# COMMERCIAL NEEDS ASSESSMENT

## Volume B - Appendices

Prepared for:

Reading Borough Council

November 2024

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Signed:

For and on behalf of Lambert Smith Hampton

Issued: November 2024

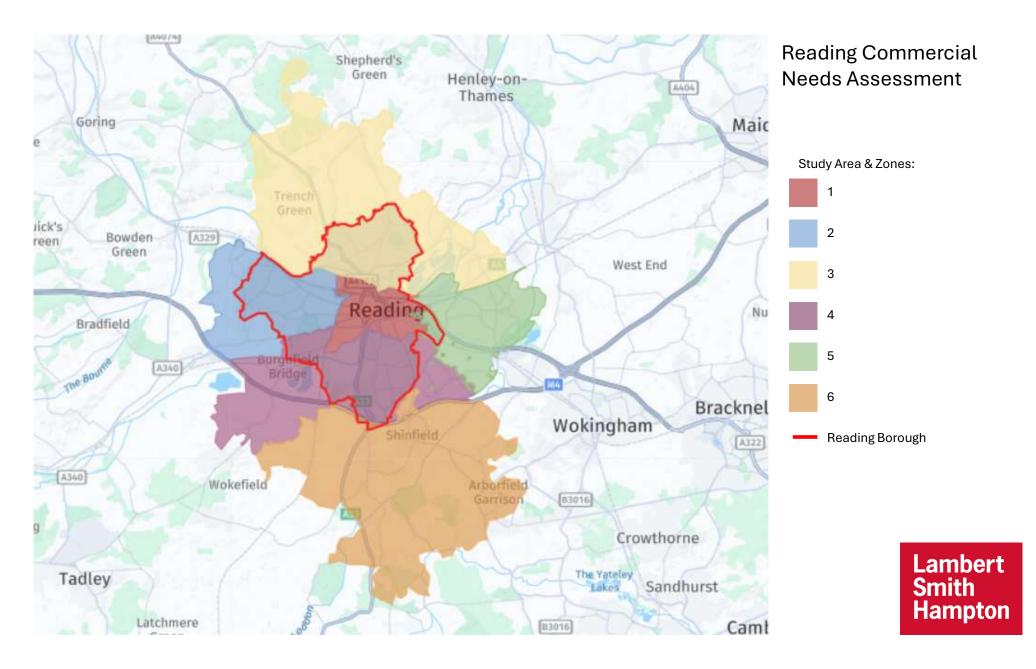


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## B.1 STUDY AREA



## 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 20	24 to 2034:
	2024	2025	2034	2035	2041	%	No.
Zone 1 Central Reading	50,898	51,332	51,431	51,380	51,413	1.0%	533
Zone 2 West Reading	66,940	66,862	67,061	67,444	67,643	0.2%	121
Zone 3 North Reading	40,734	40,528	40,481	40,381	40,373	-0.6%	-253
Zone 4 South Reading	60,619	61,268	62,012	62,793	63,102	2.2%	1,393
Zone 5 East Reading	50,839	52,193	53,056	53,893	54,294	4.2%	2,217
Zone 6 South / Wokingham	25,326	26,392	27,077	27,657	27,905	6.5%	1,751
Total Study Area:	295,356	298,575	301,118	303,548	304,730	1.9%	5,762
Reading Borough:	173,814	174,349	175,205	175,840	176,170	0.8%	1,391

Growth 2 4 to 2041 1.0% 515 1.1% 703 -0.9% -361 4.1% 2,483 6.8% 3.455 10.2% 2,579 3.2% 9,374 1.4% 2,356

Sourc 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)				Г)
	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)					
	2024	2024	2029	2034	2039	2041	
Zone 1 Central Reading	£118.6	£115.1	£115.1	£115.3	£115.5	£120.9	
Zone 2 West Reading	£167.4	£162.4	£160.8	£161.3	£162.6	£170.7	
Zone 3 North Reading	£112.1	£108.8	£107.3	£107.1	£107.2	£112.1	
Zone 4 South Reading	£144.8	£140.4	£140.7	£142.4	£144.6	£152.1	
Zone 5 East Reading	£130.4	£126.5	£128.7	£130.8	£133.2	£140.5	
Zone 6 South / Wokingham	£64.0	£62.1	£64.2	£65.8	£67.4	£71.2	
Total Study Area:	£737.4	£715.2	£716.8	£722.7	£730.4	£767.6	
Reading Borough:	£418.5	£405.9	£401.7	£403.1	£405.6	£425.4	

to 2034:	Growth 20	24 to 2041:
No.	%	No.
£0.2	5.1%	£5.9
-£1.1	5.1%	£8.3
-£1.6	3.1%	£3.4
£2.0	8.3%	£11.6
£4.4	11.1%	£14.0
£3.7	14.6%	£9.1
£7.5	7.3%	£52.3
-£2.8	4.8%	£19.5

% 0.2% -0.7% -1.5% 1.4% 3.4% 6.0% 1.0% -0.7%

Growth 2024 t %
26.6%
25.6%
24.5%
28.2%
30.8%
34.0%
27.9%

26.2% £

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

	Including SFT	Exc	luding Spec	ial Forms of	f Trading (S	FT)
	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)					
	2024	2024	2029	2034	2039	2041	
Zone 1 Central Reading	£180.1	£138.0	£154.4	£174.8	£198.1	£209.5	
Zone 2 West Reading	£262.7	£201.3	£222.9	£252.7	£288.3	£305.6	
Zone 3 North Reading	£182.3	£139.7	£154.1	£174.0	£196.9	£208.0	
Zone 4 South Reading	£219.1	£167.9	£188.2	£215.3	£247.3	£262.6	
Zone 5 East Reading	£212.5	£162.8	£185.3	£212.9	£245.4	£261.2	
Zone 6 South / Wokingham	£117.1	£89.7	£103.7	£120.3	£139.3	£148.6	
Total Study Area:	£1,173.8	£899.5	£1,008.6	£1,150.0	£1,315.2	£1,395.5	
Reading Borough Council:	£615.8	£471.9	£522.8	£595.5	£678.0	£717.8	

o 2034:	Growth 20	24 to 2041:
No.	%	No.
236.8	51.8%	£71.4
£51.4	51.8%	£104.3
34.3	48.9%	£68.3
47.4	56.4%	£94.7
£50.1	60.4%	£98.4
E30.5	65.5%	£58.8
250.5	55.1%	£496.0
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 S Are
Reading Town Centre Marks and Spencer (M&S) Foodhall, Friar St, Reading RG:	1 1HE 2.3%	0.7%	0.4%	1.4%	2.4%	0.5%	1.3
Marks and Spencer (M&S) Foodhair, Frianst, Reading Ro. Marks and Spencer (M&S) Simply Food, Station Rd, Read		0.0%	0.4%	0.0%	0.0%	0.5%	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 1DX Tesco Express, Crown St, Reading RG1 2SE	5.0% 4.3%	1.4% 0.0%	1.2%	2.3% 0.3%	0.8%	0.1%	1.9
Tesco Express, Crown St, Reading RG1 25E Tesco Express, Market Place, Reading RG1 2EG	4.3%	0.0%	0.0%	0.3%	0.0%	0.4%	0.8
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
Subtotal Reading Town Centre: Caversham District Centre	21.5%	2.4%	1.8%	4.9%	3.4%	1.3%	6.0
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 Local shops, Caversham District Centre	0.0%	0.0%	1.8% 0.4%	0.0% 0.0%	0.0%	0.0% 0.0%	0.3
Subtotal: Caversham District Centre:	2.7%	2.3%	28.9%	0.3%	0.0%	0.8%	5.5
Cemetery Junction District Centre							
Tesco Express, London Rd, Reading RG1 5BA Co-Op, London Road, Reading RG1 3NU	2.4% 1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4
Local shops, Cemetery Junction District Centre	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0
Subtotal Cemetery Junction District Centre:	4.0%	0.0%	2.6%	0.1%	0.0%	0.0%	1.1
Emmer Green District Centre	ading RG4 8X\ 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Morrisons Daily, Milestone Way Precinct, Caversham, Re Local shops, Emmer Green District Centre	ading KG4 8X\ 0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0
Subtotal Emmer Green District Centre:	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.3
Meadway District Centre:							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL Local shops, The Meadway District Centre	0.5%	6.5% 0.0%	1.2%	2.9% 0.0%	0.0%	0.0% 0.0%	2.3
Subtotal Meadway District Centre:	0.5%	6.5%	1.2%	2.9%	0.0%	0.0%	2.3
Dxford Road West District Centre							
Tesco Express, Oxford Rd, Reading RG1 7PX Tesco Extra (Reading Wort) Portman Rd, Reading RG20 (	0.7%	2.7%	0.9%	0.9%	0.0%	0.0%	1.0
Tesco Extra (Reading West), Portman Rd, Reading RG30 : Local shops, Oxford Road West District Centre	1AW 1.8% 0.2%	11.9% 0.0%	0.7%	0.4%	0.0%	0.0%	3.2
Subtotal Oxford Road West District Centre	2.7%	14.6%	1.6%	1.3%	0.0%	0.0%	4.2
Shinfield District Centre							
Tesco Express, Shinfield Rd, Reading RG2 8HA Local shops, Shinfield Road District Centre	0.0%	0.0%	0.0%	2.1% 0.0%	0.0%	0.5% 0.1%	0.5
Subtotal Shinfield District Centre	0.0%	0.0%	0.0%	2.1%	0.0%	0.1%	0.0
Filehurst Triangle District Centre							
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5		0.8%	0.0%	0.4%	0.0%	0.0%	0.3
Co-Op, School Road, Tilehurst, Reading, RG31 5AR Local shops, Tilehurst Triangle District Centre	0.0%	1.6% 0.4%	0.0%	0.0%	0.0%	0.0%	0.4
Subtotal Tilehurst Triangle District Centre	0.2%	2.8%	0.0%	0.4%	0.0%	0.0%	0.7
Whiteley District Centre							
Aldi, Basingstoke Rd, Reading RG2 ONT Morrisons, Off Pasingstoke Rd, Reading RG2 OHR	3.9% 4.6%	0.4%	0.1%	5.9% 7.6%	0.2%	4.6% 5.4%	2.3
Morrisons, Off Basingstoke Rd, Reading RG2 0HB Local Shops, Whitley	4.6%	0.1%	0.1%	7.6%	1.3%	5.4%	3.0
Subtotal Whitley District Centre:	8.4%	0.5%	0.3%	13.7%	1.6%	9.9%	5.3
ocal Centres							
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, Readi Co-Op, Erleigh Road, Reading, RG1 5NL	ng RG30 3QN 0.2% 1.0%	0.2%	0.0%	0.9%	0.0%	0.8%	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 Local shops, Whitley Street Local Centre	0.4%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1
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%	0.5%	0.7%	0.2
Subtotal Local Centres:	1.6%	0.2%	0.0%	1.8%	1.0%	1.5%	1.0
Local Shops 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 5B		0.0%	0.3%	0.0%	0.0%	0.0%	0.1
Other local shops, Reading Borough Subtotal Local Shops:	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0
Dut of Centre Retail Parks and Standalone Foodstores	1.5%	0.276	3.078	0.1%	0.078	0.0%	0.0
Marks and Spencer (M&S) Foodhall, The Square, Chalfon	t Way, Crofton 0.0%	0.5%	0.1%	3.2%	0.1%	2.3%	1.0
Iceland, The Square, Chalfont Way, Earley, Reading, RG6		0.0%	0.0%	0.6%	0.3%	0.8%	0.2
Aldi, Reading Gate Retail Park, Reading RG2 OGG B&M, Reading Retail Park, Reading, RG30 1PR	2.1% 0.0%	0.6%	1.5%	1.9% 0.0%	2.6%	1.3% 0.0%	1.7
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 01		0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Food Warehouse by Iceland, Reading Link Retail Park, Ro		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 Costco, South Oak Way, Green Park, Reading, RG2 6UE	0.3%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1
Lidl, Basingstoke Rd, Reading RG2 OSJ	0.1%	0.3%	0.1%	5.4%	1.2%	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, Hig		0.2%	0.0%	0.0%	0.0%	0.0%	0.1
Tesco Express, Flagstaff Rd, Reading RG2 6BW Tesco Express, Southcote Service Station, Bath Rd, Readii	0.7% ng RG30 2EU 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1
Tesco Express, Southcote Service Station, Bath Rd, Readil Tesco Esso Express, Buckingham Drive, Emmer Green, Re		0.2%	1.1%	0.0%	0.0%	0.0%	0.0
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
Subtotal Out of Centre Foodstores: READING BOROUGH MARKET SHARE	17.6% 61.1%	16.1% 45.6%	28.3% 70.0%	18.3% 45.8%	7.5% 13.4%	14.7% 28.9%	17.
Wokingham District	01.1/6	13.370	. 0.076		20.470	20.376	
Earley, Wokingham	0.2%	0.0%	0.4%	1.7%	2.5%	0.0%	0.9
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER Other stores, Shinfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0
Other stores, Shinfield Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR		0.0%	0.0%	0.2%	0.0%	3.5%	0.3
Lidl, Headley Rd, Woodley, Reading RG5 4JA	1.1%	0.0%	0.9%	0.4%	9.4%	0.1%	2.0
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW		0.6%	0.1%	2.5%	15.1%	0.0%	3.3
Other stores, Woodley Waitrose, Rectory Rd, Wokingham RG40 1BB	0.5%	0.6%	0.6%	0.0%	5.4%	0.0%	1.3
Waitrose, Rectory Rd, Wokingham RG40 1BB Morrisons, Woosehill Shopping Centre, Wokingham, RG4	0.2% 11 35W 0.1%	0.0% 0.0%	0.0%	0.0% 0.0%	0.4% 0.2%	0.8% 0.0%	0.2
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, Readin Tesco, Finchampstead Road, Wokingham, RG40 2NS	g RG6 5TT 2.6% 0.0%	0.2%	1.4%	18.5% 0.0%	11.1% 0.1%	15.9% 3.9%	7.7
Other, Wokingham District	2.9%	0.0%	0.4%	2.3%	12.4%	12.4%	4.2
Subtotal Wokingham District:	12.4%	2.5%	9.6%	30.3%	79.8%	52.3%	28.
Nest Berkshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Aldi, Bath Rd, Calcot, Reading RG30 2HB Lidl, Bath Rd, Calcot, Reading RG30 2HB	1.2%	11.8% 7.3%	1.4% 2.1%	4.3% 3.9%	0.1%	0.0%	3.9
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
Subtotal West Berkshire District:	7.9%	39.4%	9.2%	14.5%	0.7%	3.2%	14.
		0.1%	4.1%	1.3%	0.0%	6.9%	1.8
All other LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH		42.0%	22.9%	46.1%	80.6%	62.4%	45.

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

		MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%) ncluding Internet Shopping and other Special Forms of Trading
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Shorboy, Turstis, Range 912 201         6.41         0.05								Total St Area
Mode on the process of the proces of the proces of the process of the process of the pro			0.000	0.5%	0.000	2.497	0.0%	
Sensibuy, Keedy Reading 10:291         6.85         0.05							0.0%	0.0%
Tarsa barges, Courte R, search (2) 22         3.76         0.05	Sainsbury's, Broad St, Reading RG1 2BH			0.0%			0.4%	0.49
Texa Supers. Montel Res. Res. Res.         0.9%							0.0%	0.09
Other Upp, Rendma Transmission         0,05							0.0%	0.09
Image: Section Reads (Town Cream)         124         124         124         0.8 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td>0.0%</td><td>0.09</td></t<>							0.0%	0.09
Concess Depress, During Controls, David (GAD)         Controls         Contros         Controls         Contros <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>0.09</td>								0.09
Winner, Churts St, Rending Rids AV         1.14         0.04		10.070	1.1.70	2.570	3.770	5.470	0.470	0.47
Lands 1 Marma Caters, Convarian, Red BA         0.00         0.01         0.08 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>0.0%</td> <td>0.09</td>							0.0%	0.09
Land Lange, Careyann Datric Carene         0.90         0.90         0.90         0.90         0.90         0.90         0.90           Subtratic Carebarn Datric Carene         0.90							1.3%	1.39
Cameral Packade Data Control         Unit         Unit <thunit< th="">         Unit         Unit         <t< td=""><td>Local shops, Caversham District Centre</td><td></td><td></td><td></td><td></td><td></td><td>0.0%</td><td>0.09</td></t<></thunit<>	Local shops, Caversham District Centre						0.0%	0.09
Trace Depress, London R. Alender [03 SIA         1.24         0.05 <td></td> <td>2.2%</td> <td>3.2%</td> <td>27.7%</td> <td>0.0%</td> <td>0.0%</td> <td>1.3%</td> <td>1.39</td>		2.2%	3.2%	27.7%	0.0%	0.0%	1.3%	1.39
CoO, Landon Read, Reading HGI JW         0.0%		1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Sebool Conteny Juncto Dainet Centre         1.24         0.95         0.95         0.90	Co-Op, London Road, Reading RG1 3NU						0.0%	0.09
Timmer Green Dutart Contre         ON         ON <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>0.09</td></th<>								0.09
Land Jops, from Green Divis Carrier         O/K		1.270	0.070	2.270	0.070	0.070	0.070	0.07
Sector Sector         0.7%							0.0%	0.09
Metaday District Centre         UNIT         Value (Televisory District Centre         0.01%         0.05%							0.0%	0.09
Land Jong, The Manshey Dirict Carrie         0.9%								
Status Measure District Centre:         0.8%         3.1.5         2.0%         2.9%         0.0%         0.0%           Teos Express, Oxferd M, Reading RG1 79X         1.1%         2.8%         0.5%         0.4%         0.0%<							0.0%	0.09
Didof Body         Units         Units <thunits< th="">         Units         Units&lt;</thunits<>							0.0%	0.09
Tesc Data (Reading Wear), Parrian Bd, Reading R03 J.XV         1.6%         1.5%         0.5%         0.0%		/*	/v	2.070		2.070	2.070	0.0/
Local shop:         Ontool (1978)         O.DK         D.DK         D.DK         D.DK<							0.0%	0.09
Sebusia Onize Road Web District Centre:         2.8%         8.4.8         0.9%         0.9%         0.0% <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>0.0%</td> <td>0.09</td>							0.0%	0.09
Shinkel Schwinder Max, Beading NG2 BYA         O.D/K	Subtotal Oxford Road West District Centre:						0.0%	0.05
Local Abops, Shinkelle Blancit Cleriter         0.0% <td>hinfield District Centre</td> <td>0.0%</td> <td>0.0%</td> <td>0.000</td> <td>1</td> <td>0.000</td> <td>0.000</td> <td></td>	hinfield District Centre	0.0%	0.0%	0.000	1	0.000	0.000	
Subtrall Shinking District Centre:         0.0%							0.0%	0.05
Add Filling Station, School PG, Tiehurs, Reading RG31 SAL         0.0%	Subtotal Shinfield District Centre:						0.0%	0.0
Co-Op, Shool Read, Tehnart, Reading, RG3 SAR.         00% <td></td> <td>0.0%</td> <td>0.0%</td> <td>0.000</td> <td>0.000</td> <td>0.000</td> <td>0.000</td> <td></td>		0.0%	0.0%	0.000	0.000	0.000	0.000	
Local shop, Thelmut Trangle Distric Centre         0.0%<							0.0%	0.05
Wheley Dirict Centre         0.0%<	Local shops, Tilehurst Triangle District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
add, Basingtobe RA, Reading RG2 0HT         4.6%         0.2%         0.0%         4.9%         0.4%         3.3           Morrisons, DY, Whitey         0.0% <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td>0.0%</td><td>0.05</td></td<>							0.0%	0.05
Morrisons, Off Basingstoke Rd, Reading RG2 DHB         5.7%         0.0%         0							3.3%	0.0 3.3
Subbolal Whiley Obstruct Centre:         10.3%         0.2%         0.0%         1.2.2%         2.8%         8.07           Permier, Christchurch Road, Reading R02 7AZ         0.0% <t< td=""><td></td><td></td><td>0.0%</td><td></td><td>7.2%</td><td></td><td>4.7%</td><td>4.7</td></t<>			0.0%		7.2%		4.7%	4.7
Load Centres         0.0%							0.0%	0.0
Premier, Christchurch Road, Reading, RG3 7A2         0.0%         0.0		10.3%	0.2%	0.0%	12.2%	2.6%	8.0%	8.05
Co-Op, Erleigh Rad, Reading, RG1 SNL         0.5%         0.0%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
Local shops, Erleigh Boad         0.0%							0.0%	0.0
Local shops, Tadiety Town Centre         0.0%							0.0%	0.05
Local shops, Whitey Street Local Centre         0.0% <td></td> <td></td> <td>0.0%</td> <td></td> <td></td> <td>0.0%</td> <td>0.0%</td> <td>0.0</td>			0.0%			0.0%	0.0%	0.0
Co-Op, Whitely Wood Road, Reading, RG2 8LQ         0.0%<							0.0%	0.05
Local shops, Wolfingham Risol Local Centre         0.0%<							0.0%	0.0
Local Shopi         J           Tesc Depress, Tilehurs Rd, Reading, RG4 DH         0.0%							0.0%	0.0
Terso Expres, Titelenrer, Reading, R63 DTN         2.2%         0.0%<		0.8%	0.0%	0.0%	1.3%	0.0%	0.0%	0.05
Co-Op, South View Avenue, Caversham, Reading, RG4 SB8         0.0%		2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Other local shops, Reading Borough         0.0%							0.0%	0.09
Subtrait Local Shops:         2.2%         0.0%         0.5%         0.0%         0.0%         0.0%           Old of Centre Retail Parks and Standione Foodstore:							0.0%	0.09
Marks and Spencer (MAS) Foodball, The Square, Chalford Way, Corton         0.0%         0.0	Subtotal Local Shops:						0.0%	0.0
Lealand, The Square, Chalfont Way, Earley, Reading, RGS 511         0.0%								
Addi, Reading Gate Reatil Park, Reading, R62 OGG         2.2%         1.0%         0.0% <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td>0.0%</td><td>0.09</td></td<>							0.0%	0.09
B&M, Brunel Realing Park, Rose Kiln Lane, Reading, RG2 015         0.0%	Aldi, Reading Gate Retail Park, Reading RG2 0GG			0.5%	0.9%	4.1%	2.0%	2.05
Prood Warehouse by Jordand, Reading Link Retail Park, Rose Kiln Lane, R         0.0% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td>0.0%</td><td>0.05</td></t<>							0.0%	0.05
Addi, Vastern Rd, Reading RG1 8A1         4.5%         0.0%							0.0%	0.09
Costco, South Oak Way, Green Park, Reading, RG2 GUE         0.0%         0.0%         2.0%         3.0%         1.8%         0.00           Liull, Bastingsche RR, Bading, RG2 GUE         1.1%         0.0%         5.5%         1.8%         0.00           Marks and Spencer (MBG) Simply Food, Tilehurst Rd, High Street, Readi         0.0%	Aldi, Vastern Rd, Reading RG1 8AL	4.5%	0.0%	8.7%	0.0%	0.0%	0.0%	0.05
Lidl, Basingstoke RA, Reading RG2 OSI         1.1%         0.0%         5.5%         1.8%         8.67           Lidl, Odor RA, Reading RG3 OI AS         2.3%         2.0%         0.0% <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>0.0%</td> <td>0.05</td>							0.0%	0.05
Lidl, Oxford R4, Reading R630 1AS         2.3%         2.0%         0.0%							0.0%	0.05
Tesc Express, Flagztaff RG, Reading RG2 E8W         1.1 ½         0.0%         0.0	Lidl, Oxford Rd, Reading RG30 1AS	2.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.05
Tesc Express, Southords Service Station, Bath R4, Reading R630 2EU         0.0%         0.0							0.0%	0.05
Tesce Esto Express, Buckingham Drive, Immer Green, Reading, RG4 88         0.0%         0.0							0.0%	0.09
Tesc Data, Napier RA, Reading RG3 BOF         7.5%         1.1%         19.3%         4.5%         2.1%         4.53           Waitrosc, Octord RA, Reading RG3 DWR         1.3%         1.02%         0.0%         0.9%         0.0%         0.44           Subtratil Out of Centre Foodstores:         20.1%         1.4.3%         30.5%         16.8%         9.8%         15.4           READING BOROUGH MARKET SHARE         5.8%         40.6%         66.0%         39.7%         15.8%         0.6%         0.0%							0.0%	0.05
Subtoal Dut of Centre Foodstores:         20.1%         14.3%         30.5%         16.8%         9.8%         15.4           BADING BORUUMH ANARKT SHARE         59.8%         40.6%         66.0%         39.7%         15.8%         25.2           Wokingham District         2.1%         0.0%	Tesco Extra, Napier Rd, Reading RG1 8DF			19.3%			4.5%	4.5
BEADING BOROLIGH MARKET SHARE         59.8%         40.6%         66.0%         39.7%         15.8%         25.2           Wolngham District         0.0%         0.0	,						0.4%	0.49
Workingham District         0.0% </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>25.2%</td> <td>25.2</td>							25.2%	25.2
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER         0.0%								
Other stores, Shinfield         0.0%         0.							0.0%	0.0
Lidi, Headley Rd, Woodley, Reading RGS 4JA         1.1%         0.0%         0.0%         10.0%         0.00%         0.0	Other stores, Shinfield						0.0%	0.05
Waitrose, Crackhamweil Rd, Woodley, Reading RGS 31W         0.0%         1.0%         0.0%         2.3%         0.0%         1.6%         0.0%         1.6%         0.0%         1.6%         0.0%         0.0%         1.6%         0.0%         1.0%         0.5%         0.0%         1.6%         0.0%							16.3%	16.3
Other stores, Woodley         0.0%         1.0%         0.5%         0.0%         1.6%         0.0%           Waitrose, Rectory RJ, Wolingham RG40 1BS         0.3%         0.0%							0.0%	0.05
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 35W         0.0%	Other stores, Woodley	0.0%	1.0%	0.5%	0.0%	1.6%	0.0%	0.05
Local shops, Wokingham Town Centre         0.0%							1.3%	1.3
Aidi, London Rd, Earley, Reading RGS 1A         4.5%         1.0%         4.6%         0.0%         1.3%         1.81           Aidi, Weilingon Rd, Wockingman RG40 2EX         0.0%         2.1%         23.0%         0.0%         2.0%         0.0%         0.0%         2.0%         0.0%         <							0.0%	0.09
Addi, Wellington Rd, Wokingham R640 22K         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         2.1%         23.0%         14.2%         22.4           Terco, Finchampstead Road, Vokingham, RG40 2NS         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         2.0%         2.4%         23.0%         14.2%         23.9%         0.0%         0.0%         0.0%         0.0%         2.0%         0.0% <td></td> <td>4.5%</td> <td></td> <td>4.6%</td> <td></td> <td></td> <td>1.8%</td> <td>1.85</td>		4.5%		4.6%			1.8%	1.85
Tesco, Finchampsteed Road, Wokingham, BG40 2NS         0.0%         0.0%         2.0%         0.0%         0.0%         5.0%         0							0.0%	0.05
Other, Wokingham District         3.7%         0.0%         0.0%         5.5%         7.99           Subtotal Wokingham District:         13.0%         3.14         11.1%         31.1%         76.6%         53.1           West Berkshire         0.0%							22.4% 2.9%	22.4
Subtral Wolingham District:         13.0%         3.3%         11.1%         31.1%         76.6%         53.1           Weat Berkshire         0.0%         3.3%         0.0%							7.9%	7.9
Aidi, Bath Rd, Calcot, Reading RG30 2H8         1.1%         13.3%         2.1%         5.8%         0.0%         0.0%           Lidi, Bath Rd, Calcot, Reading RG30 2H8         0.3%         7.7%         2.4%         2.9%         0.0%         0.0%           Sainsbury's, Bath Rd, Calcot, Reading RG30 2H8         0.3%         7.7%         2.4%         2.9%         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%           Other West Berkshire District:         3.6%         0.7%         0.5%         0.0%         0.0%         0.3%           Subtoal West Berkshire District:         7.2%         4.03%         5.5%         17.4%         0.0%         3.3%	Subtotal Wokingham District:						53.1%	53.1
Lidl, Bath Rd, Calcot, Reading RG30 2HB         0.3%         7.7%         2.4%         2.9%         0.0%         0.09           Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA         2.2%         18.6%         4.6%         8.7%         0.0%         0.39           Other West Berkshire District:         3.6%         0.7%         0.5%         0.0%         0.09         0.09         0.0%         0.09         0.0%         0.3%         0.5%         0.5%         0.0%         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.0%         0.09         0.0%         0.09         0.0%         0.09         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%         0.0							0.0%	0.09
Saintbury, Bath RG, Calcot, Theale, Reading RG31 7SA         2.2 ½         18.6 %         4.6 %         8.7 %         0.0 %         3.3 3           Other West Berkshire District:         3.6 %         0.7 %         0.5 %         0.0 %         0.0 %         3.3 %           Subtoal West Berkshire District:         7.2 %         4.0 %         9.5 %         17.4 %         0.0 %         3.3 %							0.0%	0.09
Subtotal West Berkshire District: 7.2% 40.3% 9.5% 17.4% 0.0% 3.3%	Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	2.2%	18.6%	4.6%	8.7%	0.0%	3.3%	3.39
							0.0%	0.09
All other 1.1% 0.0% 4.2% 2.2% 0.0% 7.8%							3.3%	3.39
LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH 21.2% 43.4% 24.7% 50.7% 76.6% 64.2	All other							

TOTAL MARKET SHARE 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	Area
Reading Town Centre Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	0.0%	0.0% 0.4%	0.0%	0.0% 4.4%	0.0%	0.0%	0.0%
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	0.0%	0.4%	0.0%	4.4% 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 Tesco Express, Crown St, Reading RG1 2SE	0.0% 0.0%	1.7% 0.0%	0.0%	2.2% 0.0%	2.4%	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 Other shops, Reading Town Centre	1.4% 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%
Caversham District Centre	4 50/	0.001	0.70	0.007	0.001	0.007	
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU Waitrose, Church St, Reading RG4 8AY	1.5% 1.3%	0.0%	0.7%	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 Subtotal: Caversham District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cemetery Junction District Centre	2.070	0.076	20.176	0.076	0.078	0.076	0.0%
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 Local shops, Cemetery Junction District Centre	1.0% 0.0%	0.0%	0.0%	0.4%	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%
Emmer Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8X\ 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%
Meadway District Centre: 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%	4.5%	0.0%	0.0%	0.0%
Subtotal Meadway District Centre:	0.0%	17.8%	0.0%	4.5%	0.0%	0.0%	0.0%
Dxford Road West District Centre 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: Shinfield District Centre	1.8%	11.7%	1.5%	1.9%	0.0%	0.0%	0.0%
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 Subtotal Shinfield District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
filehurst Triangle District Centre	0.078	0.0/6	0.0%	2.270	3.0/6	0.076	0.0%
Asda Filing 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 Local shops, Tilehurst Triangle District Centre	0.0%	1.7% 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%
Whiteley District Centre	4.200	5 401	0.764	9.2%	0.00	10.00	
Aldi, Basingstoke Rd, Reading RG2 0NT Morrisons, Off Basingstoke Rd, Reading RG2 0HB	4.3% 5.7%	1.1% 0.4%	0.7% 0.7%	9.2% 8.5%	0.0%	10.0% 8.4%	10.09
Local shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Whitley District Centre: .ocal Centres	10.0%	1.5%	1.5%	17.7%	0.0%	18.4%	18.49
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 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 Co-Op, Whitley 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%	2.7%	3.5%	3.5%
Subtotal Local Centres: .ocal Shops	0.0%	0.0%	0.0%	0.4%	2.7%	7.5%	7.5%
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 Other local shops, Reading Borough	0.0% 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%
Dut of Centre Retail Parks and Standalone Foodstores							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton Iceland. The Square. Chalfont Way. Earley. Reading. RG6 5HJ	0.0%	1.5%	0.7%	5.8% 3.0%	0.0%	8.2% 3.9%	8.2%
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 Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane, R	0.0% 1.5%	0.0%	0.0%	0.0% 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 Lidl, Basingstoke Rd, Reading RG2 0SJ	0.0%	1.7% 0.0%	0.0%	0.4% 3.4%	0.0%	4.4% 3.5%	4.4%
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 Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	0.0% 0.0%	0.0% 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% 0.0%	3.3% 14.0%	20.8% 0.0%	1.7% 4.2%	0.6%	0.0% 0.9%	0.0%
Waitrose, Oxford Rd, Reading RG30 6WR Subtotal Out of Centre Foodstores:	17.5%	23.3%	39.0%	4.2%	2.9%	21.7%	21.79
READING BOROUGH MARKET SHARE	65.1%	59.6%	68.8%	57.7%	8.0%	47.6%	47.69
Wokingham District 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, Winnersh, Wokingham RG41 5AR Lidl, Headley Rd, Woodley, Reading RG5 4JA	1.5%	0.0%	0.0%	4.9%	13.1%	15.1%	15.19
Waitrose, Crockhamwell 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 Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.0%	0.0%	0.0%	0.0%	0.6%	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 Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	1.5% 4.4%	0.0%	0.0%	0.0% 10.5%	0.0% 9.6%	4.4% 5.3%	4.4%
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.0%	0.0%	0.0%	0.0%	0.6%	10.2%	10.29
Other, Wokingham District	1.5%	0.0%	1.5%	6.0%	17.6%	0.0%	0.0%
Subtotal Wokingham District: West Berkshire	12.1%	1.7%	10.2%	25.9%	84.9%	35.9%	35.99
	1.5%	10.3%	0.7%	1.3%	0.6%	0.0%	0.0%
Aldi, Bath Rd, Calcot, Reading RG30 2HB	1.5%	6.3%	3.2%	7.2%	0.0%	0.0%	0.0%
Lidl, Bath Rd, Calcot, Reading RG30 2HB				1.7%	2.7%	3.4%	3.4%
Lidl, Bath Rd, Calcot, Reading RG30 2HB Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	4.4%	12.8% 0.8%	5.4% 0.0%				0.0%
Lidl, Bath Rd, Calcot, Reading RG30 2HB		12.8% 0.8% 30.2%	5.4% 0.0% 9.3%	0.0%	0.0%	0.0%	
Lidl, Bath Rd, Calcot, Reading RG30 2HB Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA Other West Berkshire District	4.4% 3.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0% 3.4% 3.5% 42.89

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

Reading Town Conf		1	2	3	4	5	6 0.0%	Are 0.0
Reading Town Centre Marks and Spencer (N	&S) Foodhall, Friar St, Reading RG1 1HE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4
	&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,		1.6% 8.1%	0.0%	0.0%	1.7% 0.4%	0.0%	0.0%	0.0
Sainsbury's, Friar St, R Tesco Express, Crown		4.6%	0.0%	0.5%	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
	Aall, Reading, RG1 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Other shops, Reading Subtotal Reading Tow		0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Caversham District Centre								
Tesco Esso Express, Ch Waitrose, Church St, R	urch St, Caversham, Reading RG4 8AU	1.0% 1.9%	2.8%	11.3% 22.6%	1.8%	0.0%	0.0%	0.0
	itre, Caversham, RG4 8BA	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0
Local shops, Caversha		0.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0
Subtotal: Caversham I Cemetery Junction District Cen		3.3%	2.8%	37.2%	1.8%	0.0%	0.0%	0.0
Tesco Express, Londor		4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Co-Op, London Road,		7.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0
Subtotal Cemetery Jur	Junction District Centre ction District Centre:	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Emmer Green District Centre								
Morrisons Daily, Miles Local shops, Emmer G	tone Way Precinct, Caversham, Reading RG4 8X\	0.0% 0.0%	0.0%	0.0% 9.1%	0.0%	0.0%	0.0%	0.0
Subtotal Emmer Greer		0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0
Meadway District Centre:								
Asda (Tilehurst), Hone Local shops, The Mead	y End Ln, Reading RG30 4EL way District Centre	0.0% 0.0%	6.6% 0.0%	0.0%	1.6% 0.0%	0.0%	0.0%	0.0
Subtotal Meadway Dis		0.0%	6.6%	0.0%	1.6%	0.0%	0.0%	0.0
Oxford Road West District Cen		0.0%	2.04	4.0%	0.0%	0.0%	0.0%	
Tesco Express, Oxford Tesco Extra (Reading V	Rd, Reading RG1 7PX Vest), Portman Rd, Reading RG30 1AW	0.0% 3.1%	3.6% 1.2%	4.0% 0.5%	0.0%	0.0%	0.0% 0.0%	0.0
Local shops, Oxford Ro	ad West District Centre	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Subtotal Oxford Road Shinfield District Centre	West District Centre:	4.6%	4.8%	4.6%	0.4%	0.0%	0.0%	0.0
	d 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 Dist Tilehurst Triangle District Centu		0.0%	0.0%	0.0%	5.0%	0.0%	2.5%	2.5
	e hool Rd, Tilehurst, Reading RG31 5AL	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0
	lehurst, Reading, RG31 5AR	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0
Local shops, Tilehurst Subtotal Tilehurst Tria	Friangle District Centre ngle District Centre:	1.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0
Whiteley District Centre	-							
Aldi, Basingstoke Rd, F		1.5%	0.0%	0.0%	5.4%	0.0%	0.6%	0.6
Local shops, Whitley	toke Rd, Reading RG2 OHB	0.0%	0.0%	0.0%	7.6% 1.8%	0.0%	5.3% 0.0%	5.3
Subtotal Whitley Distr	ct Centre:	1.5%	0.0%	0.0%	14.8%	0.0%	5.9%	5.9
Local Centres		0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0
	Road, Reading RG2 7AZ ation Square, Southcote Ln, Reading RG30 3QN	1.6%	1.4%	0.0%	0.4%	0.0%	0.0%	0.0
Co-Op, Erleigh Road, F	eading, RG1 5NL	3.6%	0.0%	0.0%	0.4%	2.3%	0.0%	0.0
Local shops, Erleigh Ro Local shops, Tadley To		0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0
Tesco Express, Whitle		1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Local shops, Whitley S		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Co-Op, Whitley Wood Local shops, Wokingh	Road, Reading, RG2 8LQ	0.0% 0.0%	0.0%	0.0%	4.0% 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
Local Shops								
	it Rd, Reading RG1 7TN aversham, Reading, RG4 6DH	0.3% 0.0%	1.2% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	enue, Caversham, Reading, RG4 5BB	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0
Other local shops, Rea Subtotal Local Shops:	ding Borough	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0
Out of Centre Retail Parks and	Standalone Foodstores	0.7%	1.276	15.7%	0.4%	0.0%	0.0%	0.0
Marks and Spencer (N	&S) Foodhall, The Square, Chalfont Way, Crofton	0.0%	1.3%	0.0%	3.2%	0.0%	4.2%	4.2
	nalfont Way, Earley, Reading, RG6 5HJ ail Park, Reading RG2 0GG	0.0% 3.0%	0.0%	0.0%	0.0% 5.0%	2.3%	0.0% 0.0%	0.0
	ark, Reading, RG30 1PR	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0
	rk, Rose Kiln Lane, Reading, RG2 OHS	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6
Food Warehouse by Ic Aldi, Vastern Rd, Read	eland, Reading Link Retail Park, Rose Kiln Lane, R ing RG1 8AL	0.0% 1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Asda Express, Berkele	Avenue Reading RG1 6JT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Costco, South Oak Wa	y, Green Park, Reading, RG2 6UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Lidl, Basingstoke Rd, R Lidl, Oxford Rd, Readir		0.0% 1.9%	0.0% 4.1%	0.0%	4.0% 0.0%	2.3%	0.6%	0.6
Marks and Spencer (N	&S) Simply Food, Tilehurst Rd, High Street, Readi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	ff Rd, Reading RG2 6BW ote Service Station. Bath Rd. Reading RG30 2EU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	ote Service Station, Bath Rd, Reading RG30 2EU ckingham Drive, Emmer Green, Reading, RG4 8R	0.0% 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0
Tesco Extra, Napier Ro	, Reading RG1 8DF	3.4%	0.0%	1.1%	0.0%	0.5%	0.0%	0.0
Waitrose, Oxford Rd, F Subtotal Out of Centre		0.0%	8.3%	0.0%	0.4%	0.0%	0.0%	0.0
Subtotal Out of Centre READING BOROUGH MARKET		10.1% 63.3%	14.0% 48.3%	8.6% 84.2%	12.6% 47.6%	5.1% 12.5%	5.4% 20.6%	5.4 20.
Wokingham District								
Earley, Wokingham Waitrose, Hyde End Ro	ad, Shinfield, Reading, RG2 9ER	1.6%	0.0%	2.4%	7.8%	9.4%	0.0%	0.0
Other stores, Shinfield		0.0%	0.0%	0.0%	0.4%	0.0%	17.3%	17.
	Winnersh, Wokingham RG41 5AR	1.4%	0.0%	0.0%	2.1%	4.3%	1.2%	1.2
Lidl, Headley Rd, Woo Waitrose. Crockhamw	dley, Reading RG5 4JA ell Rd, Woodley, Reading RG5 3JW	1.5% 0.0%	0.0%	0.0%	0.0% 5.3%	5.7% 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, Woosehill	Shopping Centre, Wokingham, RG41 35W Im Town Centre	0.3% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Local shops Wokingh		3.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0
Local shops, Wokingh Aldi, London Rd, Earle		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Aldi, London Rd, Earle Aldi, Wellington Rd, W	okingham RG40 2EX			0.0%	16.3%	0.5%	6.9%	6.9
Aldi, London Rd, Earle Aldi, Wellington Rd, W Asda (Lower Earley), C	okingham RG40 2EX halfont Way, Lower Earley, Reading RG6 5TT	2.0%	1.3%		0.0%	0.00	0.61	
Aldi, London Rd, Earle Aldi, Wellington Rd, W Asda (Lower Earley), C	okingham RG40 2EX halfont Way, Lower Earley, Reading RG6 5TT Road, Wokingham, RG40 2NS		1.3% 0.0%	0.0%	0.0%	0.0%	0.6%	
Aldi, London Rd, Earle Aldi, Wellington Rd, W Asda (Lower Earley), C Tesco, Finchampstead Other, Wokingham Di Subtotal Wokingham I	okingham RG40 2EX halfont Way, Lower Earley, Reading RG6 5TT Road, Wokingham, RG40 2NS trict	2.0% 0.0%	0.0%	0.0%				40.
Aldi, London Rd, Earle Aldi, Wellington Rd, W Asda (Lower Earley), C Tesco, Finchampstead Other, Wokingham Di Subtotal Wokingham I West Berkshire	okingham RG40 2EX halfont Way, Lower Earley, Reading RG6 5TT Road, Wokingham, RG40 2NS trict Jistrict:	2.0% 0.0% 1.9% 11.9%	0.0%	0.0% 0.0% 5.2%	2.9% 34.8%	31.8% 83.0%	40.3% 66.3%	40. 66.
Aldi, London Rd, Earle Aldi, Wellington Rd, W Asda (Lower Earley), C Tesco, Finchampstead Other, Wokingham Di Subtotal Wokingham I	okingham RG40 2EX halfont Way, Lower Earley, Reading RG6 5TT Road, Wokingham, RG40 2NS trict Jistrict: leading RG30 2HB	2.0% 0.0% 1.9%	0.0%	0.0%	2.9%	31.8%	40.3%	40. 66. 0.0
Aldi, London Rd, Earle Aldi, Wellington Rd, W Asda (Lower Earley), Clower Earley), C Subtotal Wokingham Di Subtotal Wokingham I West Berkshire Aldi, Bath Rd, Calcot, I Lidi, Bath Rd, Calcot, S Sainsbury's, Bath Rd, C	okingham RG40 2EX halfortt Way, Lover Erlery, Reading RG6 5TT Road, Wokingham, RG40 2NS trict bistrict: teading RG30 2HB eeding RG30 2HB actor, Threale, Reading RG31 75A	2.0% 0.0% 1.9% 11.9% 1.6% 0.0% 1.8%	0.0% 0.0% 1.3% 10.3% 5.2% 6.0%	0.0% 0.0% 5.2% 0.0% 0.0%	2.9% 34.8% 2.7% 3.7% 2.1%	31.8% 83.0% 0.0% 0.0%	40.3% 66.3% 0.0% 0.0%	40. 66. 0.0 0.0
Aldi, London Rd, Earle Aldi, Wellington Rd, W Asda (Lower Earley), C Tesco, Finchampstead Other, Wokingham Ib Subtotal Wokingham I West Berkshire Aldi, Bath Rd, Calcot, F Lidi, Bath Rd, Calcot, F Sainsbury's, Bath Rd, C	okingham RG40 2EX halfort Way, Lover Earley, Reading RG6 5TT Road, Wokingham, RG40 2NS trict Sistrict: Sistrict: eading RG30 2HB eading RG30 2HB alcot, Theale, Reading RG31 7SA Sistrict	2.0% 0.0% 1.9% 11.9% 1.6% 0.0% 1.8% 4.6%	0.0% 0.0% 1.3% 10.3% 5.2% 6.0% 24.9%	0.0% 0.0% 5.2% 0.0% 0.0% 7.2%	2.9% 34.8% 2.7% 3.7% 2.1% 1.7%	31.8% 83.0% 0.0% 0.0% 0.0%	40.3% 66.3% 0.0% 0.0% 0.0% 3.3%	40. 66. 0.0 0.0 3.3
Aldi, London Rd, Earle Aldi, Wellington Rd, W Asda (Lower Earley), C Subtotal Wokingham Di Subtotal Wokingham I West Berkshire Aldi, Bath Rd, Calcot, I Lidi, Bath Rd, Calcot, S Sainsbury's, Bath Rd, C	okingham RG40 2EX halfort Way, Lover Earley, Reading RG6 5TT Road, Wokingham, RG40 2NS trict Sistrict: Sistrict: eading RG30 2HB eading RG30 2HB alcot, Theale, Reading RG31 7SA Sistrict	2.0% 0.0% 1.9% 11.9% 1.6% 0.0% 1.8%	0.0% 0.0% 1.3% 10.3% 5.2% 6.0%	0.0% 0.0% 5.2% 0.0% 0.0%	2.9% 34.8% 2.7% 3.7% 2.1%	31.8% 83.0% 0.0% 0.0%	40.3% 66.3% 0.0% 0.0%	0.0 40. 66. 0.0 0.0 3.3 3.3 3.3

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

							Total St Area
Leading Town Centre Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	0.6%	5.2%	0.0%	0.0%	0.0%	0.0%	0.09
Marks and Spencer (M&S) Foodnall, Friar St, Reading RG1 1HE Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	0.6%	5.2% 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%	1.19
Sainsbury's, Friar St, Reading RG1 1DX	3.6%	2.2%	1.2%	0.0%	0.0%	0.0%	0.05
Tesco Express, Crown St, Reading RG1 2SE Tesco Express, Market Place, Reading RG1 2EG	2.9% 2.9%	0.0%	0.0%	0.0% 2.7%	0.0%	0.0%	0.09
Iceland, Broad Street Mall, Reading, RG1 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
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%	1.19
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	2.9%	0.0%	17.9%	0.0%	0.0%	0.0%	0.05
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 Subtotal: Caversham District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Cemetery Junction District Centre	0.070	0.070	20.070	0.070	0.075	0.076	0.0
Tesco Express, London Rd, Reading RG1 5BA	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
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 Subtotal Cemetery Junction District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
mmer Green District Centre							-
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8X\	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: Meadway District Centre:	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.0%	1.5%	0.0%	0.6%	0.0%	0.0%	0.05
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%	0.05
Dxford Road West District Centre Tesco Express, Oxford Rd, Reading RG1 7PX	0.0%	3.3%	1.2%	0.0%	0.0%	0.0%	0.05
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.05
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%	0.05
Shinfield District Centre 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%	2.29
Subtotal Shinfield District Centre:	0.0%	0.0%	0.0%	1.3%	0.0%	5.5%	5.5
Tilehurst Triangle District Centre	0.0~	2.24	0.0%	0.0~	0.0%	0.0%	
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL Co-Op, School Road, Tilehurst, Reading, RG31 5AR	0.0% 0.0%	2.2% 0.7%	0.0%	0.0%	0.0%	0.0%	0.09
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
Whiteley District Centre	0.0%	0.0%	0.0%	4.7%	0.0%	9.9%	9.99
Aldi, Basingstoke Rd, Reading RG2 0NT Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.0%	0.7%	0.0%	4.7%	0.0%	1.1%	1.19
Local shops, Whitley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Subtotal Whitley District Centre:	0.0%	0.7%	0.0%	13.1%	0.0%	11.0%	11.0
ocal Centres Premier, Christchurch Road, Reading RG2 7AZ	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
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 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%	0.05
Co-Op, Whitley 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: .ocal Shops	3.6%	0.0%	0.0%	4.0%	0.0%	0.0%	0.05
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%	0.05
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB Other local shops, Reading Borough	0.0% 0.0%	0.0%	3.5% 0.0%	0.0%	0.0%	0.0%	0.09
Subtotal Local Shops:	2.8%	0.0%	8.1%	0.6%	0.0%	0.0%	0.0
Dut of Centre Retail Parks and Standalone Foodstores							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton	0.0%	0.0%	0.0%	8.8%	1.2%	0.0%	0.09
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
Aldi, Reading Gate Retail Park, Reading RG2 0GG B&M, Reading Retail Park, Reading, RG30 1PR	0.6%	0.0%	0.0%	3.7% 0.0%	1.2%	0.0%	0.09
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 OHS	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.05
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane, R	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
Aldi, Vastern Rd, Reading RG1 8AL	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.05
Asda Express, Berkeley Avenue Reading RG1 6JT Costco, South Oak Way, Green Park, Reading, RG2 6UE	0.0% 1.9%	0.0%	0.0%	0.0%	0.0%	5.0% 0.0%	5.09
Lidl, Basingstoke Rd, Reading RG2 OSJ	1.9%	0.0%	1.2%	2.5%	2.4%	1.1%	1.19
Lidi, Oxford Rd, Reading RG30 1AS	0.0%	3.3%	0.0%	1.3%	0.0%	0.0%	0.05
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Readi	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
Tesco Express, Flagstaff Rd, Reading RG2 6BW Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	0.0%	0.0% 4.1%	0.0%	0.0%	0.0%	0.0%	0.09
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 8R	0.0%	4.1% 0.0%	0.0%	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%	0.05
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: READING BOROUGH MARKET SHARE	10.0% 55.0%	14.7% 42.3%	19.1% 80.2%	36.2% 65.1%	4.8% 8.3%	6.1% 23.7%	6.19 23.7
Wokingham District			/0	2012/0	0.070	_3.776	23.7
Earley, Wokingham	0.0%	0.0%	0.0%	2.5%	1.2%	0.0%	0.0
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER Other stores, Shinfield	0.0% 0.0%	0.0%	0.0%	0.0% 2.7%	0.0%	1.1% 14.9%	1.19
Other stores, Shinfield Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	0.0%	3.0%	0.0%	2.7%	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%	1.19
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	0.6%	0.0%	0.0%	2.5%	7.1%	0.0%	0.05
Other stores, Woodley	2.8%	0.0%	0.0%	0.0%	18.6%	0.0%	0.0
Waitrose, Rectory Rd, Wokingham RG40 1BB Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.0%	0.0%	0.0%	0.6% 0.0%	5.4% 0.0%	0.0%	0.09
Morrisons, Wooseniii Snopping Centre, Wokingnam, RG413SW Local shops, Wokingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
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%	0.05
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 Other, Wokingham District	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Subtotal Wokingham District:	8.2%	3.0%	2.4%	24.6%	89.3%	66.8%	66.8
Vest Berkshire		3.9%	0.0%	3.5%	0.0%	0.0%	0.0
Nest Berkshire Aldi, Bath Rd, Calcot, Reading RG30 2HB	0.0%				0.0%	0.0%	0.05
West Berkshire Aldi, Bath Rd, Calcot, Reading RG30 2HB Lidl, Bath Rd, Calcot, Reading RG30 2HB	2.9%	12.6%	0.0%	3.5%			0.00
West Berkshire Aldi, Bath Rd, Calcot, Reading RG30 2HB		12.6% 15.9% 12.6%	0.0% 0.0% 9.9%	3.5% 0.0% 3.4%	1.2%	0.0%	
Mest Berkshire Aldi, Bath Rd, Calcot, Reading RG30 2HB Lidi, Bath Rd, Calcot, Reading RG30 2HB Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 75A Other West Berkshire District Subtotal West Berkshire District:	2.9% 0.0% 2.9% 5.8%	15.9% 12.6% 45.0%	0.0% 9.9% 9.9%	0.0% 3.4% 10.3%	1.2% 0.0% 1.2%	0.0% 1.1% 1.1%	1.19
West Berkshire Aidi, Bath Rd, Calcot, Reading RG30 2HB Lidi, Bath Rd, Calcot, Reading RG30 2HB Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA Other West Berkshire District	2.9% 0.0% 2.9%	15.9% 12.6%	0.0% 9.9%	0.0% 3.4%	1.2% 0.0%	0.0% 1.1%	0.09 1.19 1.19 5.09 <b>73.0</b>



### B.4 COMPARISON GOODS MARKET SHARES INCLUDING SFT

#### Reading Commercial Needs Assessment Comparison Goods Market Shares including SFT

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

			3				TOTAL
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%	#####
READING BOROUGH MARKET SHARE	44.0%	55.3%	63.9%	53.3%	46.7%	44.2%	#####
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%	######
Pincents 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 Cenre	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%	######
LEAKED EXPENDITURE FROM READING BOROUGH	13.9%	13.1%	8.7%	17.5%	28.1%	22.1%	######
ONLINE	42.0%	31.6%	27.4%	29.2%	25.3%	33.7%	######
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

IDPACTWRAIMSTRATEGIAL OF NOTICE 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

							A
	05 m/						
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%	####
READING BOROUGH MARKET SHARE	46.3%	65.9%	52.9%	50.8%	46.7%	42.0%	####
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%	####
Pincents 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 Cenre	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%	4.2%	0.0%	0.5%	####
LEAKED EXPENDITURE FROM READING BOROUGH	1.5%	7.0%	6.9%	1.5%	24.9%	17.3%	####
ONLINE	38.3%	27.0%	40.1%	34.6%	24.5%	40.7%	####
TOTAL MARKET SHARE	100.0%	100.0%	40.1%	34.6%	28.4%	40.7%	*****

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

							TOTA A
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%	#####
READING BOROUGH MARKET SHARE	34.7%	35.4%	26.5%	39.9%	38.9%	5.8%	####
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%	2.7%	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%	####
Pincents 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 Cenre	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%	####
LEAKED EXPENDITURE FROM READING BOROUGH	2.8%	2.9%	4.2%	4.1%	7.7%	7.2%	####
ONLINE	62.5%	61.8%	69.4%	56.0%	53.3%	87.0%	####

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

							TOTAL STU 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%	########
READING BOROUGH MARKET SHARE	43.3%	52.4%	62.5%	52.8%	60.6%	61.6%	########
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%	2.7%	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%	
Pincents 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 Cenre	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%	########
LEAKED EXPENDITURE FROM READING BOROUGH	6.5%	4.1%	0.0%	4.5%	11.8%	2.9%	########
ONLINE	50.1%	43.5%	37.5%	42.8%	27.5%	35.5%	
TOTAL MARKET SHARE	100.0%	45.5%	100.0%	42.8%	100.0%	100.0%	******

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 Example of Technical

							тот <i>и</i> 4
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%	####
READING BOROUGH MARKET SHARE	46.1%	46.6%	54.0%	52.0%	39.6%	26.0%	####
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%	###
Pincents 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 Cenre	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%	###
LEAKED EXPENDITURE FROM READING BOROUGH	7.6%	10.9%	3.8%	16.6%	23.4%	24.2%	####
ONLINE	46.3%	42.5%	42.2%	31.4%	36.9%	49.8%	###
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	###

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

							TOTAL STU 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%	#######
READING BOROUGH MARKET SHARE	34.0%	46.3%	69.7%	63.7%	46.0%	31.0%	########
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%	#######
Pincents 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 Cenre	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%	
LEAKED EXPENDITURE FROM READING BOROUGH	10.5%	10.1%	5.9%	13.6%	15.2%	28.4%	########
ONLINE	55.5%	43.6%	24.4%	22.7%	38.8%	40.6%	########
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	******

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



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

							TOTAL S
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%	#######
READING BOROUGH MARKET SHARE	42.6%	45.0%	66.3%	54.5%	53.9%	61.1%	#######
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%	#######
Pincents 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 Cenre	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%	#######
LEAKED EXPENDITURE FROM READING BOROUGH	19.6%	29.3%	15.5%	16.7%	26.4%	16.7%	#######
ONLINE	37.8%	25.7%	18.1%	28.8%	19.7%	22.3%	#######
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	*****

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

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

							TOTAL S
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%	######
READING BOROUGH MARKET SHARE	48.5%	72.0%	71.6%	67.7%	53.6%	64.6%	######
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%	######
Pincents 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%	######
Basingstoke Out of Centre Bracknell Town Centre	3.3%	0.0%	0.5%	4.4%	0.9%	0.0%	######
Camberley Town Centre	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	
Camberley Out of Cenre	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%	0.0%	6.1%	0.0%	######
LEAKED EXPENDITURE FROM READING BOROUGH		3.3%	22.7%		39.9%	27.8%	-
ONLINE	14.3%	11.9%	5.7%	17.8%	39.9% 6.4%	27.8%	######
UNLINE	57.5%	10.1%	5.7%	14.5%	0.4%	7.0%	#####

TOTAL MARKET SHARE
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

							TOTAL S ARE
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%	#######
READING BOROUGH MARKET SHARE	50.7%	57.4%	75.4%	47.7%	26.1%	28.8%	#######
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%	#######
Pincents 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 Cenre	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%	#######
LEAKED EXPENDITURE FROM READING BOROUGH	18.5%	20.5%	11.7%	39.6%	59.9%	44.4%	#######
ONLINE	30.7%	22.1%	12.9%	12.7%	14.0%	26.8%	#######

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

							TOTAL
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%	#####
READING BOROUGH MARKET SHARE	39.2%	52.0%	71.6%	44.4%	43.9%	48.4%	#####
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%	#####
Pincents 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 Cenre	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%	#####
LEAKED EXPENDITURE FROM READING BOROUGH	15.2%	17.2%	8.9%	21.7%	33.1%	24.7%	#####
ONLINE	45.7%	30.9%	19.5%	33.9%	23.0%	26.8%	#####

ONLINE TOTAL MARKET SHARE 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:							TOTAL ST AREA
Reading Town Centre	2.00						
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	2.8% 0.3%	0.8%	0.4%	1.5% 0.0%	2.6%	0.6%	1.59
Sainsbury's, Broad St, Reading RG1 2BH	9.4%	0.1%	0.0%	0.7%	0.2%	0.4%	1.69
Sainsbury's, Friar St, Reading RG1 1DX	6.0%	1.6%	1.3%	2.5%	0.9%	0.1%	2.19
Tesco Express, Crown St, Reading RG12SE Tesco Express, Market Place, Reading RG12EG	5.1% 1.5%	0.0%	0.0%	0.3%	0.0%	0.5%	0.99
Iceland, Broad Street Mall, Reading, RG1 7QE	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Other shops, Reading Town Centre	0.5%	0.2%	0.3%	0.1%	0.0%	0.0%	0.29
Subtotal Reading Town Centre:	25.9%	2.7%	2.0%	5.3%	3.6%	1.5%	6.69
Caversham District Centre Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	1.5%	2.6%	2.9%	0.3%	0.0%	0.0%	1.39
Waitrose, Church St, Reading RG4 8AY	1.7%	0.0%	25.8%	0.0%	0.0%	0.9%	4.49
Iceland, St Martins Centre, Caversham, RG4 8BA	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.39
Local shops, Caversham District Centre Subtotal: Caversham District Centre:	0.1%	2.6%	0.4%	0.0%	0.0%	0.0%	0.19
Cemetery Junction District Centre	3.376	2.0/0	51.174	0.376	0.070	0.5%	0.1/
Tesco Express, London Rd, Reading RG1 5BA	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.49
Co-Op, London Road, Reading RG1 3NU	1.7% 0.3%	0.0%	2.8%	0.1%	0.0%	0.0%	0.79
Local shops, Cemetery Junction District Centre Subtotal Cemetery Junction District Centre:	4.9%	0.0%	2.8%	0.0%	0.0%	0.0%	1.29
mmer Green District Centre							
Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
Local shops, Emmer Green District Centre Subtotal Emmer Green District Centre:	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.45
Meadway District Centre:							
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.5%	7.4%	1.3%	3.2%	0.0%	0.0%	2.69
Local shops, The Meadway District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
Subtotal Meadway District Centre: Dxford Road West District Centre	0.5%	7.4%	1.3%	3.2%	0.0%	0.0%	2.65
Tesco Express, Oxford Rd, Reading RG1 7PX	0.8%	3.1%	1.0%	0.9%	0.0%	0.0%	1.19
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	2.2%	13.6%	0.7%	0.5%	0.0%	0.0%	3.55
Local shops, Oxford Road West District Centre Subtotal Oxford Road West District Centre:	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
subtotal Oxford Koad West District Centre:	3.370	20.7%	1.7/6	1.4/0	0.0%	0.0%	4./3
Tesco Express, Shinfield Rd, Reading RG2 8HA	0.0%	0.0%	0.0%	2.3%	0.0%	0.6%	0.55
Local shops, Shinfield Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.05
Subtotal Shinfield District Centre: ilehurst Triangle District Centre	0.0%	0.0%	0.0%	2.3%	0.0%	0.7%	0.55
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	0.0%	0.9%	0.0%	0.4%	0.0%	0.0%	0.35
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.45
Local shops, Tilehurst Triangle District Centre	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.15
Subtotal Tilehurst Triangle District Centre: Whitelev District Centre	0.2%	3.2%	0.0%	0.4%	0.0%	0.0%	0.85
Aldi, Basingstoke Rd, Reading RG2 ONT	4.6%	0.4%	0.2%	6.4%	0.3%	5.0%	2.65
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	5.5%	0.1%	0.2%	8.3%	1.4%	5.9%	3.35
Local Shops, Whitley	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.15
Subtotal Whitley District Centre: ocal Centres	10.1%	0.3%	0.3%	14.3%	1.7%	10.5%	3.5
Premier, Christchurch Road, Reading RG2 7AZ	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.05
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QI	0.3%	0.2%	0.0%	1.0%	0.0%	0.9%	0.45
Co-Op, Erleigh Road, Reading, RG1 5NL Local shops, Erleigh Road	1.2%	0.0%	0.0%	0.1%	0.4%	0.0%	0.35
Local shops, Energin Hoad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
Tesco Express, Whitley St, Reading RG2 0EG	0.4%	0.0%	0.0%	0.1%	0.0%	0.0%	0.15
Local shops, Whitley Street Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
Co-Op, Whitley Wood Road, Reading, RG2 8LQ Local shops, Wokingham Road Local Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.15
Subtotal Local Centres:	2.0%	0.2%	0.0%	2.0%	1.0%	1.6%	1.15
ocal Shops							
Tesco Express, Tilehurst Rd, Reading RG1 7TN Co-Op, Henley Road, Caversham, Reading, RG4 6DH	2.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.45
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.15
Other local shops, Reading Borough	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.05
Subtotal Local Shops: Dut of Centre Retail Parks and Standalone Foodstores	2.3%	0.2%	3.3%	0.1%	0.0%	0.0%	0.95
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Croft	0.0%	0.6%	0.2%	3.5%	0.1%	2.5%	1.15
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	0.0%	0.0%	0.0%	0.7%	0.4%	0.9%	0.35
Aldi, Reading Gate Retail Park, Reading RG2 0GG	2.5%	0.7%	1.6%	2.0%	2.8%	1.5%	1.85
B&M, Reading Retail Park, Reading, RG30 1PR B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.05
B&M, Brunei Retail Park, Rose Kiin Lane, Reading, RG2 UHS Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiin Lane,	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.05
Aldi, Vastern Rd, Reading RG1 8AL	3.9%	0.2%	8.6%	0.0%	0.0%	0.0%	2.05
Asda Express, Berkeley Avenue Reading RG1 6JT	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.15
Costco, South Oak Way, Green Park, Reading, RG2 6UE Lidl, Basingstoke Rd, Reading RG2 0SJ	0.1%	0.4%	1.3% 0.1%	2.2% 5.8%	1.3%	1.0%	1.15
Lidi, Basingstoke Rd, Reading RG2 USJ Lidi, Oxford Rd, Reading RG30 1AS	2.1%	2.7%	0.1%	5.8% 0.1%	1.5% 0.4%	0.0%	1.05
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Rea	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.15
Tesco Express, Flagstaff Rd, Reading RG2 6BW	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.15
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 1	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.15
Tesco Extra, Napier Rd, Reading RG1 8DF	8.8%	1.5%	17.5%	3.3%	1.5%	2.9%	5.65
Waitrose, Oxford Rd, Reading RG30 6WR	0.9%	11.8%	0.0%	1.8%	0.0%	0.5%	3.25
Subtotal Out of Centre Foodstores:	21.1% 73.5%	18.4% 52.0%	30.5% 75.4%	19.9% 49.8%	7.9%	16.1% 31.7%	18.9 49.7
READING BOROUGH MARKET SHARE Wokingham District	73.5% 0.0%	52.0% 0.0%	0.0%	49.8%	0.0%	31.7% 0.0%	49.7
Earley, Wokingham	0.3%	0.0%	0.4%	1.8%	2.7%	0.0%	1.05
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.05
Other stores, Shinfield Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	0.0%	0.0%	0.0%	0.2%	0.0%	3.9%	0.45
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR Lidl, Headley Rd, Woodley, Reading RG5 4JA	1.4%	0.2%	0.9%	5.1% 0.4%	13.0%	0.1%	2.35
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	0.0%	0.7%	0.2%	2.7%	16.1%	0.0%	3.75
Other stores, Woodley	0.6%	0.7%	0.7%	0.0%	5.8%	0.0%	1.45
Waitrose, Rectory Rd, Wokingham RG40 1BB Morrisons, Woosehill Shapping Contro, Wokingham, RG41 3SW	0.2%	0.0%	0.0%	0.0%	0.4%	0.9%	0.25
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW Local shops, Wokingham Town Centre	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.15
Aldi, London Rd, Earley, Reading RG6 1LA	4.0%	1.1%	3.8%	0.0%	11.7%	1.2%	3.75
Aldi, Wellington Rd, Wokingham RG40 2EX	0.4%	0.0%	0.0%	0.0%	0.0%	1.0%	0.15
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	3.1% 0.0%	0.2%	1.5%	20.1%	11.8% 0.1%	17.4% 4.3%	8.55
Tesco, Finchampstead Road, Wokingham, RG40 2NS Other, Wokingham District	0.0%	0.0%	1.3%	0.0%	0.1%	4.3% 13.5%	4.75
Subtotal Wokingham District:	3.5%	2.9%	10.3%	33.0%	85.0%	57.3%	4.73
West Berkshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.05
Aldi, Bath Rd, Calcot, Reading RG30 2HB	1.5% 0.7%	13.4% 8.3%	1.5%	4.7% 4.3%	0.1%	0.0%	4.45
Lidl, Bath Rd, Calcot, Reading RG30 2HB Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	0.7%	8.3% 17.6%	2.2% 4.1%	4.3% 6.4%	0.0%	0.0%	3.15
Other West Berkshire District	4.4%	5.6%	2.0%	0.5%	0.0%	0.6%	2.45
Subtotal West Berkshire District:	9.6%	45.0%	9.9%	15.8%	0.8%	3.5%	16.5
All other	2.0%	0.1%	4.4%	1.4%	0.0%	7.6%	2.05
LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH	26.5%	48.0%	24.6%	50.2%	85.8%	68.3%	50.3

### TABLE 2: 2024 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:	1	2	3	4	5	6	AREA
Reading	Total Available Spend (excluding SFT): Town Centre	£115.1	£162.4	£108.8	£140.4	£126.5	£62.1	£715.2
	Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	£3.17	£1.3	£0.4	£2.1	£3.2	£0.3	£10.6
	Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ Sainsbury's, Broad St, Reading RG1 2BH	£0.3 £10.8	£0.0 £0.2	£0.0 £0.0	£0.0 £1.0	£0.0 £0.2	£0.0 £0.2	£0.3 £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 RG12SE Tesco Express, Market Place, Reading RG12EG	£5.9 £1.7	£0.0 £0.0	£0.0 £0.0	£0.4 £0.2	£0.0 £0.0	£0.3 £0.0	£6.6 £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
Caversha	Subtotal Reading Town Centre: am District Centre	£29.8	£4.4	£2.2	£7.4	£4.6	£0.9	£49.3
	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 Iceland, St Martins Centre, Caversham, RG4 8BA	£2.0 £0.0	£0.0 £0.0	£28.1 £2.1	£0.0 £0.0	£0.0 £0.0	£0.5 £0.0	£30.6 £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	£33.8	£0.4	£0.0	£0.5	£42.9
Cemeter	y 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 Subtotal Cemetery Junction District Centre:	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Emmer G	subtotal Cemetery Junction District Centre:	£5.6	£0.0	£3.0	£0.1	£0.0	£0.0	£8.7
	Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 &	£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	£2.6 £2.6	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£2.6 £2.6
Meadwa	Subtotal Emmer Green District Centre: y District Centre:	20.0	20.0	12.0	20.0	20.0	20.0	12.0
	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 Subtotal Meadway District Centre:	£0.0 £0.6	£0.0 £12.0	£0.0 £1.4	£0.0 £4.5	£0.0 £0.0	£0.0 £0.0	£0.0 £18.6
Oxford R	load West District Centre	20.0		£1.4	£4.3	20.0	20.0	-10.0
	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 Local shops, Oxford Road West District Centre	£2.5 £0.3	£22.1 £0.0	£0.8 £0.0	£0.7 £0.0	£0.0 £0.0	£0.0 £0.0	£26.0 £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	<i></i>						
	Tesco Express, Shinfield Rd, Reading RG2 8HA Local shops, Shinfield Road District Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£3.2 £0.0	£0.0 £0.0	£0.4 £0.1	£3.5 £0.1
	Subtotal Shinfield District Centre:	£0.0	£0.0	£0.0	£3.2	£0.0	£0.4	£3.6
Tilehurst	Triangle District Centre Acda Filling Station, School Rd, Tileburst, Reading RG31 541	£0.0	£1.5	£0.0	£0.5	£0.0	£0.0	£2.1
	Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL 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
Whiteley	Subtotal Tilehurst Triangle District Centre: / District Centre	£0.2	£5.3	£0.0	£0.5	£0.0	£0.0	£6.0
,	Aldi, Basingstoke Rd, Reading RG2 ONT	£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, Whitley Subtotal Whitley District Centre:	£0.0 £11.7	£0.0 £0.9	£0.0 £0.3	£0.4 £21.0	£0.0 £2.1	£0.0 £6.7	£0.4 £42.7
Local Cer								
	Premier, Christchurch Road, Reading RG2 7AZ	£0.0	£0.0	£0.0	£0.1	£0.0 £0.0	£0.0	£0.1 £2.6
	Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QI Co-Op, Erleigh Road, Reading, RG1 5NL	£0.3 £1.4	£0.4 £0.0	£0.0 £0.0	£1.4 £0.1	£0.5	£0.5 £0.0	£2.6 £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 £0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.7
	Tesco Express, Whitley St, Reading RG2 0EG 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	£1.0	£0.0	£0.0	£1.0
	Local shops, Wokingham Road Local Centre Subtotal Local Centres:	£0.0 £2.3	£0.0 £0.4	£0.0 £0.0	£0.0 £2.8	£0.7 £1.3	£0.5 £1.0	£1.2 £7.7
Local Sho								
	Tesco Express, Tilehurst Rd, Reading RG1 7TN	£2.6	£0.3 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£2.9 £3.2
	Co-Op, Henley Road, Caversham, Reading, RG4 6DH Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	£0.0 £0.0	£0.0 £0.0	£3.2 £0.4	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£3.2 £0.4
	Other local shops, Reading Borough	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
0	Subtotal Local Shops: entre Retail Parks and Standalone Foodstores	£2.6	£0.3	£3.6	£0.1	£0.0	£0.0	£6.7
Out of Ce	Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Croft	£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	£0.5	£1.9
	Aldi, Reading Gate Retail Park, Reading RG2 0GG B&M, Reading Retail Park, Reading, RG30 1PR	£2.9 £0.0	£1.2 £0.1	£1.7 £0.0	£2.9 £0.0	£3.5 £0.0	£0.9 £0.0	£13.1 £0.1
	B&M, Reading Retail Park, Reading, RG30 1PR B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
	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 Asda Express, Berkeley Avenue Reading RG1 6JT	£4.5 £0.4	£0.3 £0.0	£9.4 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£14.2 £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 £0.0	£8.2	£2.0	£4.1 £0.0	£15.4
	Lidl, Oxford Rd, Reading RG30 1AS Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Rea	£2.4 £0.2	£4.3 £0.4	£0.0 £0.0	£0.1 £0.0	£0.5 £0.0	£0.0 £0.0	£7.3 £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 Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 (	£0.0 £0.0	£0.4 £0.0	£0.0 £1.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.4 £1.2
	Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 Tesco Extra, Napler Rd, Reading RG1 8DF	£0.0 £10.1	£0.0 £2.4	£1.2 £19.0	£0.0 £4.7	£0.0 £1.9	£0.0 £1.8	£1.2 £40.0
	Waitrose, Oxford Rd, Reading RG30 6WR	£1.1	£19.2	£0.0	£2.5	£0.0	£0.3	£23.1
READING	Subtotal Out of Centre Foodstores:	£24.3 £84.6	£29.8 £84.52	£33.2 £82.0	£27.9 £69.9	£10.0 £18.0	£10.0 £19.7	£135.3 £358.7
	a BOROUGH MARKET SHARE	204.0	104.32	102.0	203.5	110.0	223.1	1330./
	Earley, Wokingham	£0.3	£0.0	£0.4	£2.6	£3.4	£0.0	£6.7
	Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER Other stores, Shinfield	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.3	£0.0 £0.0	£0.0 £2.4	£0.0 £2.7
		£1.6	£0.3	£1.3	£7.2	£16.4	£9.2	£35.9
	Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR					£12.6	£0.0	£15.7
	Sainsbury's, King St Ln, Winnersh, Wokingham RG41 SAR Lidl, Headley Rd, Woodley, Reading RG5 4JA	£1.5	£0.0	£1.0	£0.5			£25.4
	Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	£1.5 £0.0 £0.7	£0.0 £1.1 £1.2	£1.0 £0.2 £0.7	£3.8 £0.0	£20.3 £7.3	£0.0 £0.0	£9.9
	Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR Lidl, Headley Rd, Woodley, Reading RG5 4JA Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW Other stores, Woodley Waitrose, Rectory Rd, Wokingham RG40 1BB	£0.0 £0.7 £0.2	£1.1 £1.2 £0.0	£0.2 £0.7 £0.0	£3.8 £0.0 £0.0	£20.3 £7.3 £0.5	£0.0 £0.5	£1.3
	Sainsbury, K King Si Lin, Winnersh, Wokingham RG41 SAR Lidl, Headley Rd, Woodley, Reading RG5 4JA Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW Other stores, Woodley Waitrose, Rectory Rd, Wokingham RG40 188 Morrisons, Wooselli Shopping Centre, Wokingham, RG41 3SW	£0.0 £0.7 £0.2 £0.2	£1.1 £1.2 £0.0 £0.0	£0.2 £0.7 £0.0 £0.0	£3.8 £0.0 £0.0 £0.0	£20.3 £7.3 £0.5 £0.3	£0.0 £0.5 £0.0	£1.3 £0.5
	Sainsburys, King SL Lu, Winnersh, Wolangham R641 5AR Lul, Headler, R4 Koodler, Reading R65 4JA Waltrose, Crockhamwell Rd, Woodley, Reading R65 3JW Other stores, Woodley Waltrose, Rectory Rd, Wokingham R640 1BB Morrisons, Woosehill Shopping Centre, Wokingham, R641 3SW Local shops, Wokingham Town Centre	£0.0 £0.7 £0.2 £0.2 £0.0	£1.1 £1.2 £0.0	£0.2 £0.7 £0.0 £0.0 £0.0	£3.8 £0.0 £0.0	£20.3 £7.3 £0.5	£0.0 £0.5	£1.3
	Sainsturys, king St Ln, Winnersh, Wolingham RG41 5AR Lidl, Headler, R4 KG54 AR G54 AA Waitrose, Crockhamwell R4 Woodley, Reading RG5 3JW Other stores, Woodley Waitrose, Rectory R4, Wokingham RG40 18B Morrisons, Woosehil Shopping Centre, Wokingham, RG41 3SW Local shops, Wokingham Town Centre Aldu, London R4, Earley, Reading RG5 LA Aldu, Weinitgton Rd, Wokingham RG40 2EX	£0.0 £0.7 £0.2 £0.2 £0.0 £4.6 £0.4	£1.1 £1.2 £0.0 £0.0 £0.0 £1.8 £0.0	£0.2 £0.7 £0.0 £0.0 £0.0 £4.1 £0.0	£3.8 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£20.3 £7.3 £0.5 £0.3 £0.0 £14.9 £0.0	£0.0 £0.5 £0.0 £0.2 £0.7 £0.6	£1.3 £0.5 £0.2 £26.0 £1.0
	Sainsburys, King SL Lu, Winnersh, Wolangham R641 SAR Lidl, Headley Rd, Woodley, Reading R65 4JA Watrose, Ocothamwell Rd, Woodley, Reading R65 3JW Other stores, Woodley Watrose, Rector Rd, Wokingham R640 1BB Morrisons, Woosehill Shopping Centre, Wokingham, R641 3SW Local shops, Wokingham Town Centre Aldi, London Rd, Earley, Reading R66 1LA Aldi, Weilington Rd, Wokingham R640 2EX Adad Lower Earley, Chatfort Way, Lower Earley, Reading R66 5TT	£0.0 £0.7 £0.2 £0.2 £0.0 £4.6 £0.4 £3.6	£1.1 £1.2 £0.0 £0.0 £0.0 £1.8 £0.0 £0.4	£0.2 £0.7 £0.0 £0.0 £0.0 £4.1 £0.0 £1.6	£3.8 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £28.3	£20.3 £7.3 £0.5 £0.3 £0.0 £14.9 £0.0 £15.0	£0.0 £0.5 £0.0 £0.2 £0.7 £0.6 £10.8	£1.3 £0.5 £0.2 £26.0 £1.0 £59.7
	Sainsturys, King SL Lu, Winnersh, Wolangham RG41 5AR Lul, Headler, R4 Koodler, Reading RG5 4A Waitrosc, Crockhamwell R4, Woodley, Reading RG5 3JW Other stores. Woodley Waitrosc, Rectory R4, Wokingham RG40 1BB Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW Local shop, Wokingham Towin Centre Aldu, London R4, Earley, Reading RG5 LIA Aldu, Weinitgen R4, Wokingham RG40 ZaSY Asda (Lower Earley), Chalfort Way, Lower Earley, Reading RG6 5TT Asda (Lower Earley), Chalfort Way, Lower Earley	£0.0 £0.7 £0.2 £0.2 £0.0 £4.6 £0.4	£1.1 £1.2 £0.0 £0.0 £1.8 £0.0 £1.8 £0.0 £0.4 £0.0	£0.2 £0.7 £0.0 £0.0 £4.1 £0.0 £1.6 £1.6 £1.4	£3.8 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £28.3 £0.0	£20.3 £7.3 £0.5 £0.3 £0.0 £14.9 £0.0 £15.0 £0.2	£0.0 £0.5 £0.0 £0.2 £0.7 £0.6 £10.8 £2.6	£1.3 £0.5 £0.2 £26.0 £1.0 £59.7 £4.2
	Sainsburys, King SL Lu, Winnersh, Wolangham R641 SAR Lidl, Headley Rd, Woodley, Reading R65 4JA Watrose, Ocothamwell Rd, Woodley, Reading R65 3JW Other stores, Woodley Watrose, Rector Rd, Wokingham R640 1BB Morrisons, Woosehill Shopping Centre, Wokingham, R641 3SW Local shops, Wokingham Town Centre Aldi, London Rd, Earley, Reading R66 1LA Aldi, Weilington Rd, Wokingham R640 2EX Adad Lower Earley, Chatfort Way, Lower Earley, Reading R66 5TT	£0.0 £0.7 £0.2 £0.2 £0.0 £4.6 £0.4 £3.6 £0.0	£1.1 £1.2 £0.0 £0.0 £0.0 £1.8 £0.0 £0.4	£0.2 £0.7 £0.0 £0.0 £0.0 £4.1 £0.0 £1.6	£3.8 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £28.3	£20.3 £7.3 £0.5 £0.3 £0.0 £14.9 £0.0 £15.0	£0.0 £0.5 £0.0 £0.2 £0.7 £0.6 £10.8	£1.3 £0.5 £0.2 £26.0 £1.0 £59.7
West Ber	Sainsburys, King SL Lu, Winnersh, Wolingham RG41 SAR Lul, Headler, RA Koodler, Reading RG5 AIA Waltrose, Crockhamwell Rd, Woodley, Reading RG5 JJW Other stores, Woodley, Reading RG5 JJW Morrison, Rectory Rd, Wolkingham RG40 1BB Morrison, Woosehill Shopping Centre, Wolkingham, RG41 3SW Local shops, Woldingham Town Centre Aldi, Lindon Rd, Earley, Reading RG6 SLA Aldi, Wellington Rd, Wolkingham, RG40 2EX Arda (Lower Earley), Chalfort Way, Lower Earley, Reading RG6 STT Tesco, Finchamptsed Road, Wolkingham, RG40 2NS Other, Wolkingham District: Subtotal Wolkingham District:	£0.0 £0.7 £0.2 £0.2 £0.0 £4.6 £0.4 £3.6 £0.0 £4.1 £17.2	£1.1 £1.2 £0.0 £0.0 £1.8 £0.0 £0.4 £0.0 £0.0 £0.0 £1.4 £0.0	£0.2 £0.7 £0.0 £0.0 £4.1 £0.0 £1.6 £1.6 £1.4 £0.4 £11.2	£3.8 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £28.3 £0.0 £3.5 £46.3	£20.3 £7.3 £0.5 £0.3 £14.9 £10.0 £15.0 £0.2 £16.7 £107.5	£0.0 £0.5 £0.0 £0.2 £0.7 £0.6 £10.8 £2.6 £8.4 £35.6	f1.3 f0.5 f0.2 f26.0 f1.0 f59.7 f4.2 f33.1 f222.5
West Ber	Sainsturys, King St Ln, Winnersh, Wolingham RG41 5AR Lidi, Headler, R4 Moodley, Reading RG5 3A Waltrosc, Crockhamwell Rd, Woodley, Reading RG5 3IW Other stores. Woodley. Waltrosc, Rectory Rd, Wokingham RG40 1BB Morrison, Woodley. Local shops, Wokingham Tonu Centre Addi, London Rd, Earley, Reading RG5 1IA Add, Welnigton Rd, Wokingham RG40 2IX Add, Welnigton Rd, Wokingham RG40 2X Add, Welnigton Rd, Wokingham, RG40 2X Cher, Wokingham District Subtral Wokingham District	£0.0 £0.7 £0.2 £0.2 £0.0 £4.6 £0.4 £3.6 £0.0 £4.1	£1.1 £1.2 £0.0 £0.0 £1.8 £0.0 £0.4 £0.0 £0.0	£0.2 £0.7 £0.0 £0.0 £4.1 £0.0 £1.6 £1.4 £0.4	£3.8 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £28.3 £0.0 £3.5	£20.3 £7.3 £0.5 £0.3 £14.9 £0.0 £15.0 £15.0 £0.2 £16.7	£0.0 £0.5 £0.0 £0.2 £0.7 £0.6 £10.8 £2.6 £8.4	£1.3 £0.5 £0.2 £26.0 £1.0 £59.7 £4.2 £33.1
West Ber	Sainsburys, King SL Lu, Winnersh, Wolingham RG41 SAR Lul, Headler, RA Koodler, Reading RG5 AIA Waltrose, Crockhamwell Rd, Woodley, Reading RG5 JJW Other stores, Woodley, Reading RG5 JJW Morrison, Rectory Rd, Wolkingham RG40 1BB Morrison, Woosehill Shopping Centre, Wolkingham, RG41 3SW Local shops, Wolkingham Town Centre Aldi, Lindon Rd, Earley, Reading RG6 SLA Aldi, Wellington Rd, Wolkingham, RG40 2EX Arda (Lower Earley), Chalfort Way, Lower Earley, Reading RG6 STT Tesco, Finchamptsed Road, Wolkingham, RG40 2NS Other, Wolkingham District: Subtotal Wolkingham District:	£0.0 £0.7 £0.2 £0.2 £0.0 £4.6 £0.4 £3.6 £0.0 £4.1 £17.2 £1.7	£1.1 £1.2 £0.0 £0.0 £1.8 £0.0 £0.4 £0.0 £0.0 £0.0 £4.7 £21.8	£0.2 £0.7 £0.0 £0.0 £4.1 £0.0 £1.6 £1.6 £1.4 £0.4 £11.2 £1.6	£3.8 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £28.3 £0.0 £3.5 £46.3 £6.6	£20.3 £7.3 £0.5 £0.3 £0.0 £14.9 £0.0 £15.0 £0.2 £16.7 £107.5 £0.2	£0.0 £0.5 £0.0 £0.2 £0.7 £0.6 £10.8 £2.6 £8.4 £35.6 £0.0	£1.3 £0.5 £0.2 £26.0 £1.0 £59.7 £4.2 £33.1 £222.5 £31.8 £22.7 £48.1
West Ber	Sainsburys, King SL Lu, Winnersh, Wolangham RC41 SAR Lul, Headler, RK Moodley, Reading RG5 AIA Waltrose, Crockhamwell Rk Woodley, Reading RG5 JIA Waltrose, Rectory Rd, Wokingham RG40 1BB Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW Local shop, Wokingham Town Centre Aldi, London Rd, Earley, Reading RG6 SLA Aldi, Wellington Rd, Wokingham, RG40 2EX Acad Locuwe Earley, Ichalfort Way, Lower Earley, Reading RG6 STT Tesce, Finchamptead Road, Wokingham, RG40 2NS Other, Wokingham District: Subtotal Wokingham District: Khale Aldi, Lash Rd, Calcot, Reading RG30 2HB	£0.0           £0.7           £0.2           £0.2           £0.0           £4.6           £0.4           £3.6           £0.0           £4.1           £17.2           £1.7           £0.8	£1.1 £1.2 £0.0 £0.0 £1.8 £0.0 £0.4 £0.0 £0.0 £0.0 £4.7 £21.8 £13.5	£0.2 £0.7 £0.0 £0.0 £4.1 £0.0 £1.6 £1.4 £0.4 £11.2 £1.6 £2.4	£3.8 £0.0 £0.0 £0.0 £0.0 £0.0 £28.3 £0.0 £3.5 £46.3 £6.6 £6.0	£20.3 £7.3 £0.5 £0.0 £14.9 £0.0 £15.0 £0.2 £16.7 £107.5 £0.2 £0.0	£0.0 £0.5 £0.0 £0.2 £0.7 £0.6 £10.8 £2.6 £8.4 £35.6 £0.0 £0.0 £0.0	£1.3 £0.5 £0.2 £26.0 £1.0 £59.7 £4.2 £33.1 £222.5 £31.8 £22.7

## TABLE 3: 2029 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

Zon Total Available Spend (excluding SF		2 £160.8	3 £107.3	4 £140.7	5 £128.7	6 £64.2	AREA £716.
Reading Town Centre Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	£3.16	£1.3	£0.4	£2.1	£3.3	£0.4	£10.0
Marks and Spencer (M&S) Foodnall, Friar St, Reading RG1 1HE Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1		£1.3 £0.0	£0.4 £0.0	£2.1 £0.0	£3.3 £0.0	£0.4 £0.0	£10.0 £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 Tesco Express. Crown St. Reading RG1 2SE	£7.0 £5.9	£2.5 £0.0	£1.4 £0.0	£3.6 £0.4	£1.1 £0.0	£0.1 £0.3	£15.7 £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 Other shops, Reading Town Centre	£0.39	£0.0 £0.3	£0.0 £0.3	£0.0 £0.1	£0.0 £0.0	£0.0	£0.4
Subtotal Reading Town Centre:	£0.6 £29.8	£4.3	£2.1	£7.5	£4.6	£0.0 £0.9	£1.3 £49.
Caversham District Centre							
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU Waitrose, Church St, Reading RG4 8AY	£1.8 £2.0	£4.2 £0.0	£3.2 £27.7	£0.4 £0.0	£0.0 £0.0	£0.0 £0.6	£9.6
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: Cemetery Junction District Centre	£3.8	£4.2	£33.4	£0.4	£0.0	£0.6	£42.
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 £0.3	£0.0 £0.0	£3.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£5.0 £0.3
Local shops, Cemetery Junction District Centre 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 Local shops, Emmer Green District Centre	4 8. E0.0 E0.0	£0.0 £0.0	£0.0 £2.6	£0.0 £0.0	£0.0 £0.0	£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 Local shops, The Meadway District Centre	£0.6 £0.0	£11.9 £0.0	£1.4 £0.0	£4.5 £0.0	£0.0 £0.0	£0.0 £0.0	£18. £0.0
Subtotal Meadway District Centre:	£0.6	£11.9	£1.4	£4.5	£0.0	£0.0	£18.
Oxford Road West District Centre							
Tesco Express, Oxford Rd, Reading RG1 7PX Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	£0.9 £2.5	£5.0 £21.9	£1.1 £0.8	£1.3 £0.7	£0.0 £0.0	£0.0 £0.0	£8.3 £25.3
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:	£3.7	£26.8	£1.8	£2.0	£0.0	£0.0	£34.
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	£0.4	£0.1
Subtotal Shinfield District Centre:	£0.0	£0.0	£0.0	£3.2	£0.0	£0.5	£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 £0.2	£0.7 £5.2	£0.0 £0.0	£0.0 £0.5	£0.0 £0.0	£0.0 £0.0	£0.9 £6.0
Subtotal Tilehurst Triangle District Centre: Whiteley District Centre	£0.2	ES.Z	£0.0	£0.5	£0.0	£0.0	£6.0
Aldi, Basingstoke Rd, Reading RG2 ONT	£5.3	£0.7	£0.2	£9.0	£0.3	£3.2	£18.
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	£6.3	£0.2	£0.2	£11.6	£1.8	£3.8	£23. £0.4
Local Shops, Whitley Subtotal Whitley District Centre:	£0.0 £11.7	£0.0 £0.9	£0.0 £0.3	£0.4 £21.0	£0.0 £2.1	£0.0 £7.0	£43.
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 Co-Op, Erleigh Road, Reading, RG1 5NL	E1.4	£0.4 £0.0	£0.0 £0.0	£1.4 £0.1	£0.0 £0.5	£0.5 £0.0	£2.6 £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 Tesco Express, Whitley St, Reading RG2 0EG	£0.0 £0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0
Local shops, Whitley St, Reading RG2 UEG	E0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.7
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 Subtotal Local Centres:	£0.0 £2.3	£0.0 £0.4	£0.0 £0.0	£0.0 £2.8	£0.7 £1.3	£0.5 £1.0	£1.2 £7.8
Local Shops	12.5	10.4	20.0	E2.0	E1.5	11.0	£7.6
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 Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	£0.0 £0.0	£0.0 £0.0	£3.1 £0.4	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£3.1 £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
Out of Centre Retail Parks and Standalone Foodstores Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Cro	oftc £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 £0.1	£1.7	£2.9	£3.6 £0.0	£0.9 £0.0	£13. £0.1
B&M, Reading Retail Park, Reading, RG30 1PR B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.1	£0.1 £0.2
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln La	ne, £0.4	£0.0	£0.2	£0.6	£0.0	£0.0	£1.1
Aldi, Vastern Rd, Reading RG1 8AL Asda Express. Berkelev Avenue Reading RG1 6JT	£4.5	£0.3 £0.0	£9.3 £0.0	£0.0	£0.0	£0.0	£14.
Asda Express, Berkeley Avenue Reading RG1 6JT Costco, South Oak Way, Green Park, Reading, RG2 6UE	£0.4 £0.1	£0.0 £0.6	£0.0 £1.4	£0.0 £3.1	£0.0 £1.6	£0.2 £0.6	£0.6 £7.5
Lidl, Basingstoke Rd, Reading RG2 0SJ	£1.2	£0.0	£0.1	£8.2	£2.0	£4.2	£15.
Lidl, Oxford Rd, Reading RG30 1AS Made: and Spansor (MSS) Simply Each Tileburgt Rd, High Street, E	£2.4 Rea £0.2	£4.3 £0.4	£0.0 £0.0	£0.1 £0.0	£0.5 £0.0	£0.0 £0.0	£7.3 £0.6
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, F Tesco Express, Flagstaff Rd, Reading RG2 6BW	tea £0.2 £0.9	£0.4 £0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2		£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG Tesco Extra, Napier Rd, Reading RG1 8DF	641 E0.0 E10.1	£0.0 £2.4	£1.2 £18.8	£0.0 £4.7	£0.0 £2.0	£0.0 £1.9	£1.2 £39.3
Valtrose, Oxford Rd, Reading RG30 6WR	£10.1 £1.1	£2.4 £19.0	£18.8 £0.0	£4.7 £2.5	£2.0 £0.0	£0.3	£39. £22.
Subtotal Out of Centre Foodstores:	£24.3	£29.6	£32.8	£28.0	£10.2	£10.3	£135
READING BOROUGH MARKET SHARE Wokingham District	£84.6	£83.70	£80.9	£70.1	£18.3	£20.3	£357.
Earley, Wokingham	£0.3	£0.0	£0.4	£2.6	£3.4	£0.0	£6.7
Waltrose, Hyde End Road, Shinfield, Reading, RG2 9ER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other stores, Shinfield Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	£0.0 £1.6	£0.0 £0.3	£0.0 £1.3	£0.3 £7.2	£0.0 £16.7	£2.5 £9.5	£2.8 £36.
Lidl, Headley Rd, Woodley, Reading RG5 4JA	£1.5	£0.0	£1.0	£0.5	£12.8	£0.0	£15.
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	£0.0	£1.1	£0.2	£3.8	£20.7	£0.0	£25.
Other stores, Woodley Waitrose, Rectory Rd, Wokingham RG40 1BB	£0.7 £0.2	£1.2 £0.0	£0.7 £0.0	£0.0 £0.0	£7.4 £0.5	£0.0 £0.6	£10.
Morrisons, Woosehill 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 Aldi, Wellington Rd, Wokingham RG40 2EX	£4.6 £0.4	£1.8 £0.0	£4.0 £0.0	£0.0 £0.0	£15.1 £0.0	£0.8 £0.6	£26. £1.0
Aldi, Weilington Rd, Wokingham RG40 2EX Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5T1		£0.4	£1.6	£28.4	£15.2	£11.2	£60.
Tesco, Finchampstead Road, Wokingham, RG40 2NS	£0.0	£0.0	£1.4	£0.0	£0.2	£2.7	£4.3
Other, Wokingham District Subtotal Wokingham District:	£4.1 £17.2	£0.0 £4.7	£0.4 £11.1	£3.5 £46.4	£17.0 £109.4	£8.7 £36.7	£33. £225
West Berkshire	£1/.Z	£4./		140.4	1107.4	230.7	1225
Aldi, Bath Rd, Calcot, Reading RG30 2HB	£1.7	£21.6	£1.6	£6.6	£0.2	£0.0	£31.
Lidl, Bath Rd, Calcot, Reading RG30 2HB Salachura/c, Bath Rd, Calcot, Theole, Reading RG31 75A	£0.8 £3.4	£13.4 £28.3	E2.4 E4.4	£6.0 £9.0	£0.0 £0.8	£0.0 £1.9	£22.
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA Other West Berkshire District	£3.4 £5.1	£28.3 £9.1	£4.4 £2.1	£9.0 £0.6	£0.8 £0.0	£1.9 £0.4	£47.3 £17.
Subtotal West Berkshire District:	£11.0	£72.3	£10.6	£22.2	£1.0	£2.3	£119
All other	£2.3	£0.1	£4.8	£2.0	£0.0	£4.8	£14.3
LEAKAGE TO STORES/CENTRES OUTSIDE OF READING BOROUGH	£30.4	£77.1	£26.4	£70.6	£110.4	£43.9	£358

## 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 Available Spend (excluding SFT):	1 £115.3	2 £161.3	3 £107.1	4 £142.4	5 £130.8	6 £65.8	AREA £722.
teading Town Centre							
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	£3.17 £0.3	£1.3 £0.0	£0.4 £0.0	£2.1 £0.0	£3.3 £0.0	£0.4 £0.0	£10.3
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 Tesco Express, Market Place, Reading RG1 2EG	£5.9 £1.7	£0.0 £0.0	£0.0 £0.0	£0.4 £0.2	£0.0 £0.0	£0.3 £0.0	£6.6 £1.9
lesco express, Market Place, Reading RG1 2EG Iceland, Broad Street Mall, Reading, RG1 7QE	£0.39	£0.0 £0.0	£0.0	£0.2 £0.0	£0.0 £0.0	£0.0	£1.9 £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
Caversham District Centre Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	£1.8	£4.3	£3.2	£0.4	£0.0	£0.0	£9.6
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 Subtotal: Caversham District Centre	£0.1 £3.8	£0.0 £4.3	£0.5 £33.3	£0.0 £0.4	£0.0 £0.0	£0.0 £0.6	£0.5
emetery Junction District Centre	£3.8	14.5	£33.5	20.4	20.0	20.0	E42.4
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 Subtotal Cemetery Junction District Centre:	£0.3 £5.6	£0.0 £0.0	£0.0 £3.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.3 £8.7
mmer Green District Centre	23.0	20.0	23.0	20.2	20.0	20.0	20.7
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: feadway District Centre:	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6
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 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	£18.5
Dxford 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 Express, Oxford Rd, Reading RG1 7PX 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.
hinfield District Centre 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
ilehurst Triangle District Centre			£0.0	£0.5		£0.0	62.1
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL Co-Op, School Road, Tilehurst, Reading, RG31 5AR	£0.0 £0.0	£1.5 £3.0	£0.0 £0.0	£0.5 £0.0	£0.0 £0.0	£0.0 £0.0	£2.1 £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
Vhiteley District Centre Aldi, Basingstoke Rd, Reading RG2 ONT	£5.3	£0.7	£0.2	£9.1	£0.3	£3.3	£18.
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	£5.3 £6.3	£0.7	£0.2	£9.1 £11.8	£0.3	£3.5 £3.9	£18. £24.
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	£21.2	£2.2	£7.2	£43.
ocal Centres	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Premier, Christchurch Road, Reading RG2 7AZ Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QI	£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 Tesco Express, Whitley St, Reading RG2 0EG	£0.0 £0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0
Local shops, Whitley Street Local Centre	£0.0	£0.0	£0.0	£0.2 £0.0	£0.0	£0.0	£0.7
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: ocal Shops	£2.3	£0.4	£0.0	£2.8	£1.3	£1.1	£7.9
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 Other local shops, Reading Borough	£0.0 £0.1	£0.0 £0.0	£0.4 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.4 £0.2
Subtotal Local Shops:	£2.6	£0.3	£3.5	£0.1	£0.0	£0.0	£6.6
out of Centre Retail Parks and Standalone Foodstores							
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Croftc	£0.0	£0.9	£0.2	£5.0	£0.1	£1.6	£7.8
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ Aldi, Reading Gate Retail Park, Reading RG2 0GG	£0.0 £2.9	£0.0 £1.2	£0.0 £1.7	£0.9 £2.9	£0.5 £3.7	£0.6 £1.0	£2.0 £13.
B&M, Reading Retail Park, Reading, RG2000	£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 Asda Express, Berkelev Avenue Reading RG1 6JT	£4.5 £0.4	£0.3 £0.0	£9.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£14. £0.6
Asda Express, Berkeley Avenue Reading RG1 6JT Costco, South Oak Way, Green Park, Reading, RG2 6UE	£0.4 £0.1	£0.0 £0.6	£0.0 £1.4	£0.0 £3.1	£0.0 £1.6	£0.2 £0.6	£0.6
Lidl, Basingstoke Rd, Reading RG2 0SJ	£1.2	£0.0	£0.1	£8.3	£2.0	£4.3	£15.
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 Tesco Exoress. Flagstaff Rd. Reading RG2 6BW	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.6
Tesco Express, Flagstaff Kd, Reading KG2 68W Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	£0.9 £0.0	£0.0 £0.4	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.9 £0.4
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG41	£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.
Waitrose, Oxford Rd, Reading RG30 6WR Subtotal Out of Centre Foodstores:	£1.1 £24.3	£19.1 £29.6	£0.0 £32.7	£2.5 £28.3	£0.0 £10.4	£0.3 £10.6	£23. £136
EADING BOROUGH MARKET SHARE	£84.8	£83.93	£80.8	£70.9	£18.6	£20.8	£130
Vokingham District							
Earley, Wokingham Waltrose, Hyde End Road, Shinfield, Reading, RG2 9ER	£0.3 £0.0	£0.0 £0.0	£0.4 £0.0	£2.6 £0.0	£3.5 £0.0	£0.0 £0.0	£6.8 £0.0
Waltrose, Hyde End Road, Shinfield, Reading, RG2 9ER Other stores, Shinfield	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.3	£0.0 £0.0	£0.0 £2.5	£0.0 £2.8
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	£1.6	£0.3	£1.3	£7.3	£17.0	£9.7	£37.
Lidl, Headley Rd, Woodley, Reading RG5 4JA	£1.5	£0.0	£1.0	£0.5	£13.0	£0.0	£16.
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	£0.0	£1.1	£0.2	£3.9	£21.0	£0.0	£26.
Other stores, Woodley Waitrose, Rectory Rd, Wokingham RG40 1BB	£0.7 £0.2	£1.2 £0.0	£0.7 £0.0	£0.0 £0.0	£7.6 £0.5	£0.0 £0.6	£10. £1.4
Morrisons, Woosehill 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.
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 Tesco, Finchampstead Road, Wokingham, RG40 2NS	£3.6 £0.0	£0.4 £0.0	£1.6 £1.4	£28.7 £0.0	£15.5 £0.2	£11.5 £2.8	£61. £4.4
Other, Wokingham District	£4.1	£0.0	£0.4	£3.6	£17.3	£8.9	£34.
Subtotal Wokingham District:	£17.2	£4.7	£11.1	£46.9	£111.2	£37.7	£228
Vest Berkshire	<i>c</i>						
Aldi, Bath Rd, Calcot, Reading RG30 2HB Lidl, Bath Rd, Calcot, Reading RG30 2HB	£1.7 £0.8	£21.7 £13.4	£1.6 £2.4	£6.7 £6.1	£0.2 £0.0	£0.0 £0.0	£31.5 £22.5
,,,,,,	£3.4	£28.4	£4.4	£9.1	£0.8	£1.9	£48.
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	15.4						
Other West Berkshire District	£5.1	£9.1	£2.1	£0.7	£0.0	£0.4	
		£9.1 £72.5 £0.1	£2.1 £10.6 £4.8	£0.7 £22.5 £2.1	£0.0 £1.0 £0.0	£0.4 £2.3 £5.0	£17.4 £119. £14.2

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 Available Spend (evoluting SET):	1 £115.5	2 £162.6	3 £107.2	4 £144.6	5 £133.2	6 £67.4	AREA £730.4
Reading Town C								
	s and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	£3.18 £0.3	£1.3 £0.0	£0.4 £0.0	£2.2 £0.0	£3.4 £0.0	£0.4 £0.0	£10.9 £0.3
	s and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ bury's, Broad St, Reading RG1 2BH	£0.3 £10.8	£0.0 £0.2	£0.0 £0.0	£0.0 £1.1	£0.0 £0.3	£0.0 £0.2	£0.3 £12.6
Sainsb	bury's, Friar St, Reading RG1 1DX	£7.0	£2.6	£1.4	£3.7	£1.2	£0.1	£15.9
	Express, Crown St, Reading RG1 2SE Express, Market Place, Reading RG1 2EG	£5.9 £1.7	£0.0 £0.0	£0.0 £0.0	£0.4 £0.2	£0.0 £0.0	£0.3 £0.0	£6.7 £1.9
	id, Broad Street Mall, Reading, RG1 7QE	£0.39	£0.0	£0.0	£0.2	£0.0	£0.0	£1.9 £0.4
	shops, Reading Town Centre	£0.6	£0.3	£0.3	£0.1	£0.0	£0.0	£1.3
Subto Caversham Dist	tal Reading Town Centre:	£29.9	£4.4	£2.1	£7.7	£4.8	£1.0	£49.9
	Esso Express, Church St, Caversham, Reading RG4 8AU	£1.8	£4.3	£3.2	£0.4	£0.0	£0.0	£9.6
	ose, Church St, Reading RG4 8AY	£2.0	£0.0	£27.7	£0.0	£0.0	£0.6	£30.2
	id, St Martins Centre, Caversham, RG4 8BA shops, Caversham District Centre	£0.0 £0.1	£0.0 £0.0	£2.0 £0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£2.0 £0.5
	tal: Caversham District Centre:	£3.8	£4.3	£33.3	£0.4	£0.0	£0.6	£42.4
	tion District Centre							
	Express, London Rd, Reading RG1 5BA b, London Road, Reading RG1 3NU	£3.4 £1.9	£0.0 £0.0	£0.0 £3.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£3.4 £5.0
	shops, Cemetery Junction District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Subtor Emmer Green D	tal Cemetery Junction District Centre:	£5.6	£0.0	£3.0	£0.1	£0.0	£0.0	£8.7
	sons 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
	tal Emmer Green District Centre:	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6
Meadway Distri Asda (	ict Centre: (Tilehurst), Honey End Ln, Reading RG30 4EL	£0.6	£12.1	£1.4	£4.6	£0.0	£0.0	£18.7
	shops, The Meadway District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	tal Meadway District Centre:	£0.6	£12.1	£1.4	£4.6	£0.0	£0.0	£18.7
	est District Centre 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
	shops, Oxford Road West District Centre	£0.3	£0.0	£0.0	£0.0 £2.0	£0.0	£0.0 £0.0	£0.3 £34.7
Subto Shinfield Distric	tal Oxford Road West District Centre: ct Centre	£3.8	£27.1	£1.8	£2.0	£0.0	£0.0	£34.7
Tesco	Express, Shinfield Rd, Reading RG2 8HA	£0.0	£0.0	£0.0	£3.3	£0.0	£0.4	£3.7
	shops, Shinfield Road District Centre tal Shinfield District Centre	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.1 £0.5	£0.1 £3.7
	ital Shintield District Centre: sle District Centre	£0.0	£0.0	£0.0	£3.3	£0.0	10.5	£3.7
Asda F	Filling Station, School Rd, Tilehurst, Reading RG31 5AL	£0.0	£1.5	£0.0	£0.6	£0.0	£0.0	£2.1
	o, School Road, Tilehurst, Reading, RG31 5AR	£0.0 £0.2	£3.0 £0.7	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£3.0 £0.9
	shops, Tilehurst Triangle District Centre tal Tilehurst Triangle District Centre:	£0.2 £0.2	£0.7 £5.3	£0.0 £0.0	£0.0 £0.6	£0.0 £0.0	£0.0 £0.0	£0.9 £6.0
Whiteley Distrie	ct Centre							
	Basingstoke Rd, Reading RG2 ONT	£5.4 £6.3	£0.7 £0.2	£0.2 £0.2	£9.2 £11.9	£0.3 £1.9	£3.4 £4.0	£19.1 £24.5
	sons, Off Basingstoke Rd, Reading RG2 0HB Shops, Whitley	£0.0	£0.2 £0.0	£0.2	£0.4	£0.0	£4.0 £0.0	£24.5
	tal Whitley District Centre:	£11.7	£0.9	£0.3	£21.6	£2.2	£7.3	£44.0
Local Centres								
	ier, Christchurch Road, Reading RG2 7AZ sons Daily, Coronation Square, Southcote Ln, Reading RG30 3QI	£0.0 £0.3	£0.0 £0.4	£0.0 £0.0	£0.1 £1.4	£0.0 £0.0	£0.0 £0.6	£0.1 £2.7
	), Erleigh Road, Reading, RG1 5NL	£1.4	£0.0	£0.0	£0.1	£0.5	£0.0	£2.0
	shops, Erleigh Road	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.1 £0.0
	shops, Tadley Town Centre 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
	o, Whitley Wood Road, Reading, RG2 8LQ shops, Wokingham Road Local Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.1 £0.0	£0.0 £0.8	£0.0 £0.5	£1.1 £1.3
	tal Local Centres:	£2.3	£0.4	£0.0	£2.9	£1.4	£1.1	£8.0
Local Shops								
	Express, Tilehurst Rd, Reading RG1 7TN o, Henley Road, Caversham, Reading, RG4 6DH	£2.6 £0.0	£0.3 £0.0	£0.0 £3.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£3.0 £3.1
	o, South View Avenue, Caversham, Reading, RG4 5BB	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4
	local shops, Reading Borough	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
	tal Local Shops: Retail Parks and Standalone Foodstores	£2.6	£0.3	£3.5	£0.1	£0.0	£0.0	£6.6
	s and Spencer (M&S) Foodhall, The Square, Chalfont Way, Croftc	£0.0	£0.9	£0.2	£5.1	£0.1	£1.7	£7.9
Icelan	id, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	£0.0	£0.0	£0.0	£0.9	£0.5	£0.6	£2.0
	Reading Gate Retail Park, Reading RG2 0GG Reading Retail Park, Reading, RG30 1PR	£2.9 £0.0	£1.2 £0.1	£1.7 £0.0	£2.9 £0.0	£3.7 £0.0	£1.0 £0.0	£13.5 £0.1
	Reading Retail Park, Reading, RGS0 1PR Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.1
	Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane,	£0.4	£0.0	£0.2	£0.6	£0.0	£0.0	£1.2
	Vastern Rd, Reading RG1 8AL Express, Berkeley Avenue Reading RG1 6JT	£4.5 £0.4	£0.3 £0.0	£9.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£14.1 £0.6
	o, South Oak Way, Green Park, Reading, RG2 6UE	£0.1	£0.6	£1.4	£3.2	£1.7	£0.7	£7.7
Lidl, B	lasingstoke Rd, Reading RG2 0SJ	£1.2	£0.0	£0.1	£8.4	£2.1	£4.4	£16.1
	0xford Rd, Reading RG30 1AS s and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Rea	£2.4 £0.2	£4.3 £0.4	£0.0 £0.0	£0.1 £0.0	£0.5 £0.0	£0.0 £0.0	£7.3 £0.6
Tesco	Express, Flagstaff Rd, Reading RG2 6BW	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
	Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
	Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 Extra, Napler Rd, Reading RG1 8DF	£0.0 £10.2	£0.0 £2.4	£1.2 £18.7	£0.0 £4.8	£0.0 £2.0	£0.0 £2.0	£1.2 £40.1
	ose, Oxford Rd, Reading RG30 6WR	£10.2 £1.1	£19.2	£0.0	£4.8 £2.6	£0.0	£0.3	£40.1 £23.2
Subto	tal Out of Centre Foodstores:	£24.4	£29.9	£32.7	£28.7	£10.6	£10.9	£137.2
READING BORO Wokingham Dis	DUGH MARKET SHARE	£84.9	£84.63	£80.8	£72.0	£18.9	£21.3	£362.6
	r, Wokingham	£0.3	£0.0	£0.4	£2.6	£3.5	£0.0	£6.9
Waitn	ose, Hyde End Road, Shinfield, Reading, RG2 9ER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	· stores, Shinfield bury's, King St Ln, Winnersh, Wokingham RG41 5AR	£0.0 £1.6	£0.0 £0.3	£0.0 £1.3	£0.3 £7.4	£0.0 £17.3	£2.6 £9.9	£2.9 £37.8
Lidl, H	leadley Rd, Woodley, Reading RG5 4JA	£1.5	£0.0	£1.0	£0.6	£13.3	£0.0	£16.4
	ose, Crockhamwell Rd, Woodley, Reading RG5 3JW	£0.0	£1.1	£0.2	£3.9	£21.4	£0.0	£26.6
	stores, Woodley ose, Rectory Rd, Wokingham RG40 1BB	£0.7 £0.2	£1.2 £0.0	£0.7 £0.0	£0.0 £0.0	£7.7 £0.6	£0.0 £0.6	£10.3 £1.4
Walto	sons, Woosehill Shopping Centre, Wokingham, RG41 3SW	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.5
		£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Morri Local	shops, Wokingham Town Centre	£4.6	£1.8	£4.0 £0.0	£0.0 £0.0	£15.7 £0.0	£0.8 £0.7	£26.9 £1.1
Morris Local s Aldi, L	ondon Rd, Earley, Reading RG6 1LA	£0.4	£0.0					£62.2
Morri: Local : Aldi, L Aldi, V			£0.0 £0.4	£1.6	£29.1	£15.8	£11.8	
Morris Local : Aldi, L Aldi, V Asda ( Tesco,	.ondon Rd, Earley, Reading RG6 1LA Wellington Rd, Wokingham RG40 2EX (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT , Finchampstead Road, Wokingham, RG40 2NS	£0.4 £3.6 £0.0	£0.4 £0.0	£1.6 £1.4	£0.0	£0.2	£2.9	£4.4
Morris Local : Aldi, L Aldi, V Asda ( Tesco, Other,	.ondon Rd, Earley, Reading RG6 1LA Wellington Rd, Wokingham RG40 2EX (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT -, Finchampsteed Road, Wokingham, RG40 2NS , Wokingham District	£0.4 £3.6 £0.0 £4.1	£0.4 £0.0 £0.0	£1.6 £1.4 £0.4	£0.0 £3.6	£0.2 £17.6	£2.9 £9.1	£34.8
Morris Local : Aldi, L Aldi, V Asda ( Tesco, Other,	.ondon R4, Earley, Reading R66 11.A Wellington Rd, Wokingham R640 2EX (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 STT , Finchampstead Road, Wokingham, RG40 2NS , Wokingham District Edi Wokingham District	£0.4 £3.6 £0.0	£0.4 £0.0	£1.6 £1.4	£0.0	£0.2	£2.9	
Morris Local Aldi, L Aldi, V Asda ( Tesco, Other, Subto West Berkshire Aldi, E	andon Rd, Earley, Reading RG6 11A Wellington Rd, Wokingham RG40 2EX (Lowr Earley), Chalfont Way, Lower Earley, Reading RG6 5TT , Finchampstead Road, Wokingham, RG40 2NS Wokingham District: tal Wokingham District: Bath Rd, Calcot, Reading RG30 2HB	£0.4 £3.6 £0.0 £4.1 £17.2 £1.7	£0.4 £0.0 £0.0 £4.7 £21.8	£1.6 £1.4 £0.4 £11.1 £1.6	£0.0 £3.6 £47.6 £6.8	£0.2 £17.6 £113.3 £0.2	£2.9 £9.1 £38.6 £0.0	£34.8 £232.5 £32.1
Morris Local : Aldi, L Aldi, V Asda ( Tesco Other, Subto West Berkshire Aldi, E Lidi, B	ondon Rd, Earley, Reading RdG LIA Wellngton Rd, Wolngham RG40 2tX (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT ; Enchampstate Rda Wolkingham, RG40 2NS ; Wolkingham District tal Wolkingham District Bath Rd, Lockor, Reading RG30 2HB Bath Rd, Lockor, Reading RG30 2HB	£0.4 £3.6 £0.0 £4.1 £17.2 £1.7 £0.8	£0.4 £0.0 £0.0 £4.7 £21.8 £13.5	£1.6 £1.4 £0.4 £11.1 £1.6 £2.4	£0.0 £3.6 £47.6 £6.8 £6.2	£0.2 £17.6 £113.3 £0.2 £0.0	£2.9 £9.1 £38.6 £0.0 £0.0	£34.8 £232.5 £32.1 £22.9
Morris Local : Aldi, L Aldi, V Asda ( Tesco, Other, Subto West Berkshire Aldi, E Lidi, B Sainst	undon Rd, Earley, Reading RGG LIA Weilington Rd, Wolingham RG40 2EX (Lower Earley), Chalfort Way, Lower Earley, Reading RG6 5TT , Finchampstead Road, Wokingham, RG40 2MS Wokingham District: Sath Rd, Calcot, Reading RG30 2HB ath Rd, Calcot, Reading RG30 2HB ath Rd, Calcot, Theale, Reading RG31 7SA	£0.4 £3.6 £0.0 £4.1 £17.2 £1.7	£0.4 £0.0 £0.0 £4.7 £21.8	£1.6 £1.4 £0.4 £11.1 £1.6	£0.0 £3.6 £47.6 £6.8	£0.2 £17.6 £113.3 £0.2	£2.9 £9.1 £38.6 £0.0	£34.8 £232.5 £32.1
Morris Local : Aidi, L Aidi, V Asda ( Tesco, Other, Subto West Berkshire Aidi, B Lidi, B Sainst Other	ondon Rd, Earley, Reading RdG LIA Wellington Rd, Wolingham RG40 ZEX (Lower Earley), Chalfort Way, Lower Earley, Reading RG6 STT , Finchampstead Rad, Wokingham, RG40 2NS Wokingham District: Tatl Wokingham District: Tath Rd, Calcot, Reading RG30 2HB tath Rd, Calcot, Reading RG30 2HB West Berkshire District: Tatl West Berkshire District:	£0.4 £3.6 £0.0 £4.1 £17.2 £1.7 £0.8 £3.4	£0.4 £0.0 £4.7 £21.8 £13.5 £28.6	E1.6 E1.4 E0.4 E11.1 E1.6 E2.4 E4.4	£0.0 £3.6 £47.6 £6.8 £6.2 £9.3	£0.2 £17.6 £113.3 £0.2 £0.0 £0.8	£2.9 £9.1 £38.6 £0.0 £0.0 £2.0	£34.8 £232.5 £32.1 £22.9 £48.5

## 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 STU AREA
Roadi	Total Available Spend (excluding SFT):	£120.9	£170.7	£112.1	£152.1	£140.5	£71.2	£767.6
	own Centre 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 £11.4	£0.0 £0.2	£0.0 £0.0	£0.0 £1.1	£0.0 £0.3	£0.0 £0.3	£0.3 £13.2
	Sainsbury's, Broad St, Reading RG1 2BH Sainsbury's, Friar St, Reading RG1 1DX	£11.4 £7.3	£0.2 £2.7	£0.0 £1.5	£3.9	£0.3	£0.3	£13.2 £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 Iceland, Broad Street Mall, Reading, RG1 7QE	£1.8 £0.40	£0.0 £0.0	£0.0 £0.0	£0.2 £0.0	£0.0 £0.0	£0.0 £0.0	£2.0 £0.4
	Other shops, Reading Town Centre	£0.40	£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
	n District Centre 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	£0.6	£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 Subtotal: Caversham District Centre:	£0.1 £4.0	£0.0 £4.5	£0.5 £34.9	£0.0 £0.4	£0.0 £0.0	£0.0 £0.6	£0.6 £44.4
	Junction District Centre			2010				
	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 Local shops, Cemetery Junction District Centre	£2.0 £0.3	£0.0 £0.0	£3.1 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£5.2 £0.3
	Subtotal Cemetery Junction District Centre:	£5.9	£0.0	£3.1	£0.1	£0.0	£0.0	£9.1
	een District Centre Morrisons Daily, Milestone Way Precinct, Caversham, Reading RG4 &	£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 £2.7	£0.0	£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
	District Centre:							
	Asda (Tilehurst), Honey End Ln, Reading RG30 4EL Local shops, The Meadway District Centre	£0.7 £0.0	£12.7 £0.0	£1.5 £0.0	£4.8 £0.0	£0.0 £0.0	£0.0 £0.0	£19.6 £0.0
	Subtotal Meadway District Centre:	£0.7	£12.7	£1.5	£4.8	£0.0	£0.0	£19.6
	ad West District Centre							
	Tesco Express, Oxford Rd, Reading RG1 7PX Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	£1.0 £2.6	£5.3 £23.2	£1.1 £0.8	£1.4 £0.7	£0.0 £0.0	£0.0 £0.0	£8.8 £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
	District Centre 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
	Triangle District Centre Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	£0.0	£1.6	£0.0	£0.6	£0.0	£0.0	£2.2
	Asda Filling Station, School Rd, Tilehurst, Reading RG31 SAL Co-Op, School Road, Tilehurst, Reading, RG31 SAR	£0.0 £0.0	£1.6 £3.2	£0.0	£0.6	£0.0 £0.0	£0.0 £0.0	£2.2 £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: District Centre	£0.2	£5.5	£0.0	£0.6	£0.0	£0.0	£6.3
	Aldi, Basingstoke Rd, Reading RG2 ONT	£5.6	£0.7	£0.2	£9.7	£0.4	£3.6	£20.1
1	Morrisons, Off Basingstoke Rd, Reading RG2 0HB	£6.6	£0.2	£0.2	£12.6	£2.0	£4.2	£25.7
	Local Shops, Whitley	£0.0 £12.2	£0.0 £0.9	£0.0 £0.4	£0.4 £22.7	£0.0 £2.3	£0.0 £7.7	£0.4 £46.3
Local Cent	Subtotal Whitley District Centre:	£12.2	£0.9	£0.4	£22.7	£2.3	£7.7	£40.3
	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 3QI	£0.3	£0.4	£0.0	£1.5	£0.0	£0.6	£2.8
	Co-Op, Erleigh Road, Reading, RG1 5NL Local shops, Erleigh Road	£1.4 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.5 £0.1	£0.0 £0.0	£2.1 £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 Co-Op, Whitley Wood Road, Reading, RG2 8LQ	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £1.1	£0.0 £0.0	£0.0 £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
Local Shop	ps 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	£3.3	£0.0	£0.0	£0.0	£3.3
	Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	£0.0 £0.1	£0.0 £0.0	£0.4 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.4 £0.2
	Other local shops, Reading Borough Subtotal Local Shops:	£2.8	£0.0	£3.7	£0.1	£0.0	£0.0	£6.9
	ntre Retail Parks and Standalone Foodstores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Croftc Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	£0.0	£1.0	£0.2	£5.4	£0.1	£1.8	£8.4
	Iceland, The Square, Chalfont Way, Earley, Reading, RG6 SHJ Aldi, Reading Gate Retail Park, Reading RG2 0GG	£0.0 £3.1	£0.0 £1.2	£0.0 £1.8	£1.0 £3.1	£0.5 £3.9	£0.6 £1.0	£2.1 £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, Aldi, Vastern Rd, Reading RG1 8AL	£0.4 £4.8	£0.0 £0.3	£0.2 £9.7	£0.6 £0.0	£0.0 £0.0	£0.0 £0.0	£1.2 £14.7
	Add, Vastern Ro, Reading RG1 BAL Asda Express, Berkeley Avenue Reading RG1 6JT	£4.8 £0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
	Costco, South Oak Way, Green Park, Reading, RG2 6UE	£0.1	£0.7	£1.5	£3.3	£1.8	£0.7	£8.1
	Lidl, Basingstoke Rd, Reading RG2 0SJ Lidl. Oxford Rd. Reading RG30 1AS	£1.2 £2.5	£0.0 £4.6	£0.1 £0.0	£8.9 £0.1	£2.2 £0.5	£4.7 £0.0	£17.0 £7.7
	Lidi, Oxford Kd, Keading KG3U IAS Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Rea	£2.5 £0.2	£4.6 £0.4	£0.0 £0.0	£0.1 £0.0	£0.5 £0.0	£0.0 £0.0	£7.7 £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 Tesco Extra, Napier Rd, Reading RG1 8DF	£0.0 £10.6	£0.0 £2.5	£1.3 £19.6	£0.0 £5.1	£0.0 £2.2	£0.0 £2.1	£1.3 £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
	BOROUGH MARKET SHARE	£88.9	£88.85	£84.5	£75.7	£20.0	£22.5	£380.6
	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 Sainsbury's King St In, Winnersh, Wokingham RG41 SAR	£0.0	£0.0 £0.3	£0.0 £1.4	£0.3 £7.8	£0.0 £18.2	£2.7 £10.5	£3.1 £39.8
	Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR Lidl, Headley Rd, Woodley, Reading RG5 4JA	£1.6 £1.6	£0.3	£1.4 £1.0	£7.8 £0.6	£18.2 £14.0	£10.5 £0.0	£39.8 £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 Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	£0.2 £0.2	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.6 £0.4	£0.6 £0.0	£1.5 £0.5
	Local shops, Wokingham Town Centre	£0.2	£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 Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	£0.4 £3.8	£0.0 £0.4	£0.0 £1.7	£0.0 £30.6	£0.0 £16.6	£0.7 £12.4	£1.1 £65.5
	Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT Tesco, Finchampstead Road, Wokingham, RG40 2NS	£3.8 £0.0	£0.4 £0.0	£1.7 £1.5	£30.6 £0.0	£16.6 £0.2	£12.4 £3.0	£65.5 £4.7
1	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
West Berk	shire Aldi, Bath Rd, Calcot, Reading RG30 2HB	£1.8	£22.9	£1.7	£7.1	£0.2	£0.0	£33.7
	Lidi, Bath Rd, Calcot, Reading RG30 2HB	£0.9	£14.2	£2.5	£6.5	£0.0	£0.0	£24.0
1		£3.6	£30.0	£4.6	£9.7	£0.9	£2.1	£50.9
1	Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA							
:	Other West Berkshire District	£5.3	£9.6	£2.2	£0.7	£0.0	£0.4	£18.3
					£0.7 £24.0 £2.2	£0.0 £1.1 £0.0	£0.4 £2.5 £5.4	£18.3 £127.0 £15.1



## 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:							TOTAL ST AREA
Reading Town Centre		46.6%	46.7%	52.7%	39.0%	42.9%	32.7%	44.15
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%	15.19
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%	25.69
READING BOROUGH MARKET SHARE		76.0%	80.8%	88.1%	75.2%	62.4%	66.7%	75.3
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								
Pincents 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 Cenre		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%
LEAKED EXPENDITURE FROM READING BOROUGH		24.0%	19.2%	11.9%	24.8%	37.6%	33.3%	24.75
AL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0

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

	_							TOTAL STU AREA
	Zones:							
		£138.0	£201.3	£139.7	£167.9	£162.8	£89.7	£899.5
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
READING BOROUGH MARKET SHARE		£104.9	£162.6	£123.0	£126.3	£101.6	£59.9	£678.3
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 West Berkshire District		£1.4	£0.0	£0.0	£1.6	£1.4	£0.6	£4.9
		£9.1	£22.3	£4.2	£7.3	£4.1	£3.3	£50.3
Pincents Lane, West Berkshire								
Other West Berkshire Out of Centre Other West Berkshire		£0.1 £2.4	£2.4 £1.5	£0.0 £0.0	£0.1 £0.1	£0.0 £0.0	£0.0 £0.2	£2.6 £4.1
		£2.4	£1.5 £2.0	£0.0	£0.1 £0.6	£0.0	£0.2	£4.1 £5.0
Basingstoke Town Centre Basingstoke Out of Centre		£2.0 £0.7	£2.0 £0.6	£0.0 £0.1	£0.6 £1.3	£0.0 £0.1	£0.3 £0.7	£5.0 £3.6
Basingstoke Out of Centre Bracknell Town Centre		£0.7 £3.8	£0.6	£0.1 £1.1	£1.3 £1.3	£0.1 £7.6	£0.7	£3.6 £16.5
Camberley Town Centre		£3.8 £0.9	£1.6 £0.0	£1.1 £0.5	£1.3 £0.5	£7.6 £0.5	£1.1 £0.4	£16.5
Camberley Town Centre Camberley Out of Cenre		£0.9 £0.2	£0.0 £0.9	£0.5 £0.0	£0.5 £0.0	£0.5 £0.6	£0.4 £1.1	£2.8 £2.8
		£0.2 £3.8	£0.9 £1.6	£0.0	£0.0	£0.6	£1.1 £0.0	£2.8 £8.1
Woking All other		£3.8 £2.6	£1.6	£0.0 £7.6	£2.7	£0.0 £5.3	£0.0 £4.2	£8.1 £25.9
LEAKED EXPENDITURE FROM READING BOROUGH		£33.2	£3.6 £38.7	£16.7	£41.6	£5.3 £61.2	£4.2 £29.9	£25.9

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

#### TABLE 3: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

								TOTAL STU AREA
	Zones:							
		£154.4	£222.9	£154.1	£188.2	£185.3	£103.7	£1,008.
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
READING BOROUGH MARKET SHARE		£117.2	£180.1	£135.7	£141.6	£115.7	£69.2	£759.5
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								
Pincents 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 Cenre		£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		£4.2	£4.0	£8.3	£3.1	£6.0	£0.0	£29.1
LEAKED EXPENDITURE FROM READING BOROUGH		£37.1	£42.8	£18.4	£46.6	£69.6	£34.5	£249.1
FALMARKET SHARE		£37.1 £154.4	£42.8 £222.9	£18.4 £154.1	£46.6 £188.2	£185.3	£103.7	£249.1 £1,008.

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

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

								TOTAL STUDY
	Zones:			3	4	5	6	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
READING BOROUGH MARKET SHARE		£132.8	£204.2	£153.2	£162.0	£132.9	£80.2	£865.3
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								
Pincents 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 Cenre		£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
OTAL MARKET SHARE		£174.8	£252.7	£174.0	£215.3	£212.9	£120.3	£1,150.0

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

#### TABLE 5: 2039 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

	Zones:	1	2	3	4	5	6	AREA
	Zones:							
		£198.1	£288.3	£196.9	£247.3	£245.4	£139.3	£1,315
Reading Town Centre		£92.2	£134.7	£103.8	£96.4	£105.3	£45.6	£577.
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.
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
READING BOROUGH MARKET SHARE		£150.5	£232.9	£173.4	£186.1	£153.2	£93.0	£988.
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
Pincents 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 Cenre		£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
LEAKED EXPENDITURE FROM READING BOROUGH		£47.6	£55.4	£23.5	£61.2	£92.2	£46.4	£326.3

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

	Zones:	1						TOTAL STU AREA
	Zones:		2					
		£209.5	£305.6	£208.0	£262.6	£261.2	£148.6	£1,395.
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.
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.
READING BOROUGH MARKET SHARE		£159.1	£246.9	£183.2	£197.6	£163.1	£99.1	£1,048
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								
Pincents 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 Cenre		£0.3	£1.3	£0.0	£0.0	£1.0	£0.7	£4.4
Woking		£0.3	£1.5	£0.0	£4.2	£1.0	£0.0	£4.4
All other		£3.9	£5.4	£11.3	£4.2	£8.5	£0.0	£12.4 £40.3
All other LEAKED EXPENDITURE FROM READING BOROUGH		£3.9 £50.4	£5.4 £58.7	£11.3 £24.8	£4.3 £65.0	£8.5 £98.1	£49.5	£40.3
LEAKED EAFENDITUKE FROM READING BUROUGH		£50.4	158./	£24.8	£05.0	198.1	£49.5	£346.

TOTAL MARKET SHARE 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
BOROUGH CONVENIENCE GOODS TURNOVER:	£358.7	£357.9	£359.8	£362.6	£380.6

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
BOROUGH CONVENIENCE GOODS TURNOVER INCL. INFLOW:	÷	£394.5	£393.6	£395.7	£398.8	£418.5

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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£3.3	-£6.7	-£9.8	£7.6
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
	(ii) Net Floorspace Capacity (sq m):	-	-324	-659	-942	727
	(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).

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 2:

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 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 COMMITED FLOORSPACE (£m)					
STEP ! NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.3	-£0.8	-£1.3	£1.1
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
(ii) Net Floorspace Capacity (sq m):		-27	-75	-123	107
(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
£47.6	£47.1	£47.1	£47.1	£49.4
£47.6	£47.9	£48.6	£49.3	£49.6
-	-£0.8	-£1.5	-£2.2	-£0.2
-				
-	-£0.8	-£1.5	-£2.2	-£0.2
£10,000	£10,060	£10,202	£10,356	£10,418
-	-82	-148	-209	-23
	70%	70%	70%	170%
	-117	-211	-299	-13
	£47.6 £47.6 - - £10,000	E47.6 E47.1 E47.6 E47.9 E0.8 - E10,000 E10,060 82 70%	E47.6         E47.1         E47.1           £47.6         £47.9         £48.6           -         -£0.8         -£1.5           -         -         -           -         -£0.8         -£1.5           -         -         -           -         -         -           -         -         -           -         -         -           £10,000         £10,060         £10,202           -         -&         -           70%         70%	E47.6         E47.1         E47.1         E47.1           £47.6         £47.9         £48.6         £49.3           -         -£0.8         -£1.5         -£2.2           -         -         -         -           -         -         -         -           -         -         -         -           -         -         -         -           -         -         -         -           -         -         -         -           -         -         -         -           -         -         -         -         -           -         -         -         -         -           -         -         -         -         -           -         -         -         -         -           -         -         -         -         -         -           -         70%         70%         70%         -

#### TABLE 6: CEMETERY JUNCTION DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

Assume Equilibrium at Base Year and Constant Market Shares
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	2024	2029	2034	2039	2041
STEP 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 COMMITED FLOORSPACE (£m)	-				
STEP ! NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.2	-£0.4	£0.0
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
(ii) Net Floorspace Capacity (sq m):	-	-10	-22	-34	2
(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

Assume Equilibrium at base rear and constant market shares					
	2024	2029	2034	2039	2041
STEP 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 COMMITED FLOORSPACE (£m)	-				
STEP ! NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.1	£0.0
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
(ii) Net Floorspace Capacity (sq m):	-	-5	-9	-13	-3
(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 : 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 COMMITED FLOORSPACE (£m)					
STEP ! NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.3	-£0.5	-£0.6	£0.3
STEP E 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
(ii) Net Floorspace Capacity (sq m):	-	-26	-45	-57	31
(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 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 COMMITED FLOORSPACE (£m)					
STEP ! NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.5	-£0.9	-£1.2	£0.4
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
(ii) Net Floorspace Capacity (sq m):	-	-52	-91	-117	35
(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
£3.8	£3.8	£3.9	£3.9	£4.1
£3.8	£3.8	£3.9	£3.9	£4.0
-	£0.0	£0.0	£0.0	£0.2
-				
-	£0.0	£0.0	£0.0	£0.2
£10,000	£10,060	£10,202	£10,356	£10,418
-	0	0	0	18
	70%	70%	70%	170%
	0	0	0	10
	£3.8 - -	£3.8     £3.8       £3.8     £3.8       -     £0.0       -     £0.0       £10,000     £10,060       -     0       -     70%	£3.8         £3.8         £3.9           £3.8         £3.8         £3.9           -         £0.0         £0.0           - <b>£0.0</b> £0.0           - <b>£0.0</b> £0.0           - <b>£0.0</b> £0.0           - <b>£0.0</b> £0.0           - <b>£0.0 £0.0</b> - <b>£0.0 £0.0</b> - <b>£0.0 £0.0</b> - <b>£0.00 £0.0</b>	£3.8         £3.8         £3.9         £3.9           £3.8         £3.8         £3.9         £3.9           -         £0.0         £0.0         £0.0           -          £0.0         £0.0           -          £0.0         £0.0           £10,000         £10,050         £10,202         £10,356           -         0         0         0           70%         70%         70%         70%

#### TABLE 11: TILEHURST TRIANGLE DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY Assume Equilibrium at Base Year and Constant Market Shares

	2024	2029	2034	2039	2041
STEP 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 COMMITED FLOORSPACE (£m)	-				
STEP ! NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.2	£0.1
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
(ii) Net Floorspace Capacity (sq m):		-9	-15	-19	7
(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
£47.4	£47.7	£48.3	£48.9	£51.4
£47.4	£47.7	£48.4	£49.1	£49.4
	£0.0	-£0.1	-£0.2	£2.0
	£0.0	-£0.1	-£0.2	£2.0
£10,000	£10,060	£10,202	£10,356	£10,418
	4	-9	-19	194
	70%	70%	70%	170%
	5	-13	-28	114
	£47.4 £47.4 - -	E47.4 E47.7 E47.4 E47.7 - E0.0 - <b>E0.0</b> E10,000 E10,060 - 4	E47.4         E47.7         E48.3           E47.4         E47.7         E48.4           -         £0.0         -£0.1           -         -         -           E10.000         £10,060         £10,202           -         4         -9           70%         70%         70%	E47.4         E47.7         E48.3         E48.9           E47.4         E47.7         E48.4         E49.1           -         £0.0         -£0.1         -£0.2           -          -         -£0.0         -£0.1           -         £0.0         -£0.1         -£0.2           -          -         -£0.2           -          -£0.0         -£0.2           -          -£0.0         -£0.2           -          £10,060         £10,202         £10,356           -         4         -9         -19           70%         70%         70%         70%

#### TABLE 13: SMALLER CENTRES, LOCAL SHOPS - COMBINED CONVENIENCE GOODS CAPACITY Assume Equilibrium at Base Year and Constant Market Shares

Assume Lyamanan at base rear and constant market shares	2024	2029	2034	2039	2041
STEP 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 COMMITED FLOORSPACE (£m)					
STEP ! NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.2	-£0.3	£0.3
STEP & 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
(ii) Net Floorspace Capacity (sq m):	-	-8	-20	-31	33
(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

Assume Equilibrium at Base Year and Constant Warket Shares					
	2024	2029	2034	2039	2041
STEP 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 COMMITED FLOORSPACE (£m)	-				
STEP ! NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£1.1	-£2.3	-£3.3	£3.4
STEP E 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
(ii) Net Floorspace Capacity (sq m):	-	-109	-224	-319	324
(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
Total Convenience Goods Floorspace Capacity	-324	-659	-942	727



### 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
OROUGH COMPARISON GOODS TURNOVER	£678.3	£759.5	£865.3	£988.9	£1,048.9
otes: 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.
BOROUGH COMPARISON GOODS TURNOVER INCL INFLOW:		£777.5	£870.5	£991.8	£1,133.5	£1,202

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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£10.8	-£20.0	-£28.2	-£25.3
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
	(ii) Net Floorspace Capacity (sq m):	-	-1,735	-2,797	-3,426	-2,919
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,479	-3,995	-4,894	-4,169
EP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from T	able 1).				

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 2:

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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£6.5	-£12.2	-£17.2	-£15.6
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
	(ii) Net Floorspace Capacity (sq m):	-	-1,049	-1,701	-2,094	-1,793
	(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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.3	-£0.6	-£0.8	-£0.9
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
	(ii) Net Floorspace Capacity (sq m):		-48	-77	-102	-101
	(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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.2	-£0.2	-£0.2
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
	(ii) Net Floorspace Capacity (sq m):	-	-15	-24	-29	-26
	(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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.4	-£0.7	-£0.9	-£0.9
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
	(ii) Net Floorspace Capacity (sq m):		-57	-91	-113	-105
	(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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.0	£0.0	£0.0	£0.0
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
	(ii) Net Floorspace Capacity (sq m):		-1	-1	0	5
	(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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.2	-£0.3	-£0.3
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,234	£7,158	£8,217	£8,684
	(ii) Net Floorspace Capacity (sq m):	-	-21	-32	-37	-33
	(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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.1	-£0.2	-£0.1
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
	(ii) Net Floorspace Capacity (sq m):	-	-12	-19	-23	-16
	(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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.0	-£0.1	-£0.1	-£0.1
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
	(ii) Net Floorspace Capacity (sq m):		-5	-7	-8	-6
	(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 COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£3.3	-£6.0	-£8.4	-£7.3
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
	(ii) Net Floorspace Capacity (sq m):		-528	-844	-1,021	-843
	(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

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
Total Comparison Goods Floorspace Capacity:	-1,735	-2,797	-3,426	-2,919

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'

Population projections (2024 to 2041) derived from Experian and based on ONS 2018-based Sub-National Population Projections Notes: (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	LULJ	2004	2000	2041	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	Growt	n (£m)
	2024	2023	2034	2035	2041	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 hom	£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 perso	£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	2024	2029	2034	2039	2041	Growth (£m)	
	Category	2024	2025	2034	2035	2041	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 hom	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: (fm)	-	£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

 $^{\ast}$  Forecast years adjusted using an annual productivity growth rate of 2%