.4	£4.6	£0.0	£0.0	£18.7
<b>Oxford Road West District Centre</b>							
Tesco Express, Oxford Rd, Reading RG1 7PX	£0.9	£5.0	£1.1	£1.3	£0.0	£0.0	£8.4
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	£2.5	£22.1	£0.8	£0.7	£0.0	£0.0	£26.0
Local shops, Oxford Road West District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Oxford Road West District Centre:	£3.8	£27.1	£1.8	£2.0	£0.0	£0.0	£34.7
<b>Shinfield District Centre</b>							
Tesco Express, Shinfield Rd, Reading RG2 8HA	£0.0	£0.0	£0.0	£3.3	£0.0	£0.4	£3.7
Local shops, Shinfield Road District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal Shinfield District Centre:	£0.0	£0.0	£0.0	£3.3	£0.0	£0.5	£3.7
<b>Tilehurst Triangle District Centre</b>							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	£0.0	£1.5	£0.0	£0.6	£0.0	£0.0	£2.1
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£3.0
Local shops, Tilehurst Triangle District Centre	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal Tilehurst Triangle District Centre:	£0.2	£5.3	£0.0	£0.6	£0.0	£0.0	£6.0
<b>Whiteley District Centre</b>							
Aldi, Basingstoke Rd, Reading RG2 0NT	£5.4	£0.7	£0.2	£9.2	£0.3	£3.4	£19.1
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	£6.3	£0.2	£0.2	£11.9	£1.9	£4.0	£24.5
Local Shops, Whiteley	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
Subtotal Whiteley District Centre:	£11.7	£0.9	£0.3	£21.6	£2.2	£7.3	£44.0
<b>Local Centres</b>							
Premier, Christchurch Road, Reading RG2 7AZ	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QJ	£0.3	£0.4	£0.0	£1.4	£0.0	£0.6	£2.7
Co-Op, Erleigh Road, Reading, RG1 5NL	£1.4	£0.0	£0.0	£0.1	£0.5	£0.0	£2.0
Local shops, Erleigh Road	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
Local shops, Tadley Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Whiteley St, Reading RG2 0EG	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.7
Local shops, Whiteley Street Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op, Whiteley Wood Road, Reading, RG2 8LQ	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£1.1
Local shops, Wokingham Road Local Centre	£0.0	£0.0	£0.0	£0.0	£0.8	£0.5	£1.3
Subtotal Local Centres:	£2.3	£0.4	£0.0	£2.9	£1.4	£1.1	£8.0
<b>Local Shops</b>							
Tesco Express, Tilehurst Rd, Reading RG1 7TN	£2.6	£0.3	£0.0	£0.0	£0.0	£0.0	£3.0
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£1.1
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4
Other local shops, Reading Borough	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
Subtotal Local Shops:	£2.6	£0.3	£1.5	£0.1	£0.0	£0.0	£4.6
<b>Out of Centre Retail Parks and Standalone Foodstores</b>							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Croft	£0.0	£0.9	£0.2	£5.1	£0.1	£1.7	£7.9
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	£0.0	£0.0	£0.0	£0.9	£0.5	£0.6	£2.0
Aldi, Reading Gate Retail Park, Reading RG2 0GG	£2.9	£1.2	£1.7	£2.9	£3.7	£1.0	£13.5
B&M, Reading Retail Park, Reading, RG30 1PR	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane,	£0.4	£0.0	£0.2	£0.6	£0.0	£0.0	£1.2
Aldi, Vastern Rd, Reading RG1 8AL	£4.5	£0.3	£9.3	£0.0	£0.0	£0.0	£14.1
Asda Express, Berkeley Avenue Reading RG1 6JT	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6
Costco, South Oak Way, Green Park, Reading, RG2 6UE	£0.6	£1.4	£3.2	£1.7	£0.7	£1.7	£7.7
Lidl, Basingstoke Rd, Reading RG2 0SJ	£1.2	£0.0	£0.1	£8.4	£2.1	£4.4	£16.1
Lidl, Oxford Rd, Reading RG30 1AS	£2.4	£4.3	£0.0	£0.1	£0.5	£0.0	£7.3
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Rea	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.6
Tesco Express, Flagstaff Rd, Reading RG2 6BW	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 1	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.2
Tesco Extra, Napier Rd, Reading RG1 80F	£10.2	£2.4	£18.7	£4.8	£2.0	£2.0	£40.1
Waitrose, Oxford Rd, Reading RG30 6WR	£1.1	£19.2	£0.0	£2.6	£0.0	£0.3	£23.2
Subtotal Out of Centre Foodstores:	£24.4	£29.9	£32.7	£28.7	£10.6	£10.9	£137.2
<b>READING BOROUGH MARKET SHARE</b>	<b>£84.9</b>	<b>£84.63</b>	<b>£80.8</b>	<b>£72.0</b>	<b>£18.9</b>	<b>£21.3</b>	<b>£362.6</b>
<b>Wokingham District</b>							
Earley, Wokingham	£0.3	£0.0	£0.4	£2.6	£3.5	£0.0	£6.9
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other stores, Shinfield	£0.0	£0.0	£0.0	£0.3	£0.0	£2.6	£2.9
Sainsbury's, King St Ln, Winkness, Wokingham RG41 5AR	£1.6	£0.3	£1.3	£7.4	£17.3	£9.9	£37.8
Lidl, Headley Rd, Woodley, Reading RG5 4JA	£1.5	£0.0	£1.0	£0.6	£13.3	£0.0	£16.4
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	£0.0	£1.1	£0.2	£3.9	£21.4	£0.0	£26.6
Other stores, Woodley	£0.7	£1.2	£0.7	£0.0	£7.7	£0.0	£10.3
Waitrose, Rectory Rd, Wokingham RG40 1BB	£0.2	£0.0	£0.0	£0.0	£0.6	£0.6	£1.4
Morrisons, Woodhill Shopping Centre, Wokingham, RG41 3SW	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.5
Local shops, Wokingham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Aldi, London Rd, Earley, Reading RG6 1LA	£4.6	£1.8	£4.0	£0.0	£15.7	£0.8	£26.9
Aldi, Wellington Rd, Wokingham RG40 2EX	£0.4	£0.0	£0.0	£0.0	£0.0	£0.7	£1.1
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	£3.6	£0.4	£1.6	£29.1	£15.8	£11.8	£62.2
Tesco, Finchampstead Road, Wokingham, RG40 2NS	£0.0	£0.0	£1.4	£0.0	£0.2	£2.9	£4.4
Other, Wokingham District	£4.1	£0.0	£0.4	£3.6	£17.6	£9.1	£34.8
Subtotal Wokingham District:	£17.2	£4.7	£11.1	£47.6	£113.3	£38.6	£232.5
<b>West Berkshire</b>							
Aldi, Bath Rd, Calcot, Reading RG30 2HB	£1.7	£21.8	£1.6	£6.8	£0.2	£0.0	£22.1
Lidl, Bath Rd, Calcot, Reading RG30 2HB	£0.8	£13.5	£2.4	£6.2	£0.0	£0.0	£22.9
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	£3.4	£28.6	£4.4	£9.3	£0.8	£2.0	£48.5
Other West Berkshire District	£5.1	£9.2	£2.1	£0.7	£0.0	£0.4	£17.5
Subtotal West Berkshire District:	£11.0	£73.1	£10.6	£22.8	£1.0	£2.4	£120.9
All other	£2.3	£0.1	£4.8	£2.1	£0.0	£5.1	£14.4
<b>LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH</b>	<b>£30.5</b>	<b>£78.0</b>	<b>£26.4</b>	<b>£72.6</b>	<b>£114.3</b>	<b>£46.1</b>	<b>£367.8</b>
<b>TOTAL MARKET SHARE</b>	<b>£115.5</b>	<b>£162.6</b>	<b>£107.2</b>	<b>£144.6</b>	<b>£133.2</b>	<b>£67.4</b>	<b>£730.4</b>

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

**TABLE 6: 2041 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)**  
**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:						TOTAL STUDY AREA
	1	2	3	4	5	6	
Total Available Spend (excluding SFT):	£120.9	£170.7	£112.1	£152.1	£140.5	£71.2	£767.6
<b>Reading Town Centre</b>							
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	£3.33	£1.4	£0.4	£2.3	£3.6	£0.4	£11.4
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sainsbury's, Broad St, Reading RG1 2BH	£11.4	£0.2	£0.0	£1.1	£0.3	£0.3	£13.2
Sainsbury's, Friar St, Reading RG1 1DX	£7.3	£2.7	£1.5	£3.9	£1.2	£0.1	£16.6
Tesco Express, Crown St, Reading RG1 2SE	£6.2	£0.0	£0.0	£0.4	£0.0	£0.3	£7.0
Tesco Express, Market Place, Reading RG1 2EG	£1.8	£0.0	£0.0	£0.2	£0.0	£0.0	£2.0
Iceland, Broad Street Mall, Reading, RG1 7QE	£0.40	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Other shops, Reading Town Centre	£0.6	£0.3	£0.3	£0.2	£0.0	£0.0	£1.4
Subtotal Reading Town Centre:	£31.3	£4.6	£2.2	£8.1	£5.1	£1.0	£52.3
<b>Caversham District Centre</b>							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	£1.8	£4.5	£3.3	£0.4	£0.0	£0.0	£10.1
Waitrose, Church St, Reading RG4 8AY	£2.1	£0.0	£28.9	£0.0	£0.0	£0.0	£31.6
Iceland, St Martins Centre, Caversham, RG4 8BA	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£2.1
Local shops, Caversham District Centre	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.6
Subtotal: Caversham District Centre:	£4.0	£4.5	£34.9	£0.4	£0.0	£0.6	£44.4
<b>Cemetery Junction District Centre</b>							
Tesco Express, London Rd, Reading RG1 5BA	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
Co-Op, London Road, Reading RG1 3NU	£2.0	£0.0	£3.1	£0.1	£0.0	£0.0	£5.2
Local shops, Cemetery Junction District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Cemetery Junction District Centre:	£5.9	£0.0	£3.1	£0.1	£0.0	£0.0	£9.1
<b>Emmer Green District Centre</b>							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Emmer Green District Centre	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£2.7
Subtotal Emmer Green District Centre:	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£2.7
<b>Meadway District Centre:</b>							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	£0.7	£12.7	£1.5	£4.8	£0.0	£0.0	£19.6
Local shops, The Meadway District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal Meadway District Centre:	£0.7	£12.7	£1.5	£4.8	£0.0	£0.0	£19.6
<b>Oxford Road West District Centre</b>							
Tesco Express, Oxford Rd, Reading RG1 7PX	£1.0	£5.3	£1.1	£1.4	£0.0	£0.0	£8.8
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	£2.6	£23.2	£0.8	£0.7	£0.0	£0.0	£27.3
Local shops, Oxford Road West District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Oxford Road West District Centre:	£3.9	£28.5	£1.9	£2.1	£0.0	£0.0	£36.5
<b>Shinfield District Centre</b>							
Tesco Express, Shinfield Rd, Reading RG2 8HA	£0.0	£0.0	£0.0	£3.4	£0.0	£0.4	£3.8
Local shops, Shinfield Road District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal Shinfield District Centre:	£0.0	£0.0	£0.0	£3.4	£0.0	£0.5	£3.9
<b>Tilehurst Triangle District Centre</b>							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	£0.0	£1.6	£0.0	£0.6	£0.0	£0.0	£2.2
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£3.2
Local shops, Tilehurst Triangle District Centre	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£1.0
Subtotal Tilehurst Triangle District Centre:	£0.2	£5.5	£0.0	£0.6	£0.0	£0.0	£6.3
<b>Whiteley District Centre</b>							
Aldi, Basingstoke Rd, Reading RG2 0NT	£5.6	£0.7	£0.2	£9.7	£0.4	£3.6	£20.1
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	£6.6	£0.2	£0.2	£12.6	£2.0	£4.2	£25.7
Local Shops, Whiteley	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
Subtotal Whiteley District Centre:	£12.2	£0.9	£0.4	£22.7	£2.3	£7.7	£46.3
<b>Local Centres</b>							
Premier, Christchurch Road, Reading RG2 7AZ	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QJ	£0.3	£0.4	£0.0	£1.5	£0.0	£0.6	£2.8
Co-Op, Erleigh Road, Reading, RG1 5NL	£1.4	£0.0	£0.0	£0.1	£0.5	£0.0	£2.1
Local shops, Erleigh Road	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
Local shops, Tadley Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Whitley St, Reading RG2 0EG	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.8
Local shops, Whitley Street Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-Op, Whitley Wood Road, Reading, RG2 8LQ	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£1.1
Local shops, Wokingham Road Local Centre	£0.0	£0.0	£0.0	£0.0	£0.8	£0.6	£1.3
Subtotal Local Centres:	£2.4	£0.4	£0.0	£3.0	£1.4	£1.2	£8.4
<b>Local Shops</b>							
Tesco Express, Tilehurst Rd, Reading RG1 7TN	£2.7	£0.4	£0.0	£0.1	£0.0	£0.0	£3.1
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£1.3
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4
Other local shops, Reading Borough	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
Subtotal Local Shops:	£2.8	£0.4	£1.7	£0.1	£0.0	£0.0	£6.9
<b>Out of Centre Retail Parks and Standalone Foodstores</b>							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Croft	£0.0	£1.0	£0.2	£5.4	£0.1	£1.8	£8.4
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	£0.0	£0.0	£0.0	£1.0	£0.5	£0.6	£2.1
Aldi, Reading Gate Retail Park, Reading RG2 0GG	£3.1	£1.2	£1.8	£3.1	£3.9	£1.0	£14.2
B&M, Reading Retail Park, Reading, RG30 1PR	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane,	£0.4	£0.0	£0.2	£0.6	£0.0	£0.0	£1.2
Aldi, Vastern Rd, Reading RG1 8AL	£4.8	£0.3	£9.7	£0.0	£0.0	£0.0	£14.7
Asda Express, Berkeley Avenue Reading RG1 6JT	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6
Costco, South Oak Way, Green Park, Reading, RG2 6UE	£0.7	£1.5	£3.3	£1.8	£0.7	£0.1	£8.1
Lidl, Basingstoke Rd, Reading RG2 0GJ	£1.2	£0.0	£0.1	£8.9	£2.2	£4.7	£17.0
Lidl, Oxford Rd, Reading RG30 1AS	£2.5	£4.6	£0.0	£0.1	£0.5	£0.0	£7.7
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Rea	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.6
Tesco Express, Flagstaff Rd, Reading RG2 6BW	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 1	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£1.3
Tesco Extra, Napier Rd, Reading RG1 80F	£10.6	£2.5	£19.6	£5.1	£2.2	£2.1	£42.1
Waitrose, Oxford Rd, Reading RG30 6WR	£1.1	£20.2	£0.0	£2.7	£0.0	£0.3	£24.4
Subtotal Out of Centre Foodstores:	£25.5	£31.4	£34.2	£30.2	£11.2	£11.5	£144.0
<b>READING BOROUGH MARKET SHARE</b>	<b>£88.9</b>	<b>£88.85</b>	<b>£84.5</b>	<b>£75.7</b>	<b>£20.0</b>	<b>£22.5</b>	<b>£380.6</b>
<b>Wokingham District</b>							
Earley, Wokingham	£0.3	£0.0	£0.4	£2.8	£3.7	£0.0	£7.3
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other stores, Shinfield	£0.0	£0.0	£0.0	£0.3	£0.0	£2.7	£3.1
Sainsbury's, King St Ln, Winkness, Wokingham RG41 5AR	£1.6	£0.3	£1.4	£7.8	£18.2	£30.5	£39.8
Lidl, Headley Rd, Woodley, Reading RG5 4JA	£1.6	£0.0	£1.0	£0.6	£14.0	£0.0	£17.3
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	£0.0	£1.2	£0.2	£4.1	£22.6	£0.0	£28.1
Other stores, Woodley	£0.7	£1.2	£0.7	£0.0	£8.1	£0.0	£10.8
Waitrose, Rectory Rd, Wokingham RG40 1BB	£0.2	£0.0	£0.0	£0.1	£0.6	£0.6	£1.5
Morrisons, Woodhill Shopping Centre, Wokingham, RG41 3SW	£0.2	£0.0	£0.0	£0.0	£0.4	£0.0	£0.6
Local shops, Wokingham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Aldi, London Rd, Earley, Reading RG6 1LA	£4.8	£1.9	£4.2	£0.0	£16.5	£0.9	£28.3
Aldi, Wellington Rd, Wokingham RG40 2EX	£0.4	£0.0	£0.0	£0.0	£0.0	£0.7	£1.1
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	£3.8	£0.4	£1.7	£30.6	£16.6	£12.4	£65.5
Tesco, Finchampstead Road, Wokingham, RG40 2NS	£0.0	£0.0	£1.5	£0.0	£0.2	£3.0	£4.7
Other, Wokingham District	£4.3	£0.0	£0.4	£3.8	£18.6	£9.6	£36.7
Subtotal Wokingham District:	£18.0	£5.0	£11.6	£50.1	£119.5	£40.8	£244.9
<b>West Berkshire</b>							
Aldi, Bath Rd, Calcot, Reading RG30 2HB	£1.8	£22.9	£1.7	£7.1	£0.2	£0.0	£33.7
Lidl, Bath Rd, Calcot, Reading RG30 2HB	£0.9	£44.2	£1.5	£5.5	£0.0	£0.0	£52.0
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	£3.6	£30.0	£4.6	£9.7	£0.9	£2.1	£50.9
Other West Berkshire District	£5.3	£9.6	£2.2	£0.7	£0.0	£0.4	£18.3
Subtotal West Berkshire District:	£11.6	£76.8	£11.1	£24.0	£1.1	£2.5	£127.0
All other	£2.4	£0.1	£5.0	£2.2	£0.0	£5.4	£15.1
<b>LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH</b>	<b>£32.0</b>	<b>£81.9</b>	<b>£27.6</b>	<b>£76.3</b>	<b>£120.5</b>	<b>£48.7</b>	<b>£387.0</b>
<b>TOTAL MARKET SHARE</b>	<b>£120.9</b>	<b>£170.7</b>	<b>£112.1</b>	<b>£152.1</b>	<b>£140.5</b>	<b>£71.2</b>	<b>£767.6</b>

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

## B.6 COMPARISON GOODS TURNOVER (EXCLUDING SFT)

**TABLE 1: ALL COMPARISON GOODS - MARKET SHARE 2024 (%)**  
*Excluding Internet Shopping and other Special Forms of Trading*

Zones:	1	2	3	4	5	6	TOTAL STUDY AREA
Reading Town Centre	46.6%	46.7%	52.7%	39.0%	42.9%	32.7%	44.1%
Caversham District Centre	0.0%	0.1%	6.5%	0.0%	0.0%	0.6%	1.2%
Cemetery Junction District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Emmer Green District Centre	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%
Meadway District Centre	0.6%	1.2%	0.0%	0.6%	0.0%	0.2%	0.5%
Oxford Road West District Centre	3.3%	4.5%	0.1%	1.2%	0.0%	0.0%	1.7%
Shinfield Road District Centre	0.0%	0.0%	0.4%	0.6%	0.7%	1.1%	0.4%
Tadley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tilehurst Triangle District Centre	0.1%	2.3%	0.0%	0.6%	0.0%	0.4%	0.7%
Whitley District Centre	1.6%	0.3%	0.5%	2.0%	0.0%	2.3%	1.0%
Whitley Street Local Centre	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%
Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%	0.1%
Other local	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Out of Centre							
Brunel Retail Park	0.8%	0.1%	0.3%	1.9%	0.1%	3.8%	0.9%
Forbury Retail Park	4.0%	2.5%	4.6%	2.6%	2.7%	2.2%	3.1%
Reading Gate Retail Park	11.5%	13.9%	14.7%	19.3%	13.3%	18.9%	15.1%
Reading Link Retail Park	0.1%	0.0%	0.5%	0.1%	0.0%	0.9%	0.2%
Reading Retail Park	3.1%	6.2%	1.2%	4.2%	1.4%	2.3%	3.3%
Out of Centre Foodstores	3.7%	2.3%	5.4%	2.2%	1.1%	0.8%	2.6%
Other, Out of Centre	0.5%	0.7%	0.7%	0.1%	0.2%	0.3%	0.4%
Subtotal Out of Centre	23.8%	25.7%	27.4%	30.3%	18.8%	29.2%	25.6%
<b>READING BOROUGH MARKET SHARE</b>	<b>76.0%</b>	<b>80.8%</b>	<b>88.1%</b>	<b>75.2%</b>	<b>62.4%</b>	<b>66.7%</b>	<b>75.3%</b>
Wokingham District							
Earley	0.1%	0.0%	0.0%	0.1%	0.5%	0.0%	0.1%
Winnerish	0.0%	0.1%	0.6%	0.4%	5.0%	3.3%	1.5%
Woodley	1.0%	0.4%	0.3%	1.6%	11.8%	0.3%	2.9%
Wokingham Town Centre	0.1%	0.0%	0.0%	0.2%	1.0%	5.4%	0.8%
Out of Centre Wokingham	3.4%	0.6%	1.4%	11.6%	7.2%	10.9%	5.5%
Other Wokingham	1.0%	0.0%	0.0%	0.9%	0.9%	0.7%	0.5%
West Berkshire District							
Pincent's Lane, West Berkshire	6.6%	11.1%	3.0%	4.4%	2.5%	3.7%	5.5%
Other West Berkshire Out of Centre	0.1%	1.2%	0.0%	0.1%	0.0%	0.0%	0.3%
Other West Berkshire	1.7%	0.7%	0.0%	0.1%	0.0%	0.2%	0.4%
Basingstoke Town Centre	1.5%	1.0%	0.0%	0.4%	0.0%	0.4%	0.5%
Basingstoke Out of Centre	0.5%	0.3%	0.1%	0.8%	0.1%	0.8%	0.4%
Bracknell Town Centre	2.7%	0.8%	0.8%	0.8%	4.7%	1.2%	1.8%
Camberley Town Centre	0.7%	0.0%	0.4%	0.3%	0.3%	0.5%	0.3%
Camberley Out of Centre	0.1%	0.4%	0.0%	0.0%	0.4%	1.3%	0.3%
Woking	2.7%	0.8%	0.0%	1.6%	0.0%	0.0%	0.8%
All other	1.9%	1.8%	5.4%	1.6%	3.3%	4.7%	2.9%
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>24.0%</b>	<b>19.2%</b>	<b>11.9%</b>	<b>24.8%</b>	<b>37.6%</b>	<b>33.3%</b>	<b>24.7%</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>

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

**TABLE 2: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS**

Zones:	1	2	3	4	5	6	TOTAL STUDY AREA
	<b>£138.0</b>	<b>£201.3</b>	<b>£139.7</b>	<b>£167.9</b>	<b>£162.8</b>	<b>£89.7</b>	<b>£899.5</b>
Reading Town Centre	£64.3	£94.1	£73.7	£65.4	£69.8	£29.3	£396.6
Caversham District Centre	£0.0	£0.3	£9.1	£0.0	£0.1	£0.5	£9.9
Cemetery Junction District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Emmer Green District Centre	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6
Meadway District Centre	£0.8	£2.4	£0.0	£1.0	£0.0	£0.2	£4.4
Oxford Road West District Centre	£4.6	£9.0	£0.1	£2.1	£0.0	£0.0	£15.8
Shinfield Road District Centre	£0.0	£0.0	£0.6	£1.0	£1.1	£1.0	£3.7
Tadley District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tilehurst Triangle District Centre	£0.1	£4.6	£0.0	£1.0	£0.0	£0.4	£6.1
Whitley District Centre	£2.3	£0.5	£0.7	£3.4	£0.0	£2.0	£8.9
Whitley Street Local Centre	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.8
Wokingham Road Local Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.8
Other local	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Out of Centre							
Brunel Retail Park	£1.1	£0.2	£0.4	£3.1	£0.1	£3.5	£8.4
Forbury Retail Park	£5.5	£5.1	£6.4	£4.4	£4.5	£2.0	£27.8
Reading Gate Retail Park	£15.9	£28.0	£20.6	£32.3	£21.7	£17.0	£135.5
Reading Link Retail Park	£0.2	£0.0	£0.8	£0.2	£0.0	£0.8	£1.9
Reading Retail Park	£4.2	£12.5	£1.7	£7.0	£2.3	£2.0	£29.8
Out of Centre Foodstores	£5.2	£4.6	£7.5	£3.6	£1.7	£0.7	£23.4
Other, Out of Centre	£0.7	£1.5	£0.9	£0.2	£0.3	£0.2	£3.8
Subtotal Out of Centre	£32.8	£51.7	£38.3	£50.9	£30.6	£26.2	£230.6
<b>READING BOROUGH MARKET SHARE</b>	<b>£104.9</b>	<b>£162.6</b>	<b>£123.0</b>	<b>£126.3</b>	<b>£101.6</b>	<b>£59.9</b>	<b>£678.3</b>
Wokingham District							
Earley	£0.1	£0.0	£0.0	£0.2	£0.8	£0.0	£1.1
Winnerish	£0.0	£0.1	£0.8	£0.7	£8.1	£3.0	£12.7
Woodley	£1.3	£0.8	£0.4	£2.7	£19.2	£0.3	£24.9
Wokingham Town Centre	£0.2	£0.0	£0.0	£0.4	£1.6	£4.8	£7.0
Out of Centre Wokingham	£4.7	£1.3	£2.0	£19.4	£11.7	£9.7	£48.8
Other Wokingham	£1.4	£0.0	£0.0	£1.6	£1.4	£0.6	£4.9
West Berkshire District							
Pincent's Lane, West Berkshire	£9.1	£22.3	£4.2	£7.3	£4.1	£3.3	£50.3
Other West Berkshire Out of Centre	£0.1	£2.4	£0.0	£0.1	£0.0	£0.0	£2.6
Other West Berkshire	£2.4	£1.5	£0.0	£0.1	£0.0	£0.2	£4.1
Basingstoke Town Centre	£2.0	£2.0	£0.0	£0.6	£0.0	£0.3	£5.0
Basingstoke Out of Centre	£0.7	£0.6	£0.1	£1.3	£0.1	£0.7	£3.6
Bracknell Town Centre	£3.8	£1.6	£1.1	£1.3	£7.6	£1.1	£16.5
Camberley Town Centre	£0.9	£0.0	£0.5	£0.5	£0.5	£0.4	£2.8
Camberley Out of Centre	£0.2	£0.9	£0.0	£0.0	£0.6	£1.1	£2.8
Woking	£3.8	£1.6	£0.0	£2.7	£0.0	£0.0	£8.1
All other	£2.6	£3.6	£7.6	£2.7	£5.3	£4.2	£25.9
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>£33.2</b>	<b>£38.7</b>	<b>£16.7</b>	<b>£41.6</b>	<b>£61.2</b>	<b>£29.9</b>	<b>£221.2</b>
<b>TOTAL MARKET SHARE</b>	<b>£138.0</b>	<b>£201.3</b>	<b>£139.7</b>	<b>£167.9</b>	<b>£162.8</b>	<b>£89.7</b>	<b>£899.5</b>

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

TABLE 3: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	TOTAL STUDY AREA
	£154.4	£222.9	£154.1	£188.2	£185.3	£103.7	£1,008.6
Reading Town Centre	£71.9	£104.2	£81.3	£73.3	£79.5	£33.9	£444.0
Caversham District Centre	£0.0	£0.3	£10.0	£0.0	£0.1	£0.6	£11.0
Cemetery Junction District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Emmer Green District Centre	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6
Meadway District Centre	£0.9	£2.7	£0.0	£1.1	£0.0	£0.2	£4.9
Oxford Road West District Centre	£5.1	£9.9	£0.1	£2.3	£0.0	£0.0	£17.5
Shinfield Road District Centre	£0.0	£0.0	£0.6	£1.2	£1.3	£1.1	£4.2
Tadley District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tilehurst Triangle District Centre	£0.1	£5.1	£0.0	£1.2	£0.0	£0.4	£6.8
Whitley District Centre	£2.5	£0.6	£0.8	£3.9	£0.0	£2.3	£10.1
Whitley Street Local Centre	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.8
Wokingham Road Local Centre	£0.0	£0.0	£0.0	£0.7	£0.0	£0.2	£0.9
Other local	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Out of Centre							
Brunel Retail Park	£1.3	£0.2	£0.4	£3.5	£0.1	£4.0	£9.5
Forbury Retail Park	£6.2	£5.6	£7.1	£4.9	£5.1	£2.3	£31.1
Reading Gate Retail Park	£17.8	£31.0	£22.7	£36.2	£24.7	£19.6	£152.0
Reading Link Retail Park	£0.2	£0.0	£0.8	£0.2	£0.0	£0.9	£2.2
Reading Retail Park	£4.7	£13.8	£1.9	£7.9	£2.6	£2.4	£33.3
Out of Centre Foodstores	£5.8	£5.1	£8.3	£4.1	£2.0	£0.8	£26.1
Other, Out of Centre	£0.8	£1.6	£1.0	£0.2	£0.3	£0.3	£4.3
Subtotal Out of Centre	£36.7	£57.3	£42.3	£57.1	£34.8	£30.3	£258.5
<b>READING BOROUGH MARKET SHARE</b>	<b>£117.2</b>	<b>£180.1</b>	<b>£135.7</b>	<b>£141.6</b>	<b>£115.7</b>	<b>£69.2</b>	<b>£759.5</b>
Wokingham District							
Earley	£0.1	£0.0	£0.0	£0.2	£0.9	£0.0	£1.3
Winnerish	£0.0	£0.2	£0.9	£0.7	£9.2	£3.4	£14.5
Woodley	£1.5	£0.9	£0.5	£3.1	£21.9	£0.4	£28.2
Wokingham Town Centre	£0.2	£0.0	£0.0	£0.4	£1.9	£5.6	£8.1
Out of Centre Wokingham	£5.2	£1.4	£2.2	£21.8	£13.4	£11.3	£55.2
Other Wokingham	£1.5	£0.0	£0.0	£1.7	£1.6	£0.7	£5.5
West Berkshire District							
Pincent's Lane, West Berkshire	£10.2	£24.7	£4.6	£8.2	£4.7	£3.8	£56.2
Other West Berkshire Out of Centre	£0.1	£2.6	£0.0	£0.1	£0.0	£0.0	£2.9
Other West Berkshire	£2.7	£1.6	£0.0	£0.1	£0.0	£0.2	£4.6
Basingstoke Town Centre	£2.3	£2.2	£0.0	£0.7	£0.0	£0.4	£5.5
Basingstoke Out of Centre	£0.8	£0.7	£0.1	£1.5	£0.2	£0.9	£4.0
Bracknell Town Centre	£4.2	£1.8	£1.2	£1.4	£8.7	£1.3	£18.6
Camberley Town Centre	£1.0	£0.0	£0.6	£0.5	£0.6	£0.5	£3.2
Camberley Out of Centre	£0.2	£0.9	£0.0	£0.0	£0.7	£1.3	£3.2
Woking	£4.2	£1.8	£0.0	£3.0	£0.0	£0.0	£9.0
All other	£2.9	£4.0	£8.3	£3.1	£6.0	£4.9	£29.1
LEAKED EXPENDITURE FROM READING BOROUGH	£37.1	£42.8	£18.4	£46.6	£69.6	£34.5	£249.1
<b>TOTAL MARKET SHARE</b>	<b>£154.4</b>	<b>£222.9</b>	<b>£154.1</b>	<b>£188.2</b>	<b>£185.3</b>	<b>£103.7</b>	<b>£1,008.6</b>

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

TABLE 4: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	TOTAL STUDY AREA
	£174.8	£252.7	£174.0	£215.3	£212.9	£120.3	£1,150.0
Reading Town Centre	£81.4	£118.1	£91.7	£83.9	£91.4	£39.3	£505.8
Caversham District Centre	£0.0	£0.4	£11.3	£0.0	£0.1	£0.7	£12.4
Cemetery Junction District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Emmer Green District Centre	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7
Meadway District Centre	£1.0	£3.1	£0.0	£1.3	£0.0	£0.2	£5.6
Oxford Road West District Centre	£5.8	£11.2	£0.2	£2.7	£0.0	£0.0	£19.9
Shinfield Road District Centre	£0.0	£0.0	£0.7	£1.3	£1.5	£1.3	£4.9
Tadley District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tilehurst Triangle District Centre	£0.1	£5.8	£0.0	£1.3	£0.0	£0.5	£7.7
Whitley District Centre	£2.9	£0.7	£0.9	£4.4	£0.0	£2.7	£11.5
Whitley Street Local Centre	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£1.0
Wokingham Road Local Centre	£0.0	£0.0	£0.0	£0.8	£0.0	£0.2	£1.0
Other local	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Out of Centre							
Brunel Retail Park	£1.4	£0.2	£0.5	£4.0	£0.2	£4.6	£10.9
Forbury Retail Park	£7.0	£6.4	£8.0	£5.6	£5.8	£2.6	£35.4
Reading Gate Retail Park	£20.1	£35.1	£25.6	£41.5	£28.4	£22.8	£173.5
Reading Link Retail Park	£0.2	£0.0	£0.9	£0.3	£0.0	£1.0	£2.5
Reading Retail Park	£5.4	£15.6	£2.2	£9.0	£3.0	£2.7	£37.9
Out of Centre Foodstores	£6.5	£5.8	£9.4	£4.7	£2.3	£1.0	£29.6
Other, Out of Centre	£0.9	£1.9	£1.2	£0.2	£0.4	£0.3	£4.9
Subtotal Out of Centre	£41.6	£65.0	£47.8	£65.3	£40.0	£35.1	£294.7
<b>READING BOROUGH MARKET SHARE</b>	<b>£132.8</b>	<b>£204.2</b>	<b>£153.2</b>	<b>£162.0</b>	<b>£132.9</b>	<b>£80.2</b>	<b>£865.3</b>
Wokingham District							
Earley	£0.2	£0.0	£0.0	£0.2	£1.1	£0.0	£1.4
Winnerish	£0.0	£0.2	£1.0	£0.9	£10.6	£4.0	£16.6
Woodley	£1.7	£1.1	£0.6	£3.5	£25.2	£0.4	£32.4
Wokingham Town Centre	£0.2	£0.0	£0.0	£0.5	£2.1	£6.5	£9.3
Out of Centre Wokingham	£5.9	£1.6	£2.4	£24.9	£15.3	£13.1	£63.2
Other Wokingham	£1.7	£0.0	£0.0	£2.0	£1.8	£0.8	£6.3
West Berkshire District							
Pincent's Lane, West Berkshire	£11.6	£28.0	£5.2	£9.4	£5.4	£4.4	£63.9
Other West Berkshire Out of Centre	£0.2	£3.0	£0.0	£0.2	£0.0	£0.0	£3.3
Other West Berkshire	£3.0	£1.8	£0.0	£0.1	£0.0	£0.2	£5.2
Basingstoke Town Centre	£2.6	£2.5	£0.0	£0.8	£0.0	£0.5	£6.3
Basingstoke Out of Centre	£0.9	£0.7	£0.1	£1.7	£0.2	£1.0	£4.6
Bracknell Town Centre	£4.8	£2.0	£1.4	£1.6	£9.9	£1.5	£21.3
Camberley Town Centre	£1.1	£0.0	£0.6	£0.6	£0.6	£0.6	£3.6
Camberley Out of Centre	£0.2	£1.1	£0.0	£0.0	£0.8	£1.5	£3.6
Woking	£4.8	£2.0	£0.0	£3.4	£0.0	£0.0	£10.3
All other	£3.2	£4.5	£9.4	£3.5	£6.9	£5.6	£33.2
LEAKED EXPENDITURE FROM READING BOROUGH	£42.0	£48.5	£20.8	£53.3	£80.0	£40.0	£284.7
<b>TOTAL MARKET SHARE</b>	<b>£174.8</b>	<b>£252.7</b>	<b>£174.0</b>	<b>£215.3</b>	<b>£212.9</b>	<b>£120.3</b>	<b>£1,150.0</b>

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

TABLE 5: 2039 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	TOTAL STUDY AREA
	£198.1	£288.3	£196.9	£247.3	£245.4	£139.3	£1,315.2
Reading Town Centre	£92.2	£134.7	£103.8	£96.4	£105.3	£45.6	£577.9
Caversham District Centre	£0.0	£0.4	£12.8	£0.0	£0.1	£0.8	£14.1
Cemetery Junction District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Emmer Green District Centre	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.8
Meadway District Centre	£1.2	£3.5	£0.0	£1.5	£0.0	£0.2	£6.4
Oxford Road West District Centre	£6.6	£12.8	£0.2	£3.1	£0.0	£0.0	£22.7
Shinfield Road District Centre	£0.0	£0.0	£0.8	£1.5	£1.7	£1.5	£5.6
Tadley District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tilehurst Triangle District Centre	£0.1	£6.6	£0.0	£1.5	£0.0	£0.6	£8.8
Whitley District Centre	£3.2	£0.8	£1.0	£5.1	£0.0	£3.1	£13.2
Whitley Street Local Centre	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£1.1
Wokingham Road Local Centre	£0.0	£0.0	£0.0	£0.9	£0.0	£0.3	£1.2
Other local	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Out of Centre							
Brunel Retail Park	£1.6	£0.3	£0.5	£4.6	£0.2	£5.4	£12.6
Forbury Retail Park	£7.9	£7.2	£9.0	£6.4	£6.7	£3.0	£40.4
Reading Gate Retail Park	£22.8	£40.1	£29.0	£47.6	£32.7	£26.4	£198.6
Reading Link Retail Park	£0.3	£0.0	£1.1	£0.3	£0.0	£1.2	£2.8
Reading Retail Park	£6.1	£17.8	£2.4	£10.4	£3.4	£3.2	£43.3
Out of Centre Foodstores	£7.4	£6.6	£10.6	£5.4	£2.6	£1.1	£33.7
Other, Out of Centre	£1.0	£2.1	£1.3	£0.3	£0.4	£0.4	£5.5
Subtotal Out of Centre	£47.1	£74.1	£54.0	£75.0	£46.1	£40.7	£337.0
<b>READING BOROUGH MARKET SHARE</b>	<b>£150.5</b>	<b>£232.9</b>	<b>£173.4</b>	<b>£186.1</b>	<b>£153.2</b>	<b>£93.0</b>	<b>£988.9</b>
Wokingham District							
Earley	£0.2	£0.0	£0.0	£0.3	£1.2	£0.0	£1.7
Winnerish	£0.0	£0.2	£1.2	£1.0	£12.2	£4.6	£19.2
Woodley	£1.9	£1.2	£0.6	£4.0	£29.0	£0.5	£37.3
Wokingham Town Centre	£0.2	£0.0	£0.0	£0.5	£2.5	£7.5	£10.8
Out of Centre Wokingham	£6.7	£1.8	£2.8	£28.6	£17.7	£15.1	£72.7
Other Wokingham	£2.0	£0.0	£0.0	£2.3	£2.1	£0.9	£7.3
West Berkshire District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pincent's Lane, West Berkshire	£13.1	£32.0	£5.9	£10.8	£6.2	£5.1	£73.0
Other West Berkshire Out of Centre	£0.2	£3.4	£0.0	£0.2	£0.0	£0.0	£3.8
Other West Berkshire	£3.4	£2.1	£0.0	£0.2	£0.0	£0.3	£5.9
Basingstoke Town Centre	£2.9	£2.9	£0.0	£0.9	£0.0	£0.5	£7.2
Basingstoke Out of Centre	£1.0	£0.9	£0.1	£1.9	£0.2	£1.1	£5.2
Bracknell Town Centre	£5.4	£2.3	£1.6	£1.9	£11.5	£1.7	£24.3
Camberley Town Centre	£1.3	£0.0	£0.7	£0.7	£0.7	£0.7	£4.1
Camberley Out of Centre	£0.3	£1.2	£0.0	£0.0	£0.9	£1.7	£4.2
Woking	£5.4	£2.3	£0.0	£3.9	£0.0	£0.0	£11.7
All other	£3.7	£5.1	£10.7	£4.0	£8.0	£6.5	£38.0
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>£47.6</b>	<b>£55.4</b>	<b>£23.5</b>	<b>£61.2</b>	<b>£92.2</b>	<b>£46.4</b>	<b>£326.3</b>
<b>TOTAL MARKET SHARE</b>	<b>£198.1</b>	<b>£288.3</b>	<b>£196.9</b>	<b>£247.3</b>	<b>£245.4</b>	<b>£139.3</b>	<b>£1,315.2</b>

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

TABLE 6: 2041 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	TOTAL STUDY AREA
	£209.5	£305.6	£208.0	£262.6	£261.2	£148.6	£1,395.5
Reading Town Centre	£97.5	£142.8	£109.7	£102.3	£112.1	£48.6	£613.0
Caversham District Centre	£0.0	£0.4	£13.5	£0.0	£0.1	£0.8	£14.9
Cemetery Junction District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Emmer Green District Centre	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9
Meadway District Centre	£1.2	£3.7	£0.0	£1.6	£0.0	£0.2	£6.8
Oxford Road West District Centre	£7.0	£13.6	£0.2	£3.3	£0.0	£0.0	£24.0
Shinfield Road District Centre	£0.0	£0.0	£0.8	£1.6	£1.8	£1.6	£6.0
Tadley District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tilehurst Triangle District Centre	£0.1	£7.0	£0.0	£1.6	£0.0	£0.6	£9.3
Whitley District Centre	£3.4	£0.8	£1.0	£5.4	£0.0	£3.3	£14.0
Whitley Street Local Centre	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£1.2
Wokingham Road Local Centre	£0.0	£0.0	£0.0	£1.0	£0.0	£0.3	£1.3
Other local	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Out of Centre							
Brunel Retail Park	£1.7	£0.3	£0.6	£4.9	£0.2	£5.7	£13.4
Forbury Retail Park	£8.4	£7.7	£9.6	£6.8	£7.2	£3.2	£42.9
Reading Gate Retail Park	£24.1	£42.5	£30.6	£50.6	£34.8	£28.2	£210.8
Reading Link Retail Park	£0.3	£0.0	£1.1	£0.3	£0.0	£1.3	£3.0
Reading Retail Park	£6.4	£18.9	£2.6	£11.0	£3.6	£3.4	£46.0
Out of Centre Foodstores	£7.8	£7.0	£11.2	£5.7	£2.8	£1.2	£35.7
Other, Out of Centre	£1.0	£2.2	£1.4	£0.3	£0.5	£0.4	£5.9
Subtotal Out of Centre	£49.8	£78.6	£57.1	£79.6	£49.1	£43.4	£357.6
<b>READING BOROUGH MARKET SHARE</b>	<b>£159.1</b>	<b>£246.9</b>	<b>£183.2</b>	<b>£197.6</b>	<b>£163.1</b>	<b>£99.1</b>	<b>£1,048.9</b>
Wokingham District							
Earley	£0.2	£0.0	£0.0	£0.3	£1.3	£0.0	£1.8
Winnerish	£0.0	£0.2	£1.2	£1.0	£13.0	£4.9	£20.4
Woodley	£2.0	£1.3	£0.7	£4.3	£30.9	£0.5	£39.6
Wokingham Town Centre	£0.3	£0.0	£0.0	£0.6	£2.6	£8.0	£11.5
Out of Centre Wokingham	£7.1	£1.9	£2.9	£30.4	£18.8	£16.1	£77.2
Other Wokingham	£2.1	£0.0	£0.0	£2.4	£2.2	£1.0	£7.7
West Berkshire District							
Pincent's Lane, West Berkshire	£13.8	£33.9	£6.2	£11.5	£6.6	£5.4	£77.4
Other West Berkshire Out of Centre	£0.2	£3.6	£0.0	£0.2	£0.0	£0.0	£4.0
Other West Berkshire	£3.6	£2.2	£0.0	£0.2	£0.0	£0.3	£6.3
Basingstoke Town Centre	£3.1	£3.0	£0.0	£0.9	£0.0	£0.6	£7.6
Basingstoke Out of Centre	£1.1	£0.9	£0.1	£2.1	£0.2	£1.2	£5.6
Bracknell Town Centre	£5.8	£2.5	£1.7	£2.0	£12.2	£1.8	£25.9
Camberley Town Centre	£1.4	£0.0	£0.8	£0.8	£0.8	£0.7	£4.4
Camberley Out of Centre	£0.3	£1.3	£0.0	£0.0	£1.0	£1.9	£4.4
Woking	£5.7	£2.5	£0.0	£4.2	£0.0	£0.0	£12.4
All other	£3.9	£5.4	£11.3	£4.3	£8.5	£7.0	£40.3
<b>LEAKED EXPENDITURE FROM READING BOROUGH</b>	<b>£50.4</b>	<b>£58.7</b>	<b>£24.8</b>	<b>£65.0</b>	<b>£98.1</b>	<b>£49.5</b>	<b>£346.5</b>
<b>TOTAL MARKET SHARE</b>	<b>£209.5</b>	<b>£305.6</b>	<b>£208.0</b>	<b>£262.6</b>	<b>£261.2</b>	<b>£148.6</b>	<b>£1,395.5</b>

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

## B.7 CONVENIENCE GOODS CAPACITY ASSESSMENT

**TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)**  
*Excluding SFT & 'Inflow' from outside Study Area*

	2024	2029	2034	2039	2041
Reading Town Centre	£49.3	£49.3	£49.6	£49.9	£52.3
Caversham District Centre	£42.9	£42.4	£42.4	£42.4	£44.4
Cemetery Junction District Centre	£8.7	£8.7	£8.7	£8.7	£9.1
Emmer Green District Centre	£2.6	£2.6	£2.6	£2.6	£2.7
Meadway District Centre:	£18.6	£18.4	£18.5	£18.7	£19.6
Oxford Road West District Centre	£34.7	£34.4	£34.5	£34.7	£36.5
Shinfield District Centre	£3.6	£3.6	£3.7	£3.7	£3.9
Tilehurst Triangle District Centre	£6.0	£6.0	£6.0	£6.0	£6.3
Whiteley District Centre	£42.7	£43.0	£43.4	£44.0	£46.3
Local Centres and Local Shops	£14.4	£14.4	£14.5	£14.6	£15.3
Edge and Out of Centre	£135.3	£135.2	£136.0	£137.2	£144.0
<b>BOROUGH CONVENIENCE GOODS TURNOVER:</b>	<b>£358.7</b>	<b>£357.9</b>	<b>£359.8</b>	<b>£362.6</b>	<b>£380.6</b>

Notes: Assume constant market shares over forecast period.

**TABLE 2: ALL CONVENIENCE GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW**  
*Including 'Inflow' from outside Study Area*

	Estimated 'Inflow' from outside Study Area	2024	2029	2034	2039	2041
Reading Town Centre	10%	£54.8	£54.8	£55.1	£55.4	£58.2
Caversham District Centre	10%	£47.6	£47.1	£47.1	£47.1	£49.4
Cemetery Junction District Centre	5%	£9.2	£9.1	£9.2	£9.2	£9.6
Emmer Green District Centre	5%	£2.7	£2.7	£2.7	£2.7	£2.8
Meadway District Centre:	10%	£20.6	£20.5	£20.6	£20.8	£21.8
Oxford Road West District Centre	5%	£36.5	£36.2	£36.3	£36.6	£38.4
Shinfield District Centre	5%	£3.8	£3.8	£3.9	£3.9	£4.1
Tilehurst Triangle District Centre	5%	£6.3	£6.3	£6.3	£6.3	£6.7
Whiteley District Centre	10%	£47.4	£47.7	£48.3	£48.9	£51.4
Local Centres and Local Shops	5%	£15.2	£15.2	£15.3	£15.4	£16.2
Edge and Out of Centre	10%	£150.4	£150.2	£151.1	£152.4	£160.0
<b>BOROUGH CONVENIENCE GOODS TURNOVER INCL. INFLOW:</b>		<b>£394.5</b>	<b>£393.6</b>	<b>£395.7</b>	<b>£398.8</b>	<b>£418.5</b>

Notes: Assume constant market shares over forecast period.

**TABLE 3: READING BOROUGH - CONVENIENCE GOODS CAPACITY**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£394.5	£393.6	£395.7	£398.8	£418.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£394.5	£396.9	£402.4	£408.5	£411.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£-3.3	£-6.7	£-9.8	£7.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>£-3.3</b>	<b>£-6.7</b>	<b>£-9.8</b>	<b>£7.6</b>
<b>STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-324</b>	<b>-659</b>	<b>-942</b>	<b>727</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-463	-942	-1,346	428

**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 Boroughs 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 (2024) 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: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2029.

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

STEPS 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), supermarket (e.g. Co-op, Budgens, etc) and limited assortment discount (LAD) operators (e.g. Aldi and Lidl).

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

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£54.8	£54.8	£55.1	£55.4	£58.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£54.8	£55.1	£55.9	£56.7	£57.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£-0.3	£-0.8	£-1.3	£1.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>£-0.3</b>	<b>£-0.8</b>	<b>£-1.3</b>	<b>£1.1</b>
<b>STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-27</b>	<b>-75</b>	<b>-123</b>	<b>107</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-38	-108	-175	63



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

	2024	2029	2034	2039	2041
STEP 1 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£47.6	£47.1	£47.1	£47.1	£49.4
STEP 2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£47.6	£47.9	£48.6	£49.3	£49.6
STEP 3 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.8	-£1.5	-£2.2	-£0.2
STEP 4 TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-				
<b>STEP 5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>-£0.8</b>	<b>-£1.5</b>	<b>-£2.2</b>	<b>-£0.2</b>
STEP 6 CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-82</b>	<b>-148</b>	<b>-209</b>	<b>-23</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-117	-211	-299	-13

TABLE 6: CEMETERY JUNCTION DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY  
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2029	2034	2039	2041
STEP 1 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.2	£9.1	£9.2	£9.2	£9.6
STEP 2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£9.2	£9.2	£9.4	£9.5	£9.6
STEP 3 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.4	£0.0
STEP 4 TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-				
<b>STEP 5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>-£0.1</b>	<b>-£0.2</b>	<b>-£0.4</b>	<b>£0.0</b>
STEP 6 CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-10</b>	<b>-22</b>	<b>-34</b>	<b>2</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-14	-31	-48	1

TABLE 7: EMMER GREEN DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY  
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2029	2034	2039	2041
STEP 1 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.7	£2.7	£2.7	£2.7	£2.8
STEP 2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.7	£2.7	£2.8	£2.8	£2.8
STEP 3 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.1	£0.0
STEP 4 TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-				
<b>STEP 5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>-£0.1</b>	<b>-£0.1</b>	<b>-£0.1</b>	<b>£0.0</b>
STEP 6 CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-5</b>	<b>-9</b>	<b>-13</b>	<b>-3</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-8	-13	-19	-2

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

	2024	2029	2034	2039	2041
STEP 1 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£20.6	£20.5	£20.6	£20.8	£21.8
STEP 2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£20.6	£20.8	£21.1	£21.4	£21.5
STEP 3 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.5	-£0.6	£0.3
STEP 4 TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-				
<b>STEP 5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>-£0.3</b>	<b>-£0.5</b>	<b>-£0.6</b>	<b>£0.3</b>
STEP 6 CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-26</b>	<b>-45</b>	<b>-57</b>	<b>31</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-38	-65	-82	18

TABLE 9: OXFORD ROAD WEST DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY  
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2029	2034	2039	2041
STEP 1 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£36.5	£36.2	£36.3	£36.6	£38.4
STEP 2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£36.5	£36.7	£37.2	£37.8	£38.0
STEP 3 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.5	-£0.9	-£1.2	£0.4
STEP 4 TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-				
<b>STEP 5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>-£0.5</b>	<b>-£0.9</b>	<b>-£1.2</b>	<b>£0.4</b>
STEP 6 CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-52</b>	<b>-91</b>	<b>-117</b>	<b>35</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-74	-130	-168	21

TABLE 10: SHINFIELD DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

Assume Equilibrium at Base Year and Constant Market Shares

	2024	2029	2034	2039	2041
STEP 1 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.8	£3.8	£3.9	£3.9	£4.1
STEP 2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.8	£3.8	£3.9	£3.9	£4.0
STEP 3 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.2
STEP 4 TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-				
<b>STEP 5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>
STEP 6 CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>18</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		0	0	0	10

TABLE 11: TILEHURST TRIANGLE DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

Assume Equilibrium at Base Year and Constant Market Shares

	2024	2029	2034	2039	2041
STEP 1 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.3	£6.3	£6.3	£6.3	£6.7
STEP 2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£6.3	£6.4	£6.4	£6.5	£6.6
STEP 3 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.2	£0.1
STEP 4 TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-				
<b>STEP 5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>-£0.1</b>	<b>-£0.2</b>	<b>-£0.2</b>	<b>£0.1</b>
STEP 6 CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-9</b>	<b>-15</b>	<b>-19</b>	<b>7</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-13	-22	-28	4

TABLE 12: WHITLEY DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

Assume Equilibrium at Base Year and Constant Market Shares

	2024	2029	2034	2039	2041
STEP 1 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£47.4	£47.7	£48.3	£48.9	£51.4
STEP 2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£47.4	£47.7	£48.4	£49.1	£49.4
STEP 3 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	-£0.2	£2.0
STEP 4 TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-				
<b>STEP 5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>£0.0</b>	<b>-£0.1</b>	<b>-£0.2</b>	<b>£2.0</b>
STEP 6 CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>4</b>	<b>-9</b>	<b>-19</b>	<b>194</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		5	-13	-28	114

TABLE 13: SMALLER CENTRES, LOCAL SHOPS - COMBINED CONVENIENCE GOODS CAPACITY

Assume Equilibrium at Base Year and Constant Market Shares

	2024	2029	2034	2039	2041
STEP 1 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£15.2	£15.2	£15.3	£15.4	£16.2
STEP 2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£15.2	£15.3	£15.5	£15.7	£15.8
STEP 3 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.3	£0.3
STEP 4 TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-				
<b>STEP 5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>-£0.1</b>	<b>-£0.2</b>	<b>-£0.3</b>	<b>£0.3</b>
STEP 6 CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-8</b>	<b>-20</b>	<b>-31</b>	<b>33</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-12	-29	-45	20

TABLE 14: OUT OF CENTRE - CONVENIENCE GOODS CAPACITY

Assume Equilibrium at Base Year and Constant Market Shares

	2024	2029	2034	2039	2041
STEP 1 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£150.4	£150.2	£151.1	£152.4	£160.0
STEP 2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£150.4	£151.3	£153.4	£155.7	£156.6
STEP 3 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.1	-£2.3	-£3.3	£3.4
STEP 4 TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-				
<b>STEP 5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>-£1.1</b>	<b>-£2.3</b>	<b>-£3.3</b>	<b>£3.4</b>
STEP 6 CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,060	£10,202	£10,356	£10,418
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-109</b>	<b>-224</b>	<b>-319</b>	<b>324</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):		-156	-320	-456	191

TABLE 15: SUMMARY TABLE - CONVENIENCE GOODS FLOORSPACE CAPACITY (NET SQ M)

Assume Equilibrium at Base Year and Constant Market Shares

	2029	2034	2039	2041
Reading Town Centre	-27	-75	-123	107
Caversham District Centre	-82	-148	-209	-23
Cemetery Junction District Centre	-10	-22	-34	2
Emmer Green District Centre	-5	-9	-13	-3
Meadway District Centre:	-26	-45	-57	31
Oxford Road West District Centre	-52	-91	-117	35
Shinfield District Centre	0	0	0	18
Tilehurst Triangle District Centre	-9	-15	-19	7
Whiteley District Centre	4	-9	-19	194
Smaller Centres, Local Shops	-8	-20	-31	33
Out of Centre	-109	-224	-319	324
<b>Total Convenience Goods Floorspace Capacity</b>	<b>-324</b>	<b>-659</b>	<b>-942</b>	<b>727</b>

## B.8 COMPARISON GOODS CAPACITY ASSESSMENT

**TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)**  
*Excluding SFT & 'Inflow' from outside Study Area*

	2024	2029	2034	2039	2041
Reading Town Centre	£396.6	£444.0	£505.8	£577.9	£613.0
Caversham District Centre	£9.9	£11.0	£12.4	£14.1	£14.9
Emmer Green District Centre	£0.6	£0.6	£0.7	£0.8	£0.9
Meadway District Centre	£4.4	£4.9	£5.6	£6.4	£6.8
Oxford Road West District Centre	£15.8	£17.5	£19.9	£22.7	£24.0
Shinfield Road District Centre	£3.7	£4.2	£4.9	£5.6	£6.0
Tilehurst Triangle District Centre	£6.1	£6.8	£7.7	£8.8	£9.3
Whitley District Centre	£8.9	£10.1	£11.5	£13.2	£14.0
Local Centres and Local Shops	£1.6	£1.9	£2.1	£2.5	£2.6
Edge and out of centre	£230.6	£258.5	£294.7	£337.0	£357.6
<b>BOROUGH COMPARISON GOODS TURNOVER</b>	<b>£678.3</b>	<b>£759.5</b>	<b>£865.3</b>	<b>£988.9</b>	<b>£1,048.9</b>

Notes: Assume constant market shares over forecast period.

0.000 0.000 0.000 0.000 0.000

**TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER**  
*Including 'Inflow' from outside Study Area*

	Estimated 'Inflow' from outside Study Area	2024	2029	2034	2039	2041
Reading Town Centre	15%	£466.6	£522.4	£595.1	£679.9	£721.2
Caversham District Centre	10%	£11.0	£12.2	£13.8	£15.6	£16.5
Emmer Green District Centre	5%	£0.6	£0.7	£0.8	£0.9	£0.9
Meadway District Centre	10%	£4.9	£5.5	£6.2	£7.1	£7.5
Oxford Road West District Centre	5%	£16.6	£18.5	£20.9	£23.9	£25.3
Shinfield Road District Centre	5%	£3.9	£4.5	£5.1	£5.9	£6.3
Tilehurst Triangle District Centre	5%	£6.4	£7.1	£8.1	£9.3	£9.8
Whitley District Centre	5%	£9.4	£10.6	£12.1	£13.9	£14.7
Local Centres and Local Shops	5%	£1.7	£2.0	£2.2	£2.6	£2.7
Edge and out of centre	10%	£256.3	£287.2	£327.4	£374.5	£397.3
<b>BOROUGH COMPARISON GOODS TURNOVER INCL INFLOW:</b>		<b>£777.5</b>	<b>£870.5</b>	<b>£991.8</b>	<b>£1,133.5</b>	<b>£1,202.2</b>

Notes: Assume constant market shares over forecast period.

**TABLE 3: READING BOROUGH AREA - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£777.5	£870.5	£991.8	£1,133.5	£1,202.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£777.5	£881.3	£1,011.8	£1,161.6	£1,227.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£-10.8	£-20.0	£-28.2	£-25.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>£-10.8</b>	<b>£-20.0</b>	<b>£-28.2</b>	<b>£-25.3</b>
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-1,735</b>	<b>-2,797</b>	<b>-3,426</b>	<b>-2,919</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,479	-3,995	-4,894	-4,169

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 Borough's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian *Retail Planner Briefing Note 21* (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: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2029.

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 average sales performance of comparison goods retailers.

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

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£466.6	£522.4	£595.1	£679.9	£721.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£466.6	£528.9	£607.2	£697.1	£736.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£-6.5	£-12.2	£-17.2	£-15.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>£-6.5</b>	<b>£-12.2</b>	<b>£-17.2</b>	<b>£-15.6</b>
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-1,049</b>	<b>-1,701</b>	<b>-2,094</b>	<b>-1,793</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,498	-2,430	-2,992	-2,562

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

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£11.0	£12.2	£13.8	£15.6	£16.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£11.0	£12.5	£14.3	£16.5	£17.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.6	-£0.8	-£0.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>	<b>-</b>	<b>-£0.3</b>	<b>-£0.6</b>	<b>-£0.8</b>	<b>-£0.9</b>
STEP 6: <b>CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-48</b>	<b>-77</b>	<b>-102</b>	<b>-101</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-69	-111	-146	-145

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

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.9	£5.5	£6.2	£7.1	£7.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£4.9	£5.5	£6.4	£7.3	£7.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.2	-£0.2	-£0.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>		<b>-£0.1</b>	<b>-£0.2</b>	<b>-£0.2</b>	<b>-£0.2</b>
STEP 6: <b>CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-15</b>	<b>-24</b>	<b>-29</b>	<b>-26</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-22	-34	-41	-37

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

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£16.6	£18.5	£20.9	£23.9	£25.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£16.6	£18.8	£21.6	£24.8	£26.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.4	-£0.7	-£0.9	-£0.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>		<b>-£0.4</b>	<b>-£0.7</b>	<b>-£0.9</b>	<b>-£0.9</b>
STEP 6: <b>CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-57</b>	<b>-91</b>	<b>-113</b>	<b>-105</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-81	-130	-161	-151

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

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.9	£4.5	£5.1	£5.9	£6.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.9	£4.5	£5.1	£5.9	£6.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>		<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
STEP 6: <b>CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-1</b>	<b>-1</b>	<b>0</b>	<b>5</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1	-1	0	7

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

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.4	£7.1	£8.1	£9.3	£9.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£6.4	£7.3	£8.3	£9.6	£10.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.2	-£0.3	-£0.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>		<b>-£0.1</b>	<b>-£0.2</b>	<b>-£0.3</b>	<b>-£0.3</b>
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-21</b>	<b>-32</b>	<b>-37</b>	<b>-33</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-30	-46	-53	-47

**TABLE 10: WHITLEY DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.4	£10.6	£12.1	£13.9	£14.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£9.4	£10.7	£12.2	£14.1	£14.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.1	-£0.2	-£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>		<b>-£0.1</b>	<b>-£0.1</b>	<b>-£0.2</b>	<b>-£0.1</b>
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-12</b>	<b>-19</b>	<b>-23</b>	<b>-16</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-17	-27	-33	-22

**TABLE 11: SMALLER CENTRES, LOCAL STORES - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.6	£3.0	£3.5	£3.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.7	£3.1	£3.5	£3.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	-£0.1	-£0.1	-£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>		<b>£0.0</b>	<b>-£0.1</b>	<b>-£0.1</b>	<b>-£0.1</b>
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-5</b>	<b>-7</b>	<b>-8</b>	<b>-6</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-7	-10	-12	-9

Note: 'Smaller Centres' includes Emmer Green District Centre due to the limited comparison retail turnover identified.

**TABLE 12: OUT OF CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2024	2029	2034	2039	2041
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£256.3	£287.2	£327.4	£374.5	£397.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£256.3	£290.5	£333.5	£382.9	£404.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£3.3	-£6.0	-£8.4	-£7.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
<b>STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):</b>		<b>-£3.3</b>	<b>-£6.0</b>	<b>-£8.4</b>	<b>-£7.3</b>
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-528</b>	<b>-844</b>	<b>-1,021</b>	<b>-843</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-754	-1,205	-1,458	-1,204

**TABLE 13: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)**  
*Assume Equilibrium at 2024 and Constant Market Shares*

	2029	2034	2039	2041
Reading Town Centre	-1,049	-1,701	-2,094	-1,793
Caversham District Centre	-48	-77	-102	-101
Meadway District Centre	-15	-24	-29	-26
Oxford Road West District Centre	-57	-91	-113	-105
Shinfield Road District Centre	-1	-1	0	5
Tilehurst Triangle District Centre	-21	-32	-37	-33
Whitley District Centre	-12	-19	-23	-16
Smaller Centres, Local Shops	-5	-7	-8	-6
Out of Centre	-528	-844	-1,021	-843
<b>Total Comparison Goods Floorspace Capacity:</b>	<b>-1,735</b>	<b>-2,797</b>	<b>-3,426</b>	<b>-2,919</b>

Note: 'Smaller Centres' includes Emmer Green District Centre due to the limited comparison retail turnover identified.

## B.9 LEISURE EXPENDITURE ASSESSMENT



TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2024 - 2041)

	2024	2029	2034	2039	2041
Zone 1 Central Reading	50,898	51,332	51,431	51,380	51,413
Zone 2 West Reading	66,940	66,862	67,061	67,444	67,643
Zone 3 North Reading	40,734	40,528	40,481	40,381	40,373
Zone 4 South Reading	60,619	61,268	62,012	62,793	63,102
Zone 5 East Reading	50,839	52,193	53,056	53,893	54,294
Zone 6 South / Wokingham	25,326	26,392	27,077	27,657	27,905
Total Study Area:	295,356	298,575	301,118	303,548	304,730
Reading Borough:	173,814	174,349	175,205	175,840	176,170

Source: Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

Notes: Population projections (2024 to 2041) derived from Experian and based on ONS 2018-based Sub-National Population Projections (released in June 2020).

TABLE 2: LEISURE EXPENDITURE PER HEAD (2021 prices)

	Hotels, B&Bs, etc	Culture	Games of chance	Personal Grooming	Recreation & sport	Restaurants, cafes etc	Total
Zone 1 Central Reading	£344	£310	£134	£90	£156	£1,924	£2,958
Zone 2 West Reading	£293	£331	£198	£82	£220	£1,509	£2,633
Zone 3 North Reading	£396	£405	£258	£104	£306	£1,708	£3,177
Zone 4 South Reading	£272	£309	£195	£76	£202	£1,499	£2,553
Zone 5 East Reading	£320	£362	£215	£94	£258	£1,557	£2,806
Zone 6 South / Wokingham	£328	£406	£230	£95	£275	£1,528	£2,862
Study Area Average:	£326	£354	£205	£90	£236	£1,621	£2,832
Reading Borough Average:	£305	£316	£177	£81	£194	£1,643	£2,716

Source: Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

TABLE 3: TOTAL AVAILABLE LEISURE EXPENDITURE - 2024 to 2041

	2024	2029	2034	2039	2041	Growth 2024-2034		Growth 2024-2041	
Zone 1 Central Reading	£179.7	£190.5	£199.2	£207.1	£210.6	£19.5	10.8%	£30.8	17.2%
Zone 2 West Reading	£210.4	£220.9	£231.2	£242.0	£246.6	£20.8	9.9%	£36.2	17.2%
Zone 3 North Reading	£154.5	£161.5	£168.4	£174.8	£177.6	£13.9	9.0%	£23.1	15.0%
Zone 4 South Reading	£184.7	£196.2	£207.3	£218.4	£223.0	£22.6	12.2%	£38.3	20.7%
Zone 5 East Reading	£170.3	£183.7	£194.9	£206.1	£210.9	£24.7	14.5%	£40.6	23.9%
Zone 6 South / Wokingham	£86.5	£94.8	£101.5	£107.9	£110.6	£15.0	17.3%	£24.1	27.8%
Total Study Area:	£986.1	£1,047.6	£1,102.5	£1,156.2	£1,179.3	£116.4	11.8%	£193.2	19.6%
Reading Borough:	£563.5	£594.1	£623.1	£650.8	£662.5	£59.6	10.6%	£99.0	17.6%

TABLE 4: STUDY AREA LEISURE EXPENDITURE GROWTH BY LEISURE CATEGORY - 2024 to 2041

	2024	2029	2034	2039	2041	Growth (£m):	
						2024-2034	2024-2041
Accommodation services (hotels, guesthouses, B&Bs)	£113.4	£120.4	£126.7	£132.9	£135.6	£13.4	£22.2
Cultural services (cinema, theatre, concerts, etc)	£123.2	£130.9	£137.8	£144.5	£147.4	£14.5	£24.1
Games of chance (bingo, casino, betting)	£71.4	£75.8	£79.8	£83.7	£85.4	£8.4	£14.0
Personal grooming (hairdressers, barbers, etc)	£31.4	£33.4	£35.1	£36.8	£37.6	£3.7	£6.2
Recreational and sporting services (gym, fitness, etc)	£82.2	£87.4	£92.0	£96.4	£98.4	£9.7	£16.1
Restaurants, cafes, bars, etc	£564.5	£599.7	£631.1	£661.9	£675.0	£66.6	£110.6
Study Area	£986.1	£1,047.6	£1,102.5	£1,156.2	£1,179.3	£116.4	£193.2

TABLE 6: TOTAL FORECAST AVAILABLE EXPENDITURE FOR FOOD & BEVERAGE BY ZONE - 2024 to 2041

	2024	2029	2034	2039	2041	Growth (£m)	
						2024-2034	2024-2041
Zone 1 Central Reading	£116.9	£119.9	£126.5	£131.5	£135.9	£9.6	£19.0
Zone 2 West Reading	£120.6	£122.5	£129.4	£135.4	£140.2	£8.8	£19.6
Zone 3 North Reading	£83.0	£84.0	£88.4	£91.8	£94.7	£5.3	£11.7
Zone 4 South Reading	£108.5	£111.5	£118.8	£125.2	£129.9	£10.4	£21.5
Zone 5 East Reading	£94.5	£98.7	£105.6	£111.6	£116.1	£11.1	£21.6
Zone 6 South / Wokingham	£46.2	£49.0	£52.9	£56.2	£58.6	£6.7	£12.4
Total Study Area:	£569.6	£585.5	£621.6	£651.8	£675.4	£52.0	£105.7
Reading Borough:	£340.9	£347.8	£368.0	£384.4	£397.6	£27.1	£56.7

TABLE 8: AVERAGE EXPENDITURE PER PERSON FOR FOOD & BEVERAGE CATEGORIES BY ZONE - 2021

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Total Study Area	Reading Borough
Restaurant and café meals	£918	£732	£909	£715	£776	£748	£800	£791
Alcoholic drinks (away from home)	£398	£298	£318	£267	£308	£295	£314	£241
Take away meals eaten at home	£328	£246	£261	£261	£248	£249	£266	£167
Other take-away and snack food	£265	£215	£205	£236	£209	£210	£223	£165
Contract catering (food)	£15	£16	£15	£20	£16	£27	£18	£16
Average Spend on F&B per person	£1,924	£1,507	£1,708	£1,499	£1,557	£1,529	£1,621	£1,380

Source: Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

TABLE 9: TOTAL FORECAST FOOD & BEVERAGE EXPENDITURE PER CAPITA BY CATEGORY - READING BOROUGH (2024-2041)

	% Spend by Category	2024	2029	2034	2039	2041	Growth (£m)	
							2024-2034	2024-2041
Restaurant and café meals	57.3%	£791.0	£992.3	£1,035.7	£1,077.8	£1,095.1	£244.7	£304.1
Alcoholic drinks (away from home)	17.5%	£240.9	£302.2	£315.5	£328.3	£333.5	£74.5	£92.6
Take away meals eaten at home	12.1%	£166.8	£209.2	£218.4	£227.2	£230.9	£51.6	£64.1
Other take-away and snack food	11.9%	£164.8	£206.8	£215.8	£224.6	£228.2	£51.0	£63.4
Contract catering (food)	1.2%	£16.4	£20.6	£21.5	£22.3	£22.7	£5.1	£6.3
Total Study Area Spend on F&B	100%	£1,379.9	£1,731.1	£1,806.8	£1,880.3	£1,910.5	£426.9	£530.6

Notes:

% Spend by category is derived from Table 8 (Study Area average expenditure per person by F&B category).

TABLE 9: INDICATIVE CAPACITY FOR FOOD & BEVERAGE FLOORSPACE FOR READING BOROUGH (2024 to 2041) (£m)

	2024	2029	2034	2039	2041
Total Borough Available Expenditure for restaurant, cafes, bars, etc (£m)	£179.4	£225.7	£236.7	£247.2	£251.7
Borough Retention rate for restaurants, cafes, bars, etc.	76%	76%	76%	76%	76%
Current retained turnover for cafes, restaurants, bars, etc (£m)	£135.8	£170.9	£179.2	£187.2	£190.6
Benchmark turnover* (£m)	£135.8	£149.9	£165.5	£182.8	£190.1
Net Residual Excluding Commitments (£m)	-	£21.0	£13.7	£4.4	£0.4
Turnover of Committed Floorspace* (£m)					
Net Residual Capacity Excluding Committed Floorspace: (£m)	-	£21.0	£13.7	£4.4	£0.4
Assumed sales density* (£/gross sqm)	£2,000	£2,208	£2,438	£2,692	£2,800
Forecast capacity for new café/ restaurant/ bar floorspace:	-	9,489	5,619	1,646	147

\* Forecast years adjusted using an annual productivity growth rate of 2%